

MICHIGAN TRADESMAN

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Forty-fourth Year

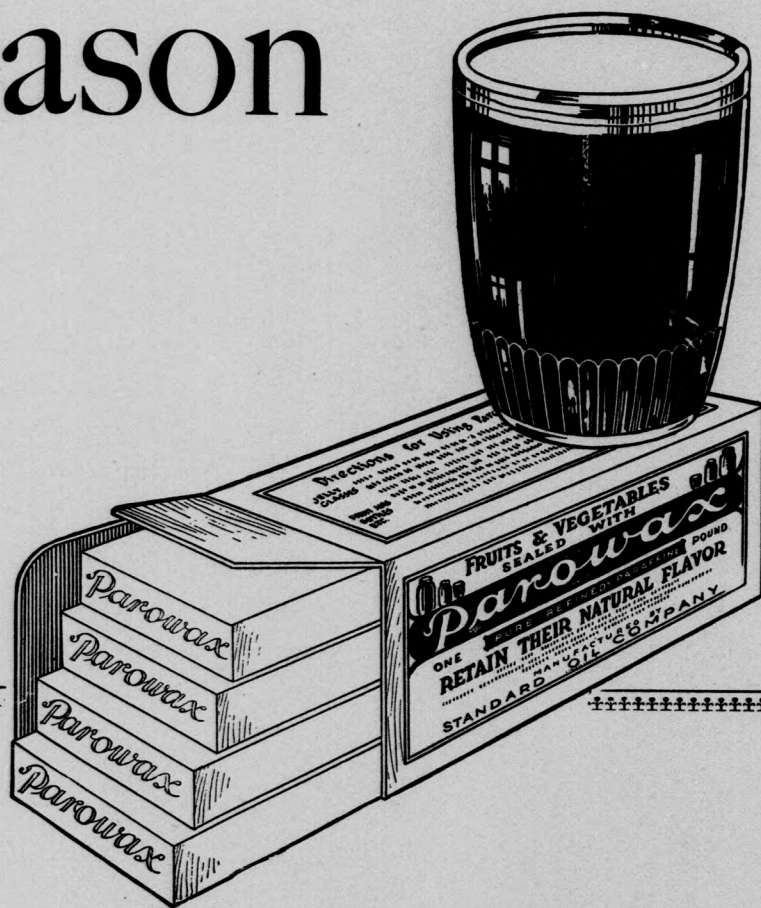
GRAND RAPIDS, WEDNESDAY, SEPTEMBER 8, 1926

Number 2242

WISDOM does not so much consist in knowledge of the ultimate; it consists in knowing what to do next. Frequently those who contribute most to destroy good causes are those who refuse to work day by day within the field of practical accomplishment, and who would oppose all progress unless their own particular ideas be adopted in full. Progress in the world must come about through men and women of high aspirations and high ideals. But no less must its real march be achieved through men and women whose feet are upon the ground, whose proposals are devoid of illusions, and, above and beyond all, that are within the practicability of day-to-day statesmanship.

Herbert Hoover.

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

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MICHIGAN TRADESMAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly in advance.

Four dollars per year, if not paid in advance.

Canadian subscription, \$4.04 per year, payable invariably in advance.

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Entered Sept. 23, 1883, at the Postoffice of Grand Rapids as second class matter under Act of March 3, 1879.

IN THE REALM OF RASCALITY.

Cheats and Frauds Which Merchants Should Avoid.

This department has repeatedly warned its readers against buying any so-called damaged crockery shipments of Chicago houses, because the goods invariably turn out to be trash of the worst description. An editorial writer on the Hardware Retailer has investigated a gang of swindlers who pretend to operate along similar lines at East Liverpool and Sebring, Ohio, under various aliases, including the following:

East Liverpool China Co.

Baker Pottery Co.

Frank China Co.

Edmond Pottery Co.

These concerns are alleged to be the creatures of R. B. Yancy and his son, R. F. Yancy, who enjoy anything but a good reputation in the trade. The trash they handle is not firsts, seconds or thirds, but a fourth selection known as "lump," which has no value whatever. The shipments for which \$35 or \$40 are asked, never yield \$10 worth of salable goods. The fact that the dealer is asked to make an advance payment in cash and then accept the shipment C. O. D. clearly discloses the fraudulent character of the swindle. The cups mostly come minus handles and the saucers are so crooked a cat cannot drink out of them. Dealers should give representatives of these and other shark concerns which claim to handle damaged crockery an immediate invitation to right about face and head for the street.

Programme For the Annual Hotel Convention.

Muskegon, Sept. 7—Preliminary announcement of the annual convention of the Michigan Hotel Association, at Harrington Hotel, Port Huron, Friday and Saturday, Sept. 24 and 25, has been sent out. This means that there will be two full days of business and

recreation for the members of the strongest hotel association in America. The tentative program is as follows:

Friday

9 a. m. Registration at Hotel Harrington. Fee, \$5.

9:30 a. m. Morning session.

12:30 p. m. Luncheon, Hotel Harrington.

2 p. m. Auto trip to Port Huron Golf and Country Club for golf tournament. Michigan Hotel Association trophy. There will be other prizes, so that everyone but and so-called experts will have a chance. There will also be bathing, bridge and other sports.

6 p. m. Dinner at Port Huron Golf and Country Club. Dancing.

Saturday.

9:30 a. m. Business session at Hotel Harrington.

Question Box. This will again be one of the features of the convention.

12:30 p. m. Luncheon for men at Elk's Club, compliments of Earl Norris, Proprietor Hotel Lauth.

Luncheon for ladies at Hotel Metropole, O. D. Avery, proprietor.

2 p. m. Final business program, election of officers and reports of committees.

Theater party and shopping tour for ladies.

7 p. m. Annual banquet at Hotel Harrington, followed by dancing.

Return postal cards have been sent out to all members with the request that they fill out same, return with their room reservations, and also suggestion as to topics to be discussed at Question Box session.

Now this meeting is for the benefit of all members of the Association. Everyone will be expected to take a part in all the deliberations and to suggest something useful to discuss.

It is too often the case that a few spell binders are allowed, through suzerainty, to monopolize the talking privileges, but anyone familiar with President Anderson's methods will rest assured that he will make it a representative gathering, if those present will co-operate with him. About this very proposition, Henry Bohn, editor of the Hotel World says:

"If I was a hotel man and belonged to an association of hotel men I certainly would do my utmost to attend the meetings.

"I have heard hotel men say that one reason they do not attend these meetings is because they do not agree with the men who are running the association and think there are a lot of things that should be done that are not done.

"Now if I was a hotel man and belonged to an association that did not come up to my expectations, I would do one of two things, and both of these would show action.

"I would either quit the association or get behind it. I would try getting behind it first. But I would not continue a member and stay away from the meetings and growl that the association isn't worth anything. That is one thing I wouldn't do.

"As to getting the kind of action in the association that I thought should be there, there are several things I would do.

"Too many association members treat the association executives as though they were mind readers; as though they should know what each and every member wanted without being even told.

"Every association executive will tell you that most association members seem to belong just to belong. They do not seem to realize that the association as such offers opportunities to the men it represents and that these opportunities are there for development.

"The members go to the conventions and sit and listen. When the speaker closes his talk with Are there any questions? the room is suddenly filled with an impressive silence that seems to say: We all understand you perfectly.

"Nine out of ten times, however, before the speaker is in his seat, there will be a buzzing of voices and those voices are trying to tell each other what has just been explained.

"One man disagrees with the speaker, but he will not say so openly. Why? If I knew I could dominate any organization. But I think that man should climb to his feet and speak when he feels that he has something to say. That is what the association is for. That is why he belongs to it.

"The association belongs to its members. They should be able to ask anything they wish of it. They should be willing to get on the floor and discuss topics pertinent to the hotel business. They should all feel they have a voice in the program."

One of the topics which comes up at every convention is how far members should go in complimenting the bills of wives of regular salesmen who accompany their husbands on occasional trips.

Hotel men do not all feel alike on this subject. It is something that ought not to be forced drastically upon members, but it is just as well to talk it over and understand why there is a diversity of opinion on the subject. The salesman claims that in some hotels they double the room rate where selling rooms double, while in others they add an extra charge of fifty cents; and in still others they make no charge whatever. Which statement is literally true, as I have personally observed.

Some operators claim complimenting the salesman's wife is good and cheap advertising; that this practice, if allowed with discretion, brings the hotel some valuable publicity. I cling to this belief myself, based upon actual experience.

Others, however, claim complimenting the wife of a salesman because her husband is a regular patron of the hotel is merely giving the hotel's salable commodity gratis.

Personally, on week end business, I should favor it. The cost of an additional guest in a room is nominal and probably would be more than offset by the good will established and by increased restaurant receipts, but as I before stated it ought never to be the cause of official action by the association, for the reason that everyone conducts his hotel according to his best lights and he will stand or fall in carrying out his fixed program.

The commercial man we have with us always, and discuss it at length as we may, we like to have him around after the frost has encompassed the pumpkin, and he tells others of his kind that we are "white," which is a pleasing and honorable compliment in itself. He cannot possibly make up for our losses, "if winter comes," but he does help mightily in dispelling the gloom that occasionally settles down

over the head of the all year "round" operator.

As is customary, after closing up my own establishment, I stopped off a day or two with my good friend, Henry Nelson, who radiates happiness around the Hotel Chippewa, at Manistee.

He tells me that his business for the tourist season, just closed, is far ahead of any previous year, and it should be so, for he dispenses a brand of hospitality which warms up the cockles of your heart and makes you feel that "goodness" after all is not a lost art.

Frank S. Verbeck.

Post A Picnic To Be Held Sunday.

Grand Rapids, Sept. 7—It takes pep these days to keep up with the times and T. P. A. picnics give pep.

This year Post A members will enjoy the "peppiest" picnic they ever had.

It is going to be held on Sunday, Sept. 12, at Green Lake which is one of the prettiest spots in Michigan.

To put the pep into you, "Heinie Lightner" will be there with games of all kinds and some new ones, too, that the old as well as the young can get into, the fat and thin ones, the long and short ones; in fact, every man, woman and child will be kept busy from the time they come until they are ready to go home, trust "Heinie" to see to that.

The ball game will start at 11 a. m., picnic dinner at 1 p. m., the games at 2 p. m. and there will be prizes of all kinds given away for every event.

Remember, all you need to bring is your "eats" and the necessary "tools," for the committee will furnish the coffee, etc. Pavilion privileges in case of rain.

A T. P. A. picnic without "kiddies" wouldn't be much of a picnic, so bring them with you and there will be lots of ice cream, soft drinks, peanuts, bananas and other good things to make them happy.

After the games, supper about 5 p. m. at which time the grand prize will be given away.

If you have no way of getting there just phone C. I. Williams, who has charge of the transportation, and he will see that you and your family get there and back again.

Remember, the T. P. A. picnic will be held this year on Sunday, Sept. 12, and the place is Green Lake, and it is going to be the best that Post A has ever had.

To get there take M 13 out South Division avenue eighteen miles to the barricade, then turn left at the Green Lake sign, then turn into resort at pavilion sign.

A. D. Carrel, Sec'y.

Satin Crepes Hold Their Lead.

The buying of satin crepes for Fall continues active. Stocks of these goods in the market have been steadily reduced and the mills are now beginning to put additional machinery on their production. Moires likewise, are being well bought, as are also the brocaded novelty fabrics for evening wear. The demand for chiffon velvets is steadily growing stronger. Wholesalers regard the recent trend of purchasing as showing a gratifying improvement and they are looking forward to marked activity over the next few weeks.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Because of the extra holiday on Monday our last week end trip was arranged to provide a short run through Western Ontario, including a one night stop at London, which we found to be a city of happy, contented and progressive people.

Our first stop en route was at Shepardsville, where the beautiful little stone church, constructed of uncut field stone, is always an object of interest. The Tradesman has no more loyal supporters anywhere than the two merchants at this place—Alderman Bros. and E. G. Lattimer.

Owosso merchants expressed themselves as satisfied with existing conditions, including the re-organization of the Owosso Body Co. by Grand Rapids people, who promise to enlarge the floor space and increase the capacity of the establishment.

The Walker Candy Co. is now nicely settled in its new factory building, adjacent to the National Grocer Co., where Manager Gray and Assistant Manager Merrick have started in on a long and well-planned campaign.

From every direction we met large loads of green corn, headed for the enormous cannery of W. R. Roach & Co., which is running to its full capacity.

Because I had not seen Charles E. Carland, the Corunna grocer, for several years, I went out of my way to pay him my respects. My reception was so cordial that I felt amply repaid for the trouble.

I fully intended to make an initial call on the merchants of Imlay City, but a detour which took me five miles South just before I reached Imlay City brought me back to M 21 so far East of Imlay City that my visit to that enterprising town had to be deferred to a future occasion.

Capac looked very clean and wholesome and those merchants I called on expressed themselves as satisfied with existing conditions.

We reached Port Huron in time to dine in the spacious dining room of the Hotel Harrington, conducted by the President of the Michigan Hotel Association. Mr. Anderson's dining room is the finest I have ever seen in a city of 35,000. The food is good, the cookery is superb and the service is excellent.

I was delighted to note the growth and prosperity of Port Huron. Her business interests are expanding, she is rapidly improving her streets and building many beautiful homes, especially on the shore of Lake Huron, North of the city. There are few finer water frontages than the coast line immediately North of Port Huron. The sand on the shore does not appear to be so inviting as the sand on the East shore of Lake Michigan, but the surf is certainly very attractive during and after a storm.

A long-time friend was out, greatly to my regret, when I called to see him. I refer to Charles A. Sturmer, ex-President of the Michigan Retail Hardware Association.

A wait of two hours in the hot sun

to secure transfer for car and passengers across the St. Clair River to Sarnia was anything but pleasant, but delays of that kind serve to make a notoriously patient man all the more patient, so they have their compensations.

The sixty mile ride to London over the Provincial Highway was a delight because of its strangeness. The road was none too good, being heavy with loose gravel, but the large number of cattle kept by the farmers along the highway was a revelation, reminding one of the dairy sections of Wisconsin. Most of the milk produced evidently goes into butter and ice cream. I stopped at one creamery en route and enquired what the maker was getting for his product. He said his present price was 23 cents, f. o. b. creamery. A wayside stand adjacent to the creamery sold slop in the shape of washings from the churn for 5 cents per glass. The aged cripple who served me said the concoction was buttermilk, but it bore no resemblance to the genuine article. A party who stopped to be served while we were still there first bought "buttermilk" and then took a round of Coca Cola to take the taste out of their mouths. In the sixty miles between Sarnia and London I did not see over two barns which had ever been painted. The houses are mostly constructed of brick and many of them are very comfortable, but the barns are badly all out of repair and present anything but an attractive appearance.

London is certainly a fine city. I was told the population was 80,000. It appears to be growing rapidly, judging by the new houses, new business buildings and new factories in process of construction. There are two universities, one of which is surrounded by hundreds of acres of undulating fields, which have been wonderfully embellished by landscape experts. A new park three miles South of the city is a marvel of beauty. The new buildings in London are thoroughly up-to-date, but many rows of buildings in the older portions of the city take one back to Old London across the seas. They would be equally at home within hearing of Big Ben.

We were a little unfortunate in the selection of a hotel. The Tecumseh is well kept, so far as the dining room is concerned, but it is located next to the Canadian National Railway and constantly passing trains make continuous sleep out of the question. If the noise fails to accomplish that result, the vibration of the building does the business.

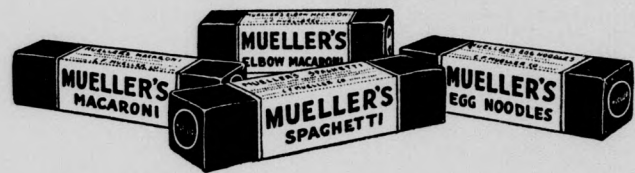
There are two Provincial Highways from London to Windsor—a short cut via Chatham and a much longer route along the shore of Lake Erie. We selected the latter route and found it the most interesting 150 miles we ever covered. Instead of cattle we had tobacco fields—thousands of acres. The country homes are almost wholly constructed of red brick, surrounded by beautiful flowers, wonderful vegetable gardens and remarkable conifer, elm and sycamore trees. Some of the finest country homes I have ever had the privilege of seeing line this route, which is replete with most interesting



This is the House that Mueller built!

This is the house that stands behind every box of MUELLER'S Elbow Macaroni, Spaghetti, and Egg Noodles. The reason it is so substantial is because it is built on a square deal policy to all and the high quality of the products it turns out. This means much to you, Mr. Grocer, because you know you are selling the best when you recommend MUELLER'S Macaroni, Spaghetti and Egg Noodles to particular people looking for the right substitute for meat or potatoes.

Mueller's Spaghetti



C.F. MUELLER CO. — Jersey City, N.J.

Look for the McCray Name Plate

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



No. 411

This Favorite McCray

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

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

MCCRAY REFRIGERATOR SALES CORPORATION

639 Lake St.

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Salesrooms in all Principal Cities

Detroit Salesroom—36 E. Elizabeth St.

Grand Rapids Salesroom—70 W. Fulton St.

Kalamazoo Salesroom, 324 W. Main St.

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REFRIGERATORS
—for all purposes—

features, suggestive of ideas brought over from Old England and Scotland by the original settlers on the lands. Nearly every house stands back from the road, with well-kept lawns in front. The roadbed is about one-third cement and two-thirds crushed stone, and the latter is the best stone road I have ever traveled. It is wide and smooth and shows evidence of careful calculation every step of the way. Numerous picturesque villages line the highway, adding greatly to the attractiveness of the route. As road builders the men who are responsible for the ancient highway—ancient as things go on this hemisphere—are certainly entitled to high rank.

In another important respect the Canadians shame us Americans. In the 210 miles from Sarnia to Windsor via London there are probably twenty country cemeteries. Every one is kept up wonderfully. There is not a neglected grave in any cemetery we passed. How they accomplish this result and keep everything so green and inviting is more than I am able to explain. Emerson said that the civilization of a people is determined by the manner in which it cares for its dead. I may not quote his exact words, but I think I have correctly interpreted the thought he intended to convey. I could not help thinking of this observation as I noted the manner in which the farmers of Western Ontario care for their cemeteries and compared it with the unkept condition of so many of our Michigan grave yards.

The country schools and churches are mostly surrounded by flowers and vines, making them more attractive than our buildings are. Even the county poorhouses are made beautiful by flowers and shrubs and the locations selected are such as furnish an interesting outlook on lake or field. No American can traverse this 150 miles of highway without feeling like taking his hat off to the genius, the patience, the skill and the effectiveness of the Canadian people.

The only unpleasant feature of the trip from London to Windsor was the odor of natural gas at frequent intervals for about fifty miles, probably due to occasional leaks in the service pipes.

The transfer from Windsor to Detroit by ferry was accomplished in half the time it required at Sarnia, due to the fact that the Detroit River boats are larger and also that there were three ferries on the job, instead of two. The transfer is anything but pleasant, owing to the length of time the Government officers hold one up to receive assurances that the passengers are American citizens and that they have made no purchases while in Canada which are subject to duty. I hope to see the time when these artificial barriers are abolished and trade between the two countries is placed on a reciprocal basis.

The trip from Detroit to Grand Rapids was enlivened by the beautiful appearance of every swamp, marsh and swale, with its bright fringe of yellow daisies.

In passing through Ontario I noted that fully 80 per cent. of the automobiles we met bore Michigan licenses.

es. In driving from Detroit to Grand Rapids Monday, we met probably 1,000 machines, only two of which bore Ontario licenses, showing very conclusively that Canada is deriving a hundred times as much benefit from Michigan tourists as Michigan is getting from Ontario visitors. I noted with regret that the Michigan drivers as a class appeared to ignore every law promulgated by the Dominion and nearly every rule of the road which careful drivers should observe. Although the law restricts country driving to 25 miles per hour, most of them tear through the country at the rate of 40 miles an hour and, as usual, the flivvers and women drivers of large cars insisted on taking their half of the road in the middle. How the Provincial authorities tolerate such misuse of their highways is more than I can understand except on the theory that they close their eyes to the violations because of the large amount of money the Michiganders expend every day in the Province with the hotels and restaurants, oil dealers and garage owners. It certainly appears to be anything but courteous to treat the rules and regulations of a friendly people with such indifference and contempt.

Storekeeping in the Province is conducted very much the same as it is in Michigan, except that the crossroads stores in the country run more to confectionery and tobacco, in connection with oil stations, than with us. The country people must depend on the cities and large towns for their staple articles. Gasoline is sold everywhere for 30 cents per imperial gallon, which is five quarts.

The marking system on the highways we covered is about as near perfect as possible. Unique signs indicate every crossroad and turn in the road and at every important cross road and village carefully prepared and conspicuously displayed signs indicate the distance and direction of each town in the vicinity. We have many conditions in Michigan which are better than in Canada, but I am frank to confess that our Ontario friends know how to do things quite well—and whatever, they do they do well.

E. A. Stowe.

Activity in Boys' Clothing.

With the opening of school there has been considerable last-minute activity in boys' fall and winter clothing. Retailers who had delayed buying until now are in the local market covering their requirements of both suits and overcoats. Suits with two pairs of trousers are in demand in tan and gray cassimere fabrics. English model jackets are stressed, but there is also considerable interest in double-breasted styles. As has been the case for some time, much of the buying is being done on a price basis, the situation paralleling that in men's clothing. Much business is still to be placed in overcoats, particularly by retailers who are near the manufacturing centers, according to wholesalers.

Your next mercantile convention may be a long way off, but there is no law against your using the good ideas you picked up at the last one.

WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

Stock this Quaker Leader

QUAKER PORK AND BEANS

Better than your Mother's, your Aunt's or your Grandmother's

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

It Will Pay You

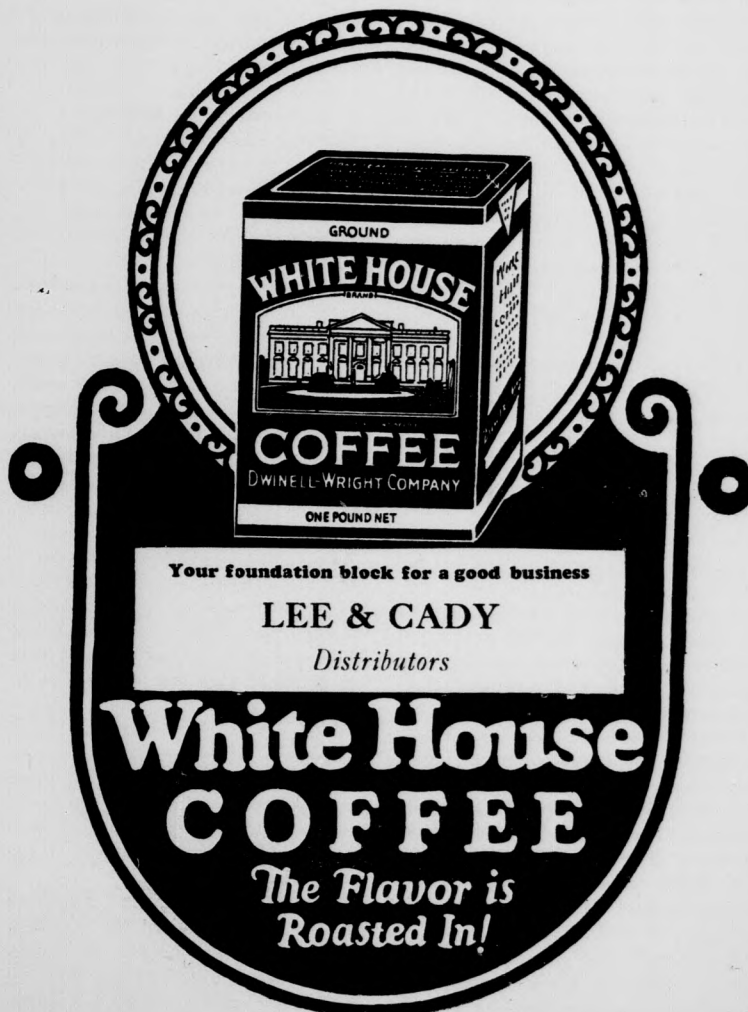
WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

Ottawa at Weston

Grand Rapids

The Michigan Trust Company Receiver



GROUND
WHITE HOUSE
COFFEE
DWINELL-WRIGHT COMPANY
ONE POUND NET

Your foundation block for a good business

LEE & CADY
Distributors

White House
COFFEE
The Flavor is
Roasted In!

MOVEMENTS OF MERCHANTS.

New Lothrop—Ernest Shultz, recently of Chesaning, has engaged in the meat business here.

Lansing—The C. Thomas Stores has opened its sixth store in this city. It is located at 826 Oakland street.

Escanaba—The Northern Michigan Silver Black Fox Co. has increased its capital stock from \$6,000 to \$20,000.

Detroit—J. Brushaber Sons, Inc., 523 Gratiot avenue, furniture dealer, has increased its capital stock from \$125,000 to \$900,000.

Richland—Charles B. Knappen has purchased the old school property and will use the building as a storehouse in connection with his grain elevator.

Lansing—The Economy Shoe Store has engaged in business at 119 South Washington avenue, under the management of Howard DeZelle, recently of Saginaw.

Bath—The S. Cushman & Son Co., grain, lumber and tile, has changed its name to the Cushman-Savage Co. and increased its capital stock from \$25,000 to \$50,000.

Owosso—Charles Coons, shoe dealer at 102 West Exchange street, has purchased the Hartwell & Hart shoe stock at 213 North Washington street and will dispose of it at that location, at special sale.

Detroit—The Right Style Hat Co., 150 West Larned street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,100 has been subscribed and paid in, \$1,500 in cash and \$3,600 in property.

Detroit—The Willett & Fry Hardware Co., 16334 Plymouth Road, has been incorporated to deal in hardware and builders supplies, with an authorized capital stock of \$5,000, \$2,500 of which has been subscribed and paid in in cash.

Detroit—The Michigan Mill & Foundry Supply Corporation, West Kirby avenue, has been incorporated with an authorized capital stock of \$5,600, all of which has been subscribed and paid in, \$1,500 in cash and \$1,500 in property.

Bay City—The Sunoco-Bay Oil Co., 18th and Water streets, has been incorporated to deal in oils, greases and gasoline, with an authorized capital stock of 10,000 shares at \$1 per share, of which amount \$2,000 has been subscribed and paid in in cash.

St. Louis—George Tangalakiks, who conducts a confectionery store and ice cream parlor on North Mill street, has purchased the store building on the corner of Mill and Saginaw streets and will occupy it with his stock as soon as he has completed the work of making thoroughly modern.

Grand Rapids—The Michigan Home Service Corporation, Fulton street, East, has been incorporated to conduct a wholesale and retail business in household appliances, with an authorized capital stock of \$10,000 preferred and 15,000 shares at \$1 per share, of which amount \$2,000 has been subscribed and paid in in cash.

Negaunee—John and Jacob Harsila, who conduct a general store near Negaunee, have purchased the grocery

stock and store fixtures of the late W. A. Kallatsa and will continue the business at the same location. John Harsila will manage the grocery store and Jacob Harsila will continue as manager of the general store.

Grand Rapids—The W. B. Jarvis Co., 239 Bond avenue, N. W., has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000 preferred and 10,000 shares at \$1 per share, of which amount \$37,760 and 7,037 shares has been subscribed, \$7,037 paid in in cash and \$37,760 in property.

Bay City—Plans for a packing plant are being considered at Bay City. Approximately 5,000 carloads of cattle are moved through Bay City annually from the north. This fact was brought out at a meeting of the special packing plant committee of the Bay City Chamber of Commerce. These cattle go to Detroit, Buffalo and other packing plant centers for slaughter and distribution.

Bessemer—Elmer Skud, who has been manager of the Skud & Goldman store at Wakefield until a few weeks ago, is now managing the firm's store in Bessemer jointly with Jacob Goldman. The Wakefield store was closed by the firm in order to concentrate on a larger store in Bessemer. Most of the stock of the Wakefield store was disposed of a few weeks ago by auction. Mr. Skud is a progressive young merchant and has considerable experience in managing department stores. Besides the Wakefield store, he also had charge of the firm's store in Ishpeming.

Manufacturing Matters.

Bancroft—The Bancroft Milling & Elevator Co. has changed its name to the Bancroft Elevator Co.

Lowell—The Lowell Specialty Co., has increased its capital stock from \$75,000 to \$250,000.

Williamston—Operations have been started at the plant of the Michigan Clay Products Co. New equipment has arrived, a kiln has been built, and actual production will start this week.

Detroit—The Capital Chemical Works, Inc., 8540 Oakland avenue, has been incorporated with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in in property.

Grand Rapids—Furniture Products, Inc., 520 Murray building, has been incorporated with an authorized capital stock of \$25,000, of which amount \$3,100 has been subscribed and paid in, \$2,100 in cash and \$6,000 in property.

Mt. Clemens—The Sauzedde Wheel & Tool Co. has moved its plant from Mt. Clemens to 209 East Baltimore avenue, Detroit. The new plant will enable a large increase in tool production and volume production of airplane wheels.

Lansing—The Harotto Appliance Co. has been organized for manufacture of an oil-gas burner for homes. The appliance generates gas from oil and is the invention of Otto J. Kischen.

Associated with him in the enterprise is E. Harold Schetzer.

Detroit—Knab-Karr, 2553 Grand River avenue, has been incorporated to manufacture and sell women's apparel, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in, \$2,000 in cash and \$3,00 in property.

Detroit—The Herald Glove Co., 12904 Jos. Campau, has been incorporated to manufacture and sell workmen's gloves, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$5,000 paid in in cash.

White Pigeon—Walter Franklin, formerly of Detroit, has purchased the brick building formerly owned by the Body Works Co., and will start the manufacture of overstuffed furniture soon, expecting in a few months to employ about twenty-five men.

Flint—General Foundries, Western & Hemphill Roads, has been incorporated with an authorized capital stock of \$150,000 preferred and 75,000 shares at \$1 per share, of which amount \$94,500 and 1,745 shares has been subscribed and \$96,245 paid in in cash.

Jackson—The Jackson Heating Co., 307 Dwight block, has been incorporated to manufacture and sell oil heaters and accessories, with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed and paid in, \$12,000 in cash and \$8,000 in property.

Flint—The General Foundries is a new industry here. A plant costing \$125,000 will be built near the Flint Malleable Iron Works, to be ready Oct. 1. The annual output will be 12,000 tons of motor castings and when in full operation 400 men will be employed.

Detroit—The Stewart Devices Corporation, 209 Marquette building, has been incorporated to manufacture auto devices, etc., with an authorized capital stock of \$2,500 and 1,250 shares at \$1 per share, of which amount \$2,500 and 1,250 shares has been subscribed and \$3,750 paid in in cash.

Muskegon—Contracts for \$150,000 worth of radio and phonograph cabinets from several leading manufacturers of these musical instruments have been received by the Muskegon Wood Products Corporation, according to B. Olshansky, president of the concern. The company opened last April and its business has increased rapidly. The force of cabinet makers is expected to be doubled shortly to fill the great influx of orders.

Grand Haven—Samuel Garvin, of Chicago, who purchased the factory building formerly occupied by the Chicago File and Rasp Co., is putting in machinery and getting the factory ready to start. The product will be a side line of an established business in Chicago and will be the main factory for the stamping end of the line. Switch boxes, outlet boxes and many electrical specialties will be turned out. Machinery amounting to about \$15,000 is being installed. By Sept. 1 the first wheels are expected to turn with a

force of about 15 men. Mr. Garvin has also purchased the Homel Shirt Co. building and contents at Grand Haven and is negotiating with shirt manufacturers for taking it over.

Suggests Models For Men's Wear.

With many of the producers of fabrics for the women's wear trade now showing imported model garments featuring their own fabrics, the opinion was expressed yesterday that the men's clothing trade could adopt a modification of this practice to considerable advantage. As the selling of men's wear fabrics is now conducted, the buyer is offered sample swatches and the bolts of fabrics themselves. The buyer must depend on his own imaginative and designing skill to picture the way the fabrics will look when made into a suit. Under this method the best of buyers work at a disadvantage, it was held, and the mills could greatly assist them if they were to show the cloth actually made up into a modish suit. The mills in turn would benefit by larger orders for goods whose merits have not been fully realized by buyers.

Suede Coats in Good Demand.

In women's medium priced Fall coats the purchasing of retailers stresses those of suede fabrics, while in the higher price ranges ones of cashmere weaves are in the lead. The buying interest in the suede garments has been steadily growing, and wholesalers expect that the later demand for them will be strong. Fur trimmings are noted on practically all of the garments, either at the collar or hemline. Aside from black the color preference is spread over many shades, with none really outstanding as yet. Production of both cheap and higher grade merchandise continues to gain, and the wholesalers appear confident of being able to cope with the demand looked for as the middle of the month approaches.

Retailers Filling Tie Needs.

Orders for holiday lines of men's neckwear are being booked by wholesalers. There is also a growing amount of business coming in from retailers for immediate delivery, indicating that the fall commitments of many stores have been held back. Stocks at retail are believed in most cases to be quite low. Turnover has been good and assortments have been kept fresh by the operations of the budget system of buying. While stripes are emphasized in much of the fall merchandise, there is a great deal of attention being given to neat figured patterns and effects in which the ground of the tie has a more prominent color than the pattern. Crepes, mogadores and the novelty heavy silks are notable in the holiday offerings.

Ithaca—Uhlman & Heidelberg, who have general stores in Piqua and Bowling Green, Ohio, Owosso, Big Rapids and Edmore, purchased the remainder of the Yost & Hamilton stock here. After they bought it they put Chas. G. Graham in complete charge. They expressed themselves as being more pleased with the way Mr. Graham conducted the business.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.45c and beet granulated at 6 1/4c.

Tea—Only a small jobbing business has been established in any quarter of the tea market. Values have shown no particular weakness, even though trade has been quite circumscribed. The general position of foreign markets has shown but little change. Definite news as to the August out-turn of teas in India has not yet been forthcoming. While August is the month of maximum production, it is doubtful if the increase in stocks will be large enough to make any material additions to working supplies.

Coffee—Beyond a slight increase in interest in coffee for the spring of 1927 delivery, occasioned by rumors of smaller crop outturns, and the somewhat weaker tone of the option market for nearby deliveries, the matter as a whole has been a waiting affair. There was covering and evening-up of contracts just prior to the three-day suspension, but the general position was no doubt influenced to a large extent by sales of Rio 7s for prompt as well as October-November shipment at rather low prices. Weather conditions in growing districts in Brazil have been favorable to the growing crop to date, but frost possibilities are still to be considered. The fact that comparatively free receipts of Rio coffee have been coming down, whereas Santos receipts have been quite generally restricted to 26,000 bags daily, has indicated the desire of Brazil to dispose as quickly as possible of Rio coffees in order that her grip on our future market through the Santos crop may be strengthened.

Canned Vegetables—Cheap tomatoes exist only in the imagination of buyers. It takes real money to get canners in any packing territory to make contracts, and a buyer has to seek a packer who has goods ready for shipment or who is ready to bind himself to a contract which it may be difficult to fill. Packing started late and the showing for August is said to be one of the poorest in many years. A late fall will enable packers to continue operations provided there is available raw material. The odds are all against an average pack, canners assert, since the acreage to start with was greatly curtailed and the yield per acre was cut by hot weather followed by two weeks of rain. What fruit was left on the vine has ripened, and some reports are that canning will be over before the end of the month because there will be nothing left to put into cans. Corn has been a parallel to tomatoes and string beans and other minor vegetable packs have been held firmer recently, as late packed goods have cost more than those first canned. Besides, canners are reluctant to sell when they have no surplus.

Canned Fish—The disturbed Alaska salmon market since the first prices were quoted has been settled by allowing reds to seek a level which made buyers change their ideas. Some had

looked for a \$2.50 market; others held off to see if the decline would go that far. When reached a reaction occurred and sentiment is more favorable than at any time this summer. Pinks have taken a brace, and as they have been a lap ahead of reds the latter may follow pinks upward. Chums are held firm. The better salmon situation may affect the whole line, as salmon has been one of the disturbing factors.

Dried Fruits—Very little progress has been made in the dried fruit market, as there is no important distribution of stocks now on the spot, while buying for forward shipment has been scattered, but in no heavy volume, for all commodities. The large factors let August go by without doing much business on the Coast. They had been more active in June and July in absorbing carryover raisins and new crop apricots and peaches, together with new crop raisins. Prunes were not an important item in the earlier months and were a keen disappointment to packers and brokers when new crop California fruit was offered in mid-August at the lowest prices in ten years. There has been very little buying of 1926 prunes by the trade. Some of the smaller operators have covered, but the aggregate is not to be compared with that of other years. Confidence in values and in the situation was removed when some anxious sellers began to cut prices and to make favorable terms as to assortments. Now buyers are holding off to see what will happen. The opening on California prunes made the differential between Northwest packs unusually large, but the latter have not been sought by domestic or export markets, as earlier purchases have stocked up dealers to some extent. Peaches, apricots and raisins can be had below earlier costs and are now neglected pending the development of the market at the time when additional quantities will be needed.

Nuts—California almond packers profited by the experience of dried fruit and canned food packers, who named opening prices which were not sustained. A seller may make a quotation, but it takes the assistance of a buyer to make it a trading basis. Almonds in the shell were opened 4@5c per pound lower than last year, and shelled almonds 18c lower. Drakes were put at a price where they will practically exclude the competing foreign type, while shelled Nonpareils are again at a Coast cost which enables manufacturers to reopen outlets which have been curtailed or closed by high prices of the last year. The California almond crop has been quickly sold and packers are temporarily off the market to see what tonnages, if any, they have left for the buyers who did not have tentative contracts or did not buy enough for their needs.

Rice—Spot stocks of domestic rice are limited in volume and assortment but match up with the demand which is mainly of a jobbing character. Early varieties are available only in limited volume and are absorbed to fill gaps in stocks. The trade has not yet start-

ed on new crop in volume for later needs as developments in the South and in California are being watched.

Review of the Produce Market.

Apples—50c per bu. for Duchess and 75c for Red Astrachans.

Bananas—7@7 1/2c per lb.

Blackberries—\$3 per 16 qt. crate.

Beets—\$1 per bu.

Butter—The market is stronger and higher. Jobbers sell fresh packed at 41c and prints at 43c. 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; home grown, \$1.50 per bu.

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—\$1.50 per bu.

Eggs—Local jobbers are paying 32c this week for strictly fresh.

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

Garlic—35c per string for Italian.

Grape Fruit—\$7 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 Dew Melons—\$2.50 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.

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.; home grown, \$2.50 per bu.

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

Peppers—Green, 25c per doz.

Pickling Stock—20c per 100 for cukes; \$1.50 per 20 lb. box for white onions.

Plums—\$1 for Gius and 90c for Burbanks.

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	-----	20@25c
Turkey (fancy) young	-----	39c

Turkey (Old Toms) ----- 32c

Ducks (White Pekins) ----- 26c

Geese ----- 15c

Radishes—20c for outdoor grown.

Spinach—\$1 per bu. for home grown.

String Beans—\$2.50 per bu.

Summer Squash—\$1.50 per bu.

Tomatoes—90c for 1/2 bu. 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.

Can Be Remedied By Local Pressure.

Wyoming Park, Sept. 8—In my trip around the State I heard some complaints about the A. & P. Co. keeping their stores open at night after the other stores had closed for the day.

I have been told that the company leaves this matter to the judgment of its managers and if the manager wants to come down after supper and pretend to do some cleaning and if customers should drop in the clerk would be allowed to wait on as many as wanted goods.

Now I know that the A. & P. Co. are hard after business nowadays and that they even hold their annual picnics on Sunday in certain towns, but it hardly seems they would sanction late closing hours, knowing it would annoy the other merchants in the town.

I believe this is a matter in which the local managers are the offenders and not the company officials.

I would be pleased to hear from those who have complaints along this line.

Paul Gezon,
Sec'y Retail Grocers and General Merchants Association.

Corporations Wound Up.

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

Carson City Oil Co., Limited, Carson City.

Carson City Gas Co., Limited, Carson City.

A. L. Davenport Co., Detroit.

W. L. Fleischer & Co., Inc., Detroit.

Detroit Washing Machine Corporation, Detroit.

Moran Building Co., Detroit.

Homewood Land Co., Grand Rapids.

Thunder Bay Limestone Co., Alpena.

Piatt Water Heater Co., Lansing.

Woodford & Bill Piano Co., Menominee.

E. C. Brink & Son, Inc., Detroit.

Brown Auto Sales, Detroit.

Cooper Building Co., Detroit.

Thomas Co., Inc., Detroit.

Muskegon Logging and Land Co., Muskegon.

Layne-Bowler Chicago Co., Detroit.

Associate yourself with men of good quality, if you esteem your reputation. Be not apt to relate news, if you know not the truth thereof. Speak no evil of the absent, for it is unjust. Undertake not what you cannot perform, but be careful to keep your promise. There is but one straight course, and that is to seek truth, and pursue it steadily. Nothing but harmony, honesty, industry and frugality are necessary to make us a great and happy nation.—George Washington.

Keep your brains about two jumps ahead of your job and you'll always have a job.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 31.—We have to-day received the order of reference and adjudication in the matter of Kent Building Co., formerly H. H. Albrecht Co., Bankrupt No. 2987. The matter has been referred to Charles B. Blair as referee in bankruptcy. This is an involuntary case, and an order has been made to file schedules, and upon receipt of the same, the list of creditors will be made herein, and also the note of the first meeting.

Aug. 30. We have to-day received the schedules, order of reference and adjudication in the matter of Herbert Bird, Bankrupt No. 2992. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a grocer. The schedules show assets of \$150 of which the full interest is claimed as exempt, with liabilities of \$2,204.21. 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 Grand Rapids	\$110.00
Consumers Ice Co., Grand Rapids	8.00
Collins Northern Ice Co., Grand R.	4.75
Washburn-Crosby Co., Detroit	13.16
Karavan Coffee Co., Toledo	66.00
Voight Milling Co., Grand Rapids	19.08
Swift & Co., Grand Rapids	48.70
Henry Meyer, Grand Rapids	78.69
Walker Candy Co., Grand Rapids	15.50
Brooks Candy Co., Grand Rapids	18.73
Durant-McNeil-Horner Co., Chicago	45.30
Jennings Mfg. Co., Grand Rapids	3.75
Hekman Biscuit Co., Grand Rapids	63.29
Harry Meyer, Grand Rapids	3.43
C. W. Mills Paper Co., Grand R.	56.69
John Muller, Grand Rapids	13.25
Vinkemulder Co., Grand Rapids	23.22
M. J. Dark & Sons, Grand Rapids	102.00
Kent Storage Co., Grand Rapids	345.00
E. Sterkenberg, Grand Rapids	150.00
G. R. Wholesale Grocery Co., Grand Rapids	254.43

Brown Seed Store, Grand Rapids	8.00
Rysdale Candy Co., Grand Rapids	16.16
East End Fuel Co., Grand Rapids	22.00
Smith Flavoring Co., Grand Rapids	2.15
Cox Margarine Co., Grand Rapids	5.75
Faber Bakery, Grand Rapids	36.33
Lewellyn Co., Grand Rapids	150.00
A. G. Peters, Grand Rapids	74.61
Oakdale Coal Co., Grand Rapids	18.00
Morris & Co., Grand Rapids	10.09
Milke Davis, Grand Rapids	65.00
Hesperia Ceramery Co., Hesperia	56.78
J. P. Graham, Grand Rapids	13.18
Joe Veldhof, Grand Rapids	22.00
D. M. Perry Seed Co., Detroit	6.77
John Wierenga, Dutton	40.00
P. D. Mohardt, Grand Rapids	18.44
Kellogg Products Co., Grand Rapids	65.00

Aug. 31. We have to-day received the schedules, order of reference and adjudication in the matter of Rex Robinson Furniture Co., No. 2993. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located in Grand Rapids, and their occupation is that of manufacturers of furniture. The schedules show assets of \$8,780.33 with liabilities of \$9,198.97. The first meeting of creditors will be called promptly and note of the same made herein. The list of creditors of said bankrupt are as follows:

City of Grand Rapids	\$244.02
R. L. Dickinson, Grand Rapids	300.00
F. Van Maldegem, Grand Rapids	280.00
Herman Klassen, Grand Rapids	5.55
C. V. Isaac, Grand Rapids	1.70
Geo. D. Klock, Grand Rapids	30.00
Armour Sand Paper Wks., Chicago	19.80
Boelco Co., Dayton	9.00
Central Mich. Paper Co., Grand R.	10.00
Walter Clark Veneer Co., Grand R.	25.23
Conroy Coal Co., Grand Rapids	46.29
A. DeWindt, Grand Rapids	61.24
Glidden Co., Cleveland	13.30
G. R. Carved Moulding Co., Grand Rapids	44.43
G. R. Veneer Works, Grand Rapids	35.45
G. R. Wood Finishing Co., Grand Rapids	141.03
Lyon Fur. Merc. Agency, Grand R.	56.75
J. T. Maltby, Chicago	8.33
J. Raynor Co., New York	11.38
Series Merch. Police, Grand Rap.	152.60
West-Dempster Co., Grand Rapids	9.93
Kuiper Carving Co., Grand Rapids	15.00
G. R. Varnish Corp., Grand Rapids	8.68
G. R. Marble Fireplace Co., Grand Rapids	10.00

Mich. Trust Co., Grand Rapids	475.60
G. R. Waterworks Dept., Grand R.	11.08
W. S. Brackett, Grand Rapids	45.04
E. J. Morley, Rochester, N. Y.	1,100.86
Chas. T. Graham, Grand Rapids	3,027.43
F. Van Maldegem, Grand Rapids	1,316.41
R. L. Dickinson, Grand Rapids	120.00
G. R. Savings Bank, Grand Rap.	1,075.00
Acme Lumber Co., Grand Rapids	225.00
Sidney H. LaBarge, Grand Rapids	216.80

Aug. 31. We have to-day received the schedules, order of reference and adjudication in the matter of Ernest Place, No. 2994. 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 machine hand. The schedules show assets of \$165 with liabilities of \$967.85. 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: Mrs. J. Jensen, Grand Rapids \$256.00 Heyman Co., Grand Rapids 33.75 Dr. John N. Holcomb, Grand Rap. 22.00 Dr. E. W. Dales, Grand Rapids 30.00 Dr. G. J. Stuart, Grand Rapids 20.00 Consumers Market, Grand Rapids 50.00 George J. & Isaac J. DeFouw, Grand Rapids 74.10

Henry Winnerstrom, Grand Rap. 60.00 Frank Tracery, Grand Rapids 600.00 John H. Campbell, Petoskey 100.00 Mrs. John Campbell, Petoskey 123.00 C. F. Peterson Coal & Coke Co., Grand Rapids 6.00

William Eadie, Rockford 50.00 Industrial Bank, Grand Rapids 73.00 In the matter of Merle P. Gamber, Bankrupt No. 2968, the funds for the first meeting have been received and such meeting has been called for Sept. 14.

In the matter of George W. McLean, Bankrupt No. 2894, the funds for the first meeting have been received and such meeting has been called for Sept. 14.

In the matter of George E. Willett, Bankrupt No. 2954, the funds for the first meeting have been received and such meeting has been called for Sept. 14.

In the matter of Charles C. Conn, Bankrupt No. 2990, the funds for the first meeting have been received and such meeting has been called for Sept. 14.

In the matter of Quincy Branch, doing business as Quincy Branch & Co., Bankrupt No. 2773, the final dividend has been determined to be 2.9 per cent. and the same has been made up and ordered paid.

Sept. 1. We have to-day received the schedules, order of reference and adjudication in the matter of Maude De Vormer, formerly Maude Scott, Bankrupt No. 2995. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and her occupation is that of a laborer. The schedules show assets of \$250, of which the full interest is claimed as exempt, with liabilities of \$768.49. 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:

Grand Rapids \$523.09 Friedman-Spring Co., Grand Rap. 16.40 B. C. Chapin, Inc., Grand Rapids 15.00 William Northrup, Grand Rapids 94.00 J. W. Rigerink, Grand Rapids 36.00 Dr. A. C. Butterfield, Grand Rapids 70.00 Henry Smith Floral Co., Grand R. 7.00 St. Mary's Hospital, Grand Rapids 7.00

Sept. 1. We have to-day received the schedules, order of reference and adjudication in the matter of Nicholas Bouma, Bankrupt No. 2996. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Boyne township, and his occupation is that of a laborer. The schedules show assets of \$1,400, of which the full interest is claimed as exempt, with liabilities of \$389.88. 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:

C. W. Young Foundry Co., Allegan \$389.38 William Van Mannen, Grand R. unknown In the matter of Monroe Style Shops, Inc., Bankrupt No. 2882, the certificate

approving the composition offer of 25 per cent. has been made and returned to the clerk for the District Court for further proceedings.

Sept. 4. We have to-day received the schedules, order of reference and adjudication in the matter of Walter H. Lefler, Bankrupt No. 2997. 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 wage earner. The schedules show no assets with liabilities of \$8,548.37. 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:

G. R. Savings Bank, Grand Rapids	\$750.00
Mills & Healey, Grand Rapids	95.00
Clara C. Schriber, Caro	150.00
Edward Pike, Fairgrove	500.00
Percy Hickey, Fairgrove	350.00
Albert Mitchell, Grand Rapids	750.00
Syndicate Adv. Co., Grand Rapids	85.00
George Eyer, Grand Rapids	65.00
Victor Seydel, Grand Rapids	234.00
Tydwater Oil Co., Grand Rapids	85.00
Andrew Dornbos, Grand Rapids	11.00
Stocking Ave. Garage, Grand Rap.	20.62
Frank Ulrich, Grand Rapids	60.00
Mrs. B. Stringham, Grand Rapids	100.00
Grier Southerland Battery Co., Grand Rapids	154.37

Hood Rubber Co., Grand Rapids	507.45
Brown Sehler, Grand Rapids	700.00
Noblesville Rubber Co., Nobelsville	274.64
Reliable Tire & Accessories Co., Muskegon	150.71

Lacey Co., Grand Rapids	751.31
A. W. Lefler, Grand Rapids	150.00
Tisch Auto Supply Co., Grand Rap.	75.00
Alemite Lubricator Co., Detroit	30.62

A Leader For Your Dress Goods Dept.

Richardson's Satin Charamouse

This cloth is in good style for the Fall Season.

It has a soft mellow hand, is free from defects and the color line is right up to date.

The price is figured low to obtain volume business.

Richardson's Satin Charamouse, per yard \$1.85.

Richardson's Darning Silk

The demand for *Darning Silk* is the largest in the History of Notion Departments. The range of colors in silk hose is so great, a large variety of colors in *Darning Silk* is necessary.

Richardson's Darning Silk is made in the latest shades. It is fast to washing and is guaranteed to give satisfaction.

Embroidery Silk

This is the time of the year when *Embroidery Silk* is in greatest demand. Stocks should be thoroughly overhauled and needed shades added.

Richardson's Grecian Floss is well adapted for modern style embroidery when a great variety of wash fast colors are needed.

Richter Rope is a Rayon embroidery thread of great beauty. It is fast color, smooth and pliable.

Richardson Silk Company

207 W. Monroe St.

Chicago, Ill.



Air Reduction Co., Detroit	4.40
Automotive Parts, Detroit	28.75
American Sale Book, Elmira, N.Y.	36.25
Cumming Bros., Flint	146.73
Dobbins Mfg. Co., Indianapolis	24.00
David Grimes, Jersey City, N. J.	258.36
Detroit Electric Co., Detroit	16.26
G. R. Calendar Co., Grand Rapids	14.50
Great Western Oil Co., Grand Rap.	421.88
G. R. Welding Supplies, Grand R.	41.69
Heth Auto Elec. Co., Grand Rapids	23.56
International Time Review, New Y.	2.64
Madison Square Hardware, Grand Rapids	99.46
Martin Auto Elec. Co., Grand Rap.	12.00
Emmett F. Roche, Grand Rapids	39.25
Reed-Tandler Co., Grand Rapids	9.42
Sinclair Refining Co., Detroit	101.50
Steinbrenne Rubber Co., Noblesville, Ind.	176.16
Simplicity Mfg. Co., Port Washington, Wis.	354.12
Textile Leather & Metal Co., Kalamazoo	3.38
Tid Water Oil Sales Co., Detroit	267.80
Ver Wyse & Co., Grand Rapids	25.59
J. Van Wiltburg, Grand Rapids	151.11
Dr. E. A. Votey, Grand Rapids	50.00

Capital's Changing Attitude Toward Labor.

The fear of European competition, raised from time to time in the industrial world, seems gradually to be disappearing in spite of occasional warnings from American travelers returning to this country to recite the accomplishments of certain factories on the Continent.

It is easier for the European than for these tourists to understand the reason for our lack of "adequate preparation for the European industrial invasion," for only a casual survey of industrial conditions in this country is necessary to convince any European manufacturer that he is far behind the times. Higher standards have been set by American laborers, who are learning that their earnings are measured not so much in what they receive in pay envelopes as what they produce for the community.

Through the co-operation of capital, labor has steadily increased production standards and thus lowered costs to consumers with the result that European manufacturers, in spite of the seemingly low labor costs, cannot compete with their products in our markets.

The changing attitude of capital toward labor is emphasized by Robert S. Brookings, president of the Washington University Corporation, in his book entitled "Industrial Ownership." In discussing the problems of management, he says:

"Management's next problem is to pay the largest wage to labor that is consistent with the public interest, including in the term 'public' the numerous other industrial groups which must pay the resultant cost. Here lies an important difference between the position of the manager of to-day and that of his predecessor a generation or two ago.

"When labor was regarded as a commodity, the manager's obligation was fulfilled by paying for it whatever he had to pay to get it. To-day public opinion as expressed in trade union policy, in the decisions of wage boards and arbiters and even to a noteworthy extent in the judgments of managers themselves, demands a higher standard. The minimum necessary return of labor and to capital must be provided for first, but labor is also entitled to derive a gain from the surplus earned in the business above these necessary costs.

"Labor constitutes the bulk of the

community for whose benefit an industrial system is maintained. A sound system of economic morality demands, therefore, that instead of paying labor merely a market wage, the minimum necessary to secure its services, capital should receive the market wage necessary to secure its services, and the balance should go to labor and the consuming public."

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Incident of the "Arrest" of Fred Mason.

Charlevoix, Sept. 7.—I regret to note that Fred Mason has been compelled to retire as Vice-President of the American Sugar Refining Co. Let us hope he will enjoy his retirement.

I recall an instance which was characteristic of my long-time employer, Julius Fleischmann, who was mayor of Cincinnati during the time the National Retail Grocers Association held an annual convention in Cincinnati about twenty years ago. Fred Mason was then National Secretary. I was on the reception committee and Mr. Fleischmann sent me to the convention hall to have Fred arrested because some of the bunch stayed out too late the night before. I went to the meeting with a private detective and had Fred brought before his honor. When he came to the Mayor's office he was taken off his feet by being addressed by the Mayor with, "Hello, Fred, I had to get you here to surprise you. Here's a check for \$1000 for the good of the Association to show them my appreciation for coming to Cincinnati and holding their meeting here." When Fred returned to the hall and reported this fact to the assembly, they gave Mr. Fleischmann a rousing vote of thanks.

The proposed organization of real estate brokers from the three counties, Antrim, Charlevoix and Emmet, has become a fact. At a meeting last Tuesday in Boyne City, constitution and by-laws were adopted, officers elected, money gathered in from the new members, and all preliminaries to the application for this local board to become a member of the Michigan Real Estate Association and the National Association of Real Estate Boards were completed.

That their application will be granted is practically certain, for the executive secretary of the Michigan Real Estate Association had advised them how to proceed and his instructions were carried out. Affiliation with the State and National associations will give the fourteen members the privilege of using the title "realtor" and enjoying the benefits that go with it. The name given to the new board, is the Tri-County Real Estate Board; and it enjoys the distinction of being the only board in Michigan whose membership is spread over so large a section. The reasons for this are that while there is need, with the present resort property activity, to guard against sharp practice by fly-by-night real estate sharks, there were not sufficient brokers in any of the towns in these counties to form a board. With the interests of the three counties so similar, co-operation will be easy and helpful.

August was a particularly heavy month for business men in Charlevoix. A little spell of cold, rainy weather has started some of the resorters homeward; and it will not be long before the large hotels will be closing. On Saturday about 100 of Charlevoix's caddies embarked on the steamship Manitou for Mackinaw. This outing is an annual event, given the boys by the resort golfers, as a reward for their season of service. The boys had a good time, as usual.

L. Winternitz.

To fear criticism is to confess ignorance.

Which Would You Rather Sell?

ONE MATCH
OR
TWO MATCHES



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

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

And you will sell two boxes almost every time.

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

THE DIAMOND MATCH COMPANY

HOW MANY Please?

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



The Borden Company
NEW YORK, N.Y.

WOOL AND WOOLENS.

A series of wool auctions opened at Sydney, New South Wales, during the past week. The offerings total 73,000 bales. At the outset there was a slight advance in price of certain grades, mostly due to Japanese buying. But the wool offered was rather burry and afforded no fair test of values. In this country wools are moving a little better than they did, a number of notable sales of domestic varieties having taken place during the week. More would have been disposed of had sellers been disposed to be less insistent on maintaining prices. Larger quantities of foreign wool are being taken from bond to supply the needs of mills. The imports of wool are, however, showing a rather sharp decline. The lightweight season in men's wear fabrics is well under way, practically all concerns having their goods on sale. In a number of instances mills are sold up about to the end of the year, although there are others which have not done so well. There is still, however, considerable left of the selling season and the best indications point to its proving satisfactory in the main. Sales of worsteds appear in the lead. The clothing manufacturers, who have done quite well in disposing of fall goods, in which they are still engaged in a measure, look forward to good spring business as soon as the retailers are well on with sales of heavyweights. Spring clothing openings will occur within a month or so. The outlook in women's wear fabrics still remains somewhat confused. Despite the garment makers' strike, considerable of such cloths for fall have been disposed of, although nothing like the usual quota has been reached. Only one or two openings of spring fabrics have taken place so far and it will doubtless be toward the end of the month before the new season gets into swing. The reduction in wool prices, followed by those of woollen fabrics, appears to have inspired the hopes of some for substantial declines in the cost of woollen clothing and garments. These hopes have slight chance of fulfillment. Expressed in terms of the value of a suit of clothes, for instance, the reduction in woollens amounts to only the fraction of a dollar. Clothiers will simply put the saving into better workmanship, leaving selling prices about as they were.

GOOD BUSINESS ASSURED.

The general sentiment in the wholesale field is that the stage is set for a good fall and winter business. This is not based on any indications furnished by the rather continuous upturn in the values of securities but on the generally prosperous conditions everywhere reported. Purchasing power on the part of the people in general has rarely been at as high a point as it is now and there are no evidences that it will be lower for some months to come. It is wholly a question of making the proper kind of an appeal in order to induce a full measure of buying. And merchants generally are alert to what the circumstances demand.

Meanwhile, the retailers have had no cause lately to complain of a lack of business. They are now getting to the end of their clearance sales, which have proved quite successful. There was, in fact, not much superfluity to start with, overstocking being one of the things especially avoided. So there is not any difficulty at present in providing sufficient shelf room for the fall merchandise which keeps coming in. During most of the past week the stores were quite crowded with shoppers, among whom were many returned vacationists, although the main body of these was not expected until this week. The school openings this week bring many families back to their homes, a fact which is shown by the call for outfits for the youngsters. At the same time, despite the fact that the official summer has over a fortnight to run, demands for fall apparel are becoming quite insistent, more particularly so because the recent spell of cool weather has served as a reminder of autumn a little ahead of time. Purchases, however, are not confined to the apparel lines, a fairly good demand being apparent for household furnishings, although this will be more marked later in the month, and for jewelry and other personal accessories. Some retailers profess to see a change in the character of the buying in that customers are a little more inclined to consider quality in their purchases. It cannot, however, be said that this tendency is a general one as yet.

KIND OF HISTORY NEEDED.

It would be easy to interpret the offer of a biennial prize of \$1,000 by the United Daughters of the Confederacy to encourage research in the history of the South, particularly in the period of the Confederacy, as a stimulus to partisan views. But this is far from being a necessary inference. Such research may be made in the interest of the truth and the whole truth. We of the North are just as likely to believe that our partisan view of the Confederate period is the true view as are the descendants of those who were protagonists of the Lost Cause. Much will be gained by fresh study of this momentous episode in American history on the part of students in both sections of the reunited Nation. There is point to the criticism that too great a proportion of American historical writings has been the work of New Englanders. For the very reason that New England bulked large in our early development, emphasis upon the role played by New England is in danger of drifting into exaggeration. More history of a scholarly kind from the South will help to redress the balance and so to enable a reader who wishes to be impartial to make up his mind as to the causes and motives behind some of the chief events in our National story.

Another development in historical writing very much to be wished in this country should receive an impetus from the Daughters of the Confederacy prize. This is the production of

books on local history. Here, too, there is abundant opportunity for histories which shall be written less with the idea of glorifying local heroes and incidentally carting luster upon the communities in which they flourished and more with the purpose of preserving, a fast vanishing past from utter oblivion. State histories have multiplied of recent years, although there is room for more activity in this field; but accounts of smaller units than states usually leave much to be desired by anybody who cares for something besides eulogy of the personages who march through their pages. We are richer in local history than is sometimes realized. Even the comparatively recent communities of the newer parts of the West often have a colorful, not to say thrilling, story. The details of these interesting beginnings of potentially powerful settlements ought to be set down in writing while they can be obtained from participants and eyewitnesses.

MOTOR BUS CONTROL.

The question of motor bus control, either by the separate states or in the Interstate Commerce Commission, is becoming pressingly important. The railroads insist upon such control and the motor bus interests are vigorously fighting it. Within the last few days an organization of truck interests in convention stressed the inability of the I. C. C. to exercise any regulatory powers over such interstate transportation and intimated that the motor bus should be continued as an independent and unrestrained carrier.

Setting forth the view of the railroads, W. L. Kintner, general solicitor, Reading System, says that Congress should authorize the state commissions to exercise control over the busses and trucks similar to that under which the railroads operate. Incidentally, he emphasized the point that under present conditions the busses have free use of the highways, while the railroads pay heavy taxes.

There are many aspects of the bus problem, none of them easy of solution. Regulation must be applied to intrastate as well as interstate traffic and urban control is imperative. The latter phase has been under consideration here, but thus far it appears little has been accomplished. The busses still block main thoroughfares and use prominent localities in the business sections as terminals. Existing ordinances appear too limited in scope to meet the situation created by their tremendous growth.

The Interstate Commerce Commission is hearing evidence on the bus problem and it is interesting to note that an official delegation has been sent to the International Road Congress at Milan to study for the commission developments in the union of rail and motor transportation in Europe.

The question of motor transportation is so insistently engaging public and official attention that some form of control and regulation appears to be inevitable.

WITHOUT A HITCH.

The second year of the Dawes reparations plan has been successfully weathered. Germany paid about \$300,000,000, a little more than half this amount being covered by deliveries in kind. No difficulty of any sort has been encountered and none is to be expected during the coming year, which calls for an even smaller total.

The smooth working of the plan during its first years is to be credited entirely to the care with which it was drawn and to the double and triple guarantees which were provided against any hitch. Germany, for instance, received in foreign loans during the first two years more than twice the amount of the required payments.

The "normal years," which begin in 1928, may tell a different story. But the prime purpose of the Dawes plan was to provide a political and economic breathing space for a Europe which was being wracked by the reparations issue. From this point of view the result has been just about perfect.

MAY SEE EXCITED MARKET.

If the coming Government report on the condition of the cotton crop should prove to be bullish, it is predicted, the next two or three weeks in the cotton goods trade will be the most active in many a day. It is predicted further that not only will there be a shortage of several kinds of merchandise, notably colored cottons in the heavier constructions, but that numerous price advances will take place. These predictions are based on the known low condition of many wholesale and retail stocks, particularly of the more staple lines, and the steadily broadening consumer demand. If the coming report should be neutral in effect, or even bearish, the condition of stocks will send wholesalers into the primary market for additional merchandise, but there is less likelihood in that event of the concentrated demand which is so confidently expected in some quarters. This would mean no weakening of prices, it pointed out, but it will doubtless make buyers less willing to meet any advances that might be made.

THE NATIONAL DEBT.

The gross debt of the United States now stands at \$19,534,371,000. During August it was once more reduced, this time by \$88,000,000. The Third Liberty bonds, falling due in 1928, are being bought up and retired by the use of moneys taken from the sinking fund. At one time the National debt of the Nation stood at about \$26,000,000,000. Approximately \$6,500,000,000 of it has been paid since the war. By the end of 1928 it was hoped that the \$2,393,963,000 outstanding in Third Liberties might be retired, but the increasing needs of Government are beginning to hamper the far-reaching plans of Secretary Mellon. It is worth noting that had the United States been repaid for all the war loans made the National debt would be about one-half of what it is now.

You can be lazy-minded as well as lazy muscled.

Business Ethics of the Present Situation.

Grandville, Sept. 7—Supply and demand constitute the business ethics of the situation.

An over supply glut the market and prices consequently slump. The question then to be considered is how to reduce the supply or else increase the demand. Can this be done by government without detriment to any class of our people?

The wisest economists say no, while some of the supposed wise men of the Nation give a decided affirmative, and the settling of this question satisfactorily to all concerned is a matter that is continually vexing the public mind.

Proper tariffs serve to aid in keeping the home market for domestic use, but when the home market is glutted then comes the tug of war.

Back in the early days of the republic there was no one to dispute the fact that over supply served to reduce prices, and that a lack in any particular made for better prices.

One farmer-lumberman learned this to his satisfaction when his fine large apple orchard came into bearing. Great heaps of red apples cumbered the ground with no one coming to buy. The country was new, and inhabitants few in numbers, consequently there was little call for apples. Pigs and cattle reaped the benefit of that forest surrounded apple field. The insect pests of later years, brought about by the senseless not to say wicked slaughter of our bird population, was not in evidence at this time. Most of those early settlers understood the value of birds and it was regarded as a sin to kill anything that wore feathers other than game birds.

The immense group of apples went to waste save as making a covering for nearby fields to be plowed under in the fall or spring as a fertilizer.

A few years before this the good housewife had to depend on an outside market for her yearly supply of apples, and apples shipped in barrels from Chicago were added to the cellar store every season.

At one time a bushel of peaches in rather a messed up condition arrived at the wildwoods dwelling, and pits from these were planted, resulting in a lot of sprouts from which the housewife selected half a dozen and set them out on the high bluff overlooking the Muskegon.

From those pits grew five splendid trees, no two alike, and for many years the lumberman's family had peaches galore, and they were good ones, too, notwithstanding the fact that the tree grafter was not at that time in evidence.

About this time wild plum trees were discovered growing on low lands which were uprooted and transferred to a plot not far from the peach trees, so that the pioneers were soon reveling in plenty of fresh fruit. Peaches and plums came before the apples. However much of a surplus these trees produced there was no sale for them, and nearby settlers were given all they were a mind to come and carry away.

Joseph Troutier, fur-trader and farmer in a small way, set a considerable orchard of peaches on the river, and later reaped a harvest from the fact that not another man in that region had a single peach tree growing.

I have heard him relate with shining eyes his experience in selling these peaches to the settlers and the Muskegon families. He dumped them in a long wagon box and drove down the twenty mile stretch to the village at the mouth of the river. His price was five dollars a bushel to which no one demurred because of the rarity of the delicious fruit.

In that early day immense pine and hemlock forests covered all the lands between the mouth of the river and its source at Houghton Lake. Because of this it must be inferred that Trout-

ier's peach orchard bore fruit every year for a long period of time.

Later, after the forests had been removed, the land on which the early settler grew his wonderful peaches refused to produce them. Early and late freezing made the low ground along the stream unfitted for peach growing.

The writer has been along the same route pursued by Mr. Troutier where he sold his crop for five dollars the bushel and was glad to get thirty cents for even better fruit.

Supply and demand made the difference in price.

Over production and low prices, under production and highly satisfactory prices. This fact was long ago established and remains in force down to the present time.

Farmers as a rule are as well provided for as any class of people under the shine of the sun. The doors of the poor house never yawn for them, while in other callings oft times it is almost impossible to make both ends meet. The toiler in the field often envies the man behind the counter. He is told that the buyer fixes his price for farm products while the merchant to whom he sells establishes the price of his.

All wrong. No man in trade but delights in paying good prices for farm output when the market will permit him to do so, but that the retail merchant fixes prices is all a mistake. It is the supply and demand that does this, to the demands of which all must bow.

In those early days, when so much of the products of the soil went to waste, no doubt there were families in the big Eastern cities who were actually suffering for the need of these very products.

A proper distribution of the producers' crops might have regulated these inequalities, but at that time it was impossible of accomplishment.

To-day this distribution should be looked after, and a fair and equitable settlement of all such questions entered into. Possibly government might do something along this line which would be on the line of justice to all concerned.

Old Timer.

Corporations Wound Up.

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

Standard Auto Wheel Co., Traverse City.

Charles Daniel and Sons, Detroit.

Gamble-Robinson Co., Lansing.

Breen-Felch Milling Co., Felch.

W. R. L. Holding Co., Detroit.

New York Russian Music Store, Detroit.

Holt Lumber Co., Ewen.

Harry Svendsgaard Sales Corp., Detroit.

Michigan Face Brick Co., Grand Rapids.

Down River Transportation Co., Detroit.

Concrete Brick Co., Detroit.

National Distributors, Inc., Detroit.

Federal Coal & Coke Co., Detroit.

Standish Electric Light & Power Co., Standish.

Flint Structural Steel Co., Flint.

National Milling Co., Detroit.

Quick Service Laundry Co., Lansing.

Nothing is more contemptible, more utterly foolish than the self-satisfied, exultant smile on the face of a merchant who has just learned that his competitor faces failure. The failing of a competitor may for a time have a favorable effect on the business of a rival, but eventually failures communicate themselves to the nerve centers of a community's commercial life and produce other failures. The prosperity of one is the prosperity of all.

Three more months are left to build 1926 coffee sales in

Increases of 50% and more in coffee sales this year, as compared with 1925, are reported by merchants who promptly took advantage of the biggest advertising campaign ever put behind any coffee.

Three more months of 1926 are left, and each month offers you the same opportunity in this powerful Maxwell House Coffee advertising schedule:

SATURDAY EVENING POST

Double-page spreads September 18 and November 13.

Full pages in color October 16 and December 11.

LADIES' HOME JOURNAL

Full pages in color, October, November and December.

WOMAN'S HOME COMPANION

Full pages in color, October, November and December.

GOOD HOUSEKEEPING

Full pages in color, October, November and December.

HOLLAND'S MAGAZINE

Full pages in color, October, November and December.

NEWSPAPERS

Big space advertisements in leading cities.

POSTERS

Giant posters each month in 1,900 cities and towns

To get the full benefit of this advertising, put Maxwell House in your windows and on your counters—we will furnish display material free.

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



Maxwell House Coffee

Today—America's largest selling high grade coffee

"Good to the last drop"



Luscious Grapes

yield the cream of tartar used in making Royal the highest quality baking powder.

Doctors endorse Royal because it is healthful; cooks because it gives perfect results; and wise grocers because they will not risk disappointing a customer with an inferior article.

Royal's established reputation and steady advertising insure its prompt and profitable sale, year in and year out.

ROYAL BAKING POWDER

Absolutely Pure

It pays to recommend Royal

SHOE MARKET

Endorses "Walk and Be Healthy" Idea.

Reams have been written upon the subject of "Walk and Be Healthy," a slogan that has been used by a great many shoe dealers successfully to increase their volume of sales. Both the cost and the use of the automobile, it has been charged, has decreased the amount of shoe leather worn out annually. In a recent issue of the New York Times "The Art of Walking" was the subject of an interesting editorial. It is the belief of the writer that all people, men as well as women, would have better feet if they used them more. Nature did not provide automobiles, buggies, sedans or other forms of conveyance in her original scheme of things. The growth of the world and the necessity for quick transportation has transformed from playthings the telephone, the "horseless buggy," the radio and numerous present-day necessities. Says the New York Times:

"Any one who persuades his countrymen to make a practice of walking as a daily exercise two miles for one he walked before is as great a benefactor as the grower of two blades of grass for one. A nation of walkers will be a nation of hardy and enduring people. 'The great thing about walking,' says the veteran Weston in an article in the Saturday Evening Post, 'is that it is Nature's remedy. It isn't exercise in the ordinary meaning of the word. If you do it regularly and easily it is more like perfect massage.' But he bids his disciples not to overdo it. Still he would have them walk as far as they can comfortably, not trying to break records. Distance will come with practice.

"A former Health Officer of the port of New York, Dr. Alvah H. Doty, has prepared a book, small enough to slip into the pocket, on walking for health. It is so wise and sweet that if only one copy were extant the bibliophiles would be scrambling for it. Dr. Doty makes a point of explaining that if the vascular system is to be in good order, the heart sound and regular, one must step out so many miles a day. Good walkers always have good hearts if they start with one, and the not entirely sound heart is the better for walking in moderation.

Shoe merchants in their advertising should capitalize Dr. Doty's advice, also that of Mr. Weston, who recently has again been in the eye of the public, says the Times:

"But to return to Mr. Weston. He maintains that 'if you walk wisely and regularly you'll miss the aches and pains of rheumatism.' He gives some practical advice. Each man to his own gait. The heel-and-toe he declares unnatural. Go slowly and easily, but keep going, with periods for rest and contemplation. Then if you are cursed with sleeplessness it will vanish, and rugged health will be yours. 'The shoulders should be allowed to swing free, with the muscles relaxed.' Carry a short stick, swing it and change from one hand to the other. The feet should be lifted only enough to ad-

vance the body with every step. 'As a consequence, the heel and ball of the foot land almost simultaneously, and the shock is distributed over the whole mechanism of the foot.' For bathing the feet 'a couple of fistfuls of rock salt in six or eight quarts of water' is prescribed. The veteran wears lisle thread socks, never wool, but he has walked on roads and pavements trails where wool saves the feet from bruising. A pair of leggins is recommended. Walking, he declares, keeps 'a man always in condition without over-training.' At 71 he walked 4,000 miles across the continent to the Pacific.

"'Tis the best of humanity that goes out to walk," observed Emerson to his countrymen who elected to ride in buggies or in sleighs. But nowadays, walking clubs abound in spite of the automobile. Youth of both sexes are on the road in knickerbockers. Their elders buckle on knapsacks and take the staff from the corner. It must be admitted, however, that automobile addicts walk less and less, and except those who pace the golf links, they need to savor Weston's precepts and shake a leg on the heath or stalk the wild."

Changes Time Has Wrought in Shoe Trade.

The Grand Rapids fair has come and gone, leaving hardly a ripple on the sea of mercantilism. Thirty to forty years ago the week of the annual fair was the most important event of the year for the jobbing trade of Grand Rapids. Half fare rates on all the railroads attracted merchants from long distances to improve the opportunity to buy their winter stocks of goods. We had four wholesale shoe houses in those days, instead of one house, as at present, and general merchants from the Thumb, Northern Michigan and the Upper Peninsula thronged the city, sometimes remaining three or four days—one day to see the fair and the others devoted to making their selections. The late L. J. Rindge insisted that fair week in those days brought the wholesale houses in the shoe line as large a volume of sales as any other month in the year.

Several causes have contributed to the change which time has wrought in this practice. The abandonment of the half fare railroad rate was the first blow this market received. Then the country merchant began buying in small quantities, instead of laying in a six months' supply in the fall. Then the switching fairs from purely agricultural exhibitions to balloon ascensions, side shows, snake charmers and all kinds of clap trap caused people of mature age to lose interest in the exhibitions. The gradual elimination of the big merchants in the lumbering districts and the death of all of the founders of the shoe industry in Grand Rapids caused a severance of relations which could not be avoided. The establishment of factory branches conducted by men who have no particular ties to the market and who are merely birds of passage on their way to promotion to larger markets and higher salaries does not tend to create lasting friendships or permanent associations.

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.

Corduroy Cords

Let
Your
Next Tire
Be a
Corduroy

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

THE CORDUROY TIRE CO.
GRAND RAPIDS, MICHIGAN
Sidewall Protection
(REG. U. S. PAT. OFFICE)

Added Reinforcement. An original
Patented and Visible Plus Feature



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

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

**Organized for
SERVICE
not for Profit**

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



For Information Write to
L. H. Baker, Secretary-Treasurer
LANSING, MICHIGAN

The times change in keeping with their surroundings. In no department of mercantilism is this innovation more manifest than in the wholesale shoe business. Forty years ago Detroit had five good sized shoe factories, as follows:

Pingree & Smith
Robinson & Burtenshaw
H. S. Robinson & Co.
A. C. McGraw & Co.
H. P. Baldwin & Co.

Detroit also had a half dozen wholesale shoe houses. Now no shoes are manufactured in Detroit to any extent and the jobbing of shoes in the Fourth City has dropped to negligible proportions. Retail shoe dealers now buy most of their supplies direct from manufacturers, which makes the position of the shoe jobber a very precarious one.

Protecting Your Advertising Copy.

"When we are about to sell at a price shoes purchased especially for the event," said a buyer, recently, "we usually disguise the price sent to the printer for our proof sheets and we only change this price to the right one at the last moment before the newspaper goes to press.

"The idea, of course," he continued, "is to prevent a competitor from learning, in any way, what price we shall sell at, until we actually have the sale ready."

In newspaper plants ordinarily many persons have access to the galley proofs and can examine them at leisure. For instance, in many newspaper city rooms and even composing rooms, press association men are allowed to wander about at will and read the galley proofs even while they are on the press.

Press association men come and go, it is not regarded as out of the ordinary to see a stranger acting in that capacity. Hence, the wisdom of guarding, until the last moment, the prices it is wise to keep from a competitor's eager scrutiny.

Improved Silk Eyelets.

The difficulties heretofore encountered in working silk for oxfords because of the tendency of silk to give way when worked eyelets are employed has been overcome to a considerable degree by a machine produced by an Eastern manufacturer and which enables the shoe manufacturer to now insert a "plug" in a silk oxford without backing it with thin leather to hold the eyelets. This naturally imparts a far lighter effect to the shoe as a whole and opens opportunity for combinations not previously available.

Sealing Wax Decorations.

F. E. Foster & Co., Chicago, recently displayed in elaborate profusion a very interesting selection of foreign made shoes, these using the colored sealing wax applique process for trimming. Several numbers in this group imitated very admirably the Indian moccasin beaded work effect, and also there were two or three numbers at least which featured checkerboard design in sealing wax applique.

This sealing wax decoration seems quite durable; it doesn't split or chip and is waterproof.

Building Business on a Single Price.

We all know that secret of many chain stores' success is the one-price policy. If you sold nothing but \$5 shoes or \$7.50 shoes your line would obviously be easier to merchandise than at present.

To settle down to a single price policy is a drastic move which few merchants care to risk. But there is one thing that practically every merchant who reads this can do, and if he does it he will get more business and a better profit.

We refer to the constant featuring of one line of shoes at a particular price, or possibly one particular shoe at a fixed price. We know of one college town shoe merchant, for instance who built a big and prosperous business around his policy of securing each season one good, snappy style which he could feature at a low price. Every man in town knew about "Mac's Special at \$5.50," and "Mac" took good care that they didn't forget it. He has a full line of shoes, but practically all his advertising was on this one number. He sold this number on a close margin, but figured he was really spending the profit he sacrificed on advertising.

We know of another shoe department, in a department store, that has managed by constant advertising to implant in every woman's mind the idea that they have the best shoes for \$7.50 that can be purchased in the city. They rarely advertise their other prices, but they talk impressively about what \$7.50 will buy. And the buyer and manager of this department states that they made a thorough investigation of what prices most appealed to women before they settled down to hammer at the \$7.50 mark.

Now at the beginning of the fall season is a good time for you to stop and consider whether you cannot do something similar to boost your own business. No doubt you have one price that is more popular with your trade than any other—why not cash in on it? Or maybe you have an unusually good style that will stand advertising day after day during the fall. How about it?

Merchants Given Chance To Try Their Own Footwear.

Forcing a shoe dealer to walk home on his own personal goods and to take a water jump en route is rather tough. But that's the way things happened to wind up recently at the annual outing of the Buffalo Retail Shoe Dealers' association down the river to Edgewater and attended by some 150 men of the trade with their families and guests from the retailers of nearby towns.

Just as the excursionists were preparing to set sail for Buffalo at 6 o'clock their steamer, the Island Belle, broke a condenser or some other thingamagig in its interior, and although the whistle for "all aboard" sounded fine the propeller would not. The shoe retailers were stranded.

A mailing list is more than a catalogue of names. It gets out of date about as quick as a woman's dress and when out of date its productive qualities dwindle rapidly.

STRENGTH

ECONOMY

THE MILL MUTUALS Lansing AGENCY 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

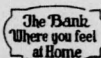


Main Office

Cor. MONROE and IONIA

Branches

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



OUR OBLIGATION

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

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

On this basis, may we serve you?

"The Bank Where You
Feel At Home"

Grand Rapids Savings Bank

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OLDEST SAVINGS BANK IN WESTERN MICHIGAN

FINANCIAL

Many Loopholes Closed in New Bankruptcy Law.

The amended Bankruptcy law of 1926, which enlarges the scope of the present bankruptcy statute and closes many of the loopholes left open by that measure, became operative last Friday. Sweeping changes in the law, meeting objections which have been frequently raised, are made under the amendments.

Concealment by officers and agents of any person or corporation subsequent to bankruptcy, or in contemplation of that act, becomes a new penal offense. Indictment under the new law for this and other offenses may be found within three years, instead of one, from the time of adjudication.

One of the most beneficial and far-reaching provisions of the new law, according to the American Bankruptcy Review, which has completed an analysis of it, relates to the payment of taxes assessed against realty belonging to bankrupts. It is now provided that "no order shall be made for the payment of a tax assessed against real estate of a bankrupt in excess of the value of the interest of the bankrupt estate therein, as determined by the court."

The word "corporation" has been defined so as to include, beyond question, commercial or business trusts.

A new act of bankruptcy has been created under which a person or a corporation who, while insolvent, permits a lien to be created upon his property, and who does not discharge or vacate such lien within thirty days from the date it was so created, may be adjudged bankrupt. Two of the existing acts of bankruptcy have been amended, under one of which a person may be adjudged bankrupt if a receiver for his effects is appointed while he is insolvent, regardless of whether insolvency was or was not alleged in the application for the receiver.

An important change in the present law is in permitting, under the new law, voluntary bankrupts to file their schedules within ten days after adjudication in the same manner as the act heretofore provided with respect to involuntary bankrupts. Heretofore voluntary bankrupts have been obliged to file schedules disclosing their assets and liabilities with their petitions for adjudication, thus revealing at the very inception of the proceedings the persons to whom the petitioner was indebted, and thereby adding an attraction for the so-called bankruptcy "runners."

In the future the courts may, under the new law, require indemnity bonds from those bankrupts who submit composition terms to their creditors, and who desire to have their business operated pending the acceptance or rejection of such terms.

The section of the law relating to the discharge of bankrupts has been altered in many important particulars. The provision with respect to one's failure to keep books from which his financial condition can be ascertained has been strengthened, the Review points out. Financial statements as a basis for obtaining money or prop-

erty need not now be given directly to the complaining creditor, but may be made or published "in any manner whatsoever."

The fraudulent transfer of property within twelve months instead of four months, and the obtaining of a discharge within six years upon a creditors' petition, as well as upon voluntary petition, are grounds for denying a discharge. To these have been added a new ground, the failure to explain satisfactorily any losses or deficiency of assets.

The maximum term of imprisonment upon conviction of any of the offenses set forth in the act has been extended from two to five years. Concealment of property may now be made by persons other than the bankrupts, and may be from a receiver, United States marshal "or other officer of the court charged with the control or custody of property, or from creditors in composition cases."

The time for proving debts has been reduced from twelve to six months. Wages, heretofore following taxes in the schedule of priorities, now have preference over taxes, and the amount which each "workman, clerk, traveling or city salesman or servant" may claim for services rendered within three months prior to the bankruptcy has been increased from \$300 to \$600.

Expansion of Business Expected Now.

With the end of the vacation season and the usual seasonal expansion in trade, business men are centering their attention on the outlook for the last quarter of the year.

Prospects of good business for the remainder of the year have received encouragement from the sharp rise in stock prices, while current estimates of production and distribution indicate no important recessions in the near future. With the outlook for crops generally favorable and money sufficiently plentiful for ordinary needs, Wall Street faces the autumn with confidence.

One of the principal factors in sustaining confidence in business has been the continued prosperity of the automotive industry. The recent statement of Alfred P. Sloan, Jr., President of the General Motors Corporation, that sales of his company for this month would establish a record for a single month, surpassing the previous high figure reached in April, throws light on the situation in this field. The demand for motor cars is reported by many dealers to be unprecedentedly strong for this time of the year.

The volume of building construction is diminishing, it is true, but it must be remembered that operations in this industry have been conducted on a large scale for the last few years, and it is not surprising that there should be a slackening. Last year's record figures scarcely can be equaled, even though new construction is still above the normal trend, and a contraction in this quarter will probably be felt next year. Because the movement is gradual it will hardly affect business adversely within the next three months.

Activity in the steel industry has

fallen off, too, this month, but since last month was better than had been anticipated the slackening since then was in line with expectations. Moreover, prices have held steady, even though they have failed to advance, as many in the industry had hoped.

Freight movement continues in substantial volume with the prospect of good business through the remainder of the busy season. Earnings of anthracite carriers should record appreciable increases over last year's figures, for the volume of traffic promises to become more nearly normal, while last year the long strike of miners reduced shipments.

With the outlook for normal production and distribution in our principal industries at least bright, there is the added hope that weather conditions may be more favorable and that retail trade may receive the stimulation it lacked in the first half of the year.

[Copyrighted, 1926.]

Railroads Take Steps to Publish Operating Statistics.

The Committee on Public Relations of the Eastern railroads recently completed the construction of a consolidated income account of all Class 1 railroads in the United States. It is the most complete and instructive record of its kind ever published and is reflective of the desire of the carrier managements to place full operating facts before the public.

It should go a long way toward the correction of misleading statements which have been made from time to time in the past and should result in a further improvement of the relations between the roads and their customers. The only unfortunate feature of the tabulation is that it covers operations for 1924. It is the plan of the committee, however, to bring it more nearly up to date as soon as the figures are available. Data for this work were furnished by the Bureau of Railway Economics from the official reports of the companies to the Interstate Commerce Commission.

Total operating receipts from all sources are shown to have been \$5,921,490,100 in 1924. These receipts have been segregated as follows: For freight transportation, \$4,345,971,078; for passenger transportation, \$1,076,024,307; for express transportation, \$143,388,606; for mail transportation, \$97,961,371, and for all other services, \$258,144,738.

Each of these items is further analyzed, showing that 48,527,227 carloads of freight were handled, each car averaging twenty-seven tons. The average return for each ton-mile (one ton carried one mile) was 1.11 cents; 932,678,462 passengers were carried, each for an average distance of 38.7 miles at an average receipt for each passenger-mile of 2.97 cents; 188,250,227 shipments of express were carried in passenger service, and approximately 18,000,000,000 pieces of mail were transported an aggregate distance of about 580,000,000 miles. Included in all other services are ferry transportation, carriage of milk, dining car service and all other incidentals.

It may be well to point out that the

earnings of the railroads other than for transportation services are not included in the figures presented.

Many railroads are interested in other lines of endeavor, such as steamship lines, hotels, mining and oil drilling projects. While a consideration of these properties is essential from an investment point of view, they have been omitted in the presentation under consideration because they were not included in railroad valuations as fixed by the Interstate Commerce Commission.

[Copyrighted, 1926.]

Employee Stock Ownership Is Boon To Industry.

More than 300,000 employees of about a score of large corporations in this country own almost half a billion dollars' worth of stock in the concerns for which they work, according to a tabulation compiled by the Industrial Relations Section of the Department of Economics and Social Institutions of Princeton University.

The idea of employee stock-ownership has spread rapidly in American industry since the war and has contributed in no small degree to the absence of labor troubles. It has proved more successful than the profit-sharing plan under which bonuses were distributed to loyal workers at the end of specified periods.

As a result of increased efficiency obtained from contented workers earnings have increased and employers have been able to pay larger wages in the shape of discounts to workers who buy stock on the installment plan. In most instances in which stock is sold to employees the employing company has reached a point where earnings have been stabilized and the price of the stock is not subject to wide fluctuations. The American Telephone and Telegraph Company, for instance, has sold more than \$170,000,000 of its stocks to 1,174,000 workers, of whom 160,000 are still paying for their shares.

If there were any doubt of a company's ability to maintain steady earnings and pay dividends an employee's faith in the concern might be shaken if the shares were depressed in the market. On this point the New York Trust Company Index says:

"The chief purpose of a company's efforts to enroll its employees as stockholders is to engage the interest of the rank and file of the workers. For the company itself there is no immediate gain. On the contrary, the stock is usually sold at less than its market price. The indirect profit to be realized by the company will depend upon the effects of stock-ownership upon the workers.

"Better relations are promoted between management and employees. Industry is relieved of costly struggles between labor and capital, because labor now plays the role of capital in proportion to its capacity to save and acquire stock."

[Copyrighted, 1926.]

Every man, woman or child who enters a store offers the merchant the privilege of creating good will. Don't throw away that privilege.

NEW ISSUE

45,000

Coldak Corporation**Convertible Interest Bearing Certificates**

These Certificate draw interest at the annual rate of 75c each, payable quarterly March, June, September and December 1st. They are callable in whole or in part on any interest date upon 30 days' notice at \$11 each plus accrued interest and have preference over Class "A" and "B" stocks as to interest and assets. In event of liquidation or failure to pay interest for four consecutive quarterly periods these Certificates become a general obligation ranking equally with all other obligations of the Corporation and are entitled to \$12.50 each and accrued interest from the assets of Coldak Corporation.

Convertible at option of holder at \$10.50 each with interest and dividend adjustments into Class "A" Stock of the Corporation as follows:

Commencing April 1, 1927, for one year at \$11 per share
Commencing April 1, 1929, for one year at \$15 per share

Commencing April 1, 1928, for one year at \$13 per share
Thereafter at \$25 per share.

Transfer Agent:
Chatham Phoenix National Bank and Trust Co., of New York.

Registrar:
The Equitable Trust Company of New York.

We summarize from letter of Mr. John H. Pardee, President of the Coldak Corporation, as follows:

HISTORY AND BUSINESS

The Coldak Corporation of New York, manufacturers of electrical refrigerating units, recently acquired the plant and assets of The Alaska Refrigerator Company of Muskegon, Michigan. This will enable them to produce and market complete refrigerating units.

The Alaska Refrigerator Company's business was established over 45 years ago and the company is one of the largest manufacturers of refrigerators in the world. Net sales for the year ended June 30, 1926, were in excess of \$2,000,000.

The Coldak Corporation manufactures electrical refrigerating systems for apartment houses, industrial and household purposes, etc. It is under the general administration and direct supervision of The J. G. White Management Corporation, well known managers of public utility and industrial Companies in various parts of the country.

EARNINGS—THE ALASKA REFRIGERATOR COMPANY
(As reported by Haskins & Sells—Auditors)

	Year Ended June 30, 1926	Average 4 Yrs. Ended June 30, 1926
Net earnings (before Federal Income Taxes and Interest on funded debt, but after depreciation)-----	\$314,880	\$243,660
Less:—Interest on All Funded Debt-----	110,750	110,750
Balance -----	\$204,130	\$132,910
Interest on this issue of Certificates-----	33,750	33,750

The J. G. White Management Corporation estimate that Coldak Corporation earnings from electrical units based on present rate of production (before taxes and depreciation) for the year ending August 31, 1927, will amount to \$461,950; for the second year, \$905,927; and for the third year, \$1,641,870.

FINANCIAL CONDITION

Based on the Consolidated Financial Statement, as certified to by Haskins & Sells, Auditors, Net Current Assets as of June 30, 1926, amount to over \$1,750,000. Net Tangible Assets, after deducting all funded debt and accounts payable amount to over \$1,270,000 or over \$28.00 for each outstanding certificate of this issue.

CAPITALIZATION—(Consolidated) As of June 30, 1926

(Upon completion of this financing and including the acquisition of The Alaska Refrigerator Company.)

	Authorized	Outstanding
Seven Year 6½% Debentures-----	*\$1,750,000	\$1,150,000
Convertible Interest Bearing Certificates-----	45,000	45,000
Class "A" Stock -----	500,000 shs	171,731 shs
Class "B" Stock -----	500,000 shs	171,731 shs

*Secured by deposit of Common Stock of the Alaska Refrigerator Company.

MANAGEMENT

The Corporation is under the administration and direct supervision of The J. G. White Management Corporation, managers of Public Utilities and Industrials, and Mr. John H. Pardee, its President, is the President and Chairman of the Board of the Coldak Corporation.

The Board of Directors includes the following: John H. Pardee, President, The J. G. White Management Corporation; J. J. Mange, President, Associated Gas & Electric Company; R. P. Stevens, President, Republic Railway & Light Company; C. M. Burnhome, Vice President, Coldak Corporation; A. P. deSaas, President, Radiant Heat Corporation; R. A. Pritchard, Attorney; Hazer J. Smith, formerly Chief Engineer, Multicold Company; Willard Reid, formerly President, Multicold Company, and Lowell Mason of DeRidder, Mason & Minton, Bankers.

It is expected that the present operating management of The Alaska Refrigerator Company, which has been responsible for its successful operation for many years will continue in active charge of that company.

PURPOSE

The proceeds of the issue will provide a portion of the funds for the acquisition of The Alaska Refrigerator Company and for other corporate purposes.

CONVERTIBLE INTO CLASS "A" STOCK

The Class "A" Stock into which these interest bearing certificates are convertible is entitled to cumulative and preferential dividends at the rate of 75c per share per annum, as declared, before any dividends are paid on Class "B" Stock. Then after a like amount shall have been declared and paid on the Class "B" stock which is non-cumulative, the Class "A" stock shares equally with the Class "B" stock in any further dividends declared and paid within the 12 months' period. The Class "A" stock is also entitled to priority over the Class "B" stock in liquidation up to \$12.50 per share and accumulated dividends. The number of outstanding shares of Class "B" stock shall not at any time exceed the outstanding shares of Class "A" stock. The conversion privilege may be exercised under the regulations and orders of the Michigan Securities Commission.

LEGALITY: Robert A. Pritchard, Esq., Boston, Mass., for the Company. Messrs. Travis, Merrick, Warner & Johnson, of Grand Rapids, Michigan, for the Bankers.

AUDITS: Haskins & Sells.

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

PRICE \$10.50 AND ACCRUED INTEREST TO YIELD 7.14%

Howe, Snow & Bertles

(Incorporated)

Investment Securities

New York City

Grand Rapids, Mich.

Detroit Mich.

Chicago, Ill.

San Francisco

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

To Get Rid of Broken Packages.

Apparently the broken case idea is becoming more of a menace as time goes on, there is unquestionably a larger volume of business passing through the packing room of the average wholesale grocer to-day than there was five years ago.

I believe that it is generally admitted that merchandise moving through the broken package room is handled at a severe net loss and while an attempt is made by some to keep this loss at a minimum, by adding to the dozen price a nickel or a dime here and there, the actual figures will show that the attempt is successful in only a very small way.

Conditions over which the jobber has little or no control are responsible to a decided degree, with all due respect to the theory advanced by some that if the jobber would insist that the retailer purchase in original case lots the problem would be solved.

It is the contention of the writer that there are two outstanding factors responsible for prevailing conditions as they relate to the broken case evil.

1. If it were possible it would not be practical to sell many of the smaller retailers original case quantities of branded merchandise for the reason that his credit wouldn't justify it, and further his volume of business would make it impractical even if he did have a satisfactory rating.

2. Owing to the multiplicity of competing manufacturers' brands of products which are similar and yet which there has been created a demand for, and because the modern buyer has decreed that substitutions are out of order, the retailer to-day is forced to carry many brands on which there is only a limited sale. The logical course would be to stock less brands and, on the face of it, it looks simple, and if it could be done successfully it would help materially to lessen the cost for everyone, but as a matter of fact, the buying public has been served so well and has been educated up to a point that it is about as temperamental as a prima donna, and demands service de luxe and frowns upon those who fail to supply it.

Conditions have changed and are changing constantly for the retail and wholesale grocer and in the attempt to keep in step with prevailing conditions many items of merchandise which at one time did show a profit are now being handled at a net loss, and the chief reason is because the unit package by the manufacturer has not changed to meet conditions as they now exist.

If you dig deep enough you will find that the manufacturer is being penalized for his failure to acknowledge that conditions have changed, and as evidence of this I submit the statement made by a representative of one of the largest producers of glass packing jars. Until a short time ago they packed their jelly glasses in a four-dozen case and although they had a demand for a smaller unit they failed to see the logic in a smaller one, because the jobber would repack them when necessary. Some jobbers did, but always under protest, and then

again other jobbers absolutely refused to sell other than the original case.

Eventually this manufacturer agreed to put out a one-dozen case as well as the larger one and his actual business has shown a decided increase and his distributors are now in a position to make a profit out of what previously was a net loss.

I have in mind a couple of more outstanding examples where similar changes have brought about most satisfactory results, but the above is sufficient to illustrate the point I have in view.

Now to some it may seem that the theory I am advancing is illogical and inconsistent in view of the fact that strenuous efforts are being made to eliminate the numerous varieties of sizes and styles which exist in almost every line of industry to-day; that is not the case, however.

The contention I make is that there should be in each line of merchandise a unit arrived at that will serve the larger buyer and another for the small buyer and that the packing of these units should be done in the manufacturers' plant and not in that of the wholesale grocer.

For instance, on a line where 75 per cent. of the sales to retailers go out in purchases of one dozen quantities, what logic is there in the smallest factory case being four dozen? Take for example the items of lye and chloride of lime, how often does the jobber find it necessary to break cases? A glance in any packing room tells the story, you find about four different brands piled upon the shelf and they go out mostly in dozen lots. Practically any dealer will use one dozen, but very few will take a four-dozen case.

I have before me a grocers' price book and I find listed fifteen varieties of one brand of soup. I believe it is safe to say that on at least thirteen of the varieties the average sale is a dozen cans, and yet they are all packed in four-dozen cases. Can any net profit be expected from a line under those conditions?

I was visiting with a buyer in a wholesale grocery yesterday and I brought up this subject, and he said, "See that bottle of ammonia on my desk; there is a brand that we have more call for than any other, but we don't sell much of it because it is packed three dozen to the case and the average buyer wants not more than two dozen, and when we say a case contains three dozen then they order just a dozen, so we push a brand that is packed two dozen, because our experience has proven that we can stretch an order from one to two dozen, but we fall down when we try three."

There is an example where the manufacturer is at fault, but some day he will be forced to see the light.

There are at least two brands of baking powder that are packed in unpopular sizes, there is one brand of potted meat packed three dozen to the case when a two-dozen case would be responsible for more of it reaching the grocers' shelf and many more lines could be mentioned.

There is only one way these condi-

\$2,000. Grimes Co., Texas, 5½% Road and Bridge Refunding bonds dated Dec. 15, 1924, due April 10, 1954, denomination \$1,000. principal and interest April and Oct. 10, payable at the First National Bank, Chicago.

FINANCIAL STATEMENT

True Valuation	\$30,000,000.
Assessed Valuation	12,508,000.
Total Debt	\$1,751,500.
Less Sinking Fund	109,840.
Net Debt	1,641,680.

Population 1920—23,101

Opinion, Clay & Dillon, New York

Price: 5.00 basis

If interested please wire or write us

VANDERSALL & COMPANY

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

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

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

Combined Capital, Surplus and Undivided Profits over

\$1,500,000

GRAND RAPIDS NATIONAL BANK
GRAND RAPIDS, MICH.

Kent State Bank

"The Home for Savings"

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

Investment Securities**E. H. Rollins & Sons**

Founded 1876

Dime Bank Building, Detroit
Michigan Trust Building, Grand Rapids

Boston
Denver

New York
San Francisco

Chicago
Los Angeles

tions can be changed, and that is by repeated requests to the manufacturer and by pointing out to him that the advantage to be gained is mutual and a little patience and a lot of effort will be productive of benefits, in my humble judgment.

P. T. Greer,
Sec'y Michigan Wholesale Grocers' Association.

Failure To Inventory Stock Ground For Voiding Policy.

As a general rule, where an insurance company issues a fire policy covering a stock of merchandise, the policy provides that inventories shall be taken within certain times. And further such policies frequently provide that a failure to take the kind of inventory named in the policy will render the latter null and void.

It follows that a merchant should have care in situations of this kind and comply in a reasonable manner with the inventory terms of his policy, for in the event he does not, and loss occurs, he may not be able to recover under his policy. The possible danger to a merchant in overlooking this phase of insurance law may be illustrated by the following:

In one case of this kind a retail merchant engaged in operating a drug store carried a fire policy on his stock. The policy required that the merchant take a complete itemized inventory within certain times, or it would become null and void.

While this policy was in force the merchant suffered a total loss by fire. The insurance company refused to pay, and the merchant brought an action to recover the face value of the policy. In order to do this it became necessary for the merchant to show he had complied with the inventory terms of the policy, and for this purpose he submitted an inventory which, among other things, contained items as follows:

"One prescription case and goods \$400.

"One lot of paint \$100.

"Fish hooks and lines \$20" etc.

Upon the trial of the cause the insurance company contended that the inventory did not constitute a complete itemized inventory within the terms of the policy. The evidence showed that more than one-half of the inventory contained items of a "lot" of certain articles, then named them. In fact, whole classes of articles were included in one sum from which it was impossible to gain a fair idea of the value of the articles. The lower court, however, found for the merchant. The insurance company appealed and the higher court in reviewing the record, in part, said:

"We do not think these portions of the inventory meet the requirement of the law. It is impossible to determine the kind and amount of 'fish hooks and lines, \$20,' as shown by this inventory. You do have a total value. You have the class of material. But you could not tell whether the \$20 aggregate was reasonable or not without some estimate as to the number of boxes of fish hooks or bunches of fish line.

"It is not necessary, in all reason, to count each hook and line or measure the length of each line; but some esti-

mate of the quantity of these articles, as well as the quality of material employed, is necessary to any satisfactory determination of the reasonableness of the total value alleged.

"The experts upon the stand in this case testified that several items in this inventory were too general to permit any fair or reasonable ascertainment of the value of certain articles in this stock of goods. 'A Lot' of certain article of merchandise is clearly not an 'itemized' inventory thereof."

Following the above review the record and a finding that not over 50 per cent. of the merchant's stock was itemized in the inventory, the court in stating its conclusions, among other things, said:

"When only 50 per cent. of a stock is itemized in the inventory, then the latter is in no sense complete. We do not say that a failure of any given per cent. is material or immaterial, but we do say that when about one-half of an inventory is invalid, there is no substantial compliance with the contract.

In conclusion, the judgment in favor of the merchant was reversed, and judgment rendered for the insurance company. In other words, the higher court held that because of the failure of the merchant to furnish a complete itemized inventory of his stock he could not recover under his fire policy.

The foregoing case was well reasoned by the court, and it furnishes a striking example of the possible danger to a merchant in failing to comply with the terms of his fire policies in the matter of taking inventories. It is, of course, obvious that since each case of this kind must necessarily be decided in the light of its facts, the subject dealt with cannot be covered by a general rule. However the lesson the case reviewed teaches is plain, clear and forceful and may be summed up in the words, "Don't take chances on voiding your insurance, but read your policy, and comply with its terms in a substantial manner."

What Is Money.

Money is what Money does.

Money means the satisfaction of the wants of Civilization and the refinement of those wants means the advancement of Civilization.

Money keeps business going.

Money raises art.

Money builds churches and libraries and schools and colleges and hospitals and diminishes disease and develops science and writes songs and plays and operas.

Money builds airplanes and sends men around the world on them. It has taught us to talk through the airplanes without wires. It brings us the news of the world between the setting of suns.

It is money that is beginning to deliver us from the greed and selfishness that have been the bane of the world since the days when civilized man first began to sit up and take notice. It was the narrow money that made man narrow. It is the broad money that led him into the straight paths of helpfulness and the Christian spirit toward all mankind.

Money not only makes the world go but it makes the world advance.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, SECRETARY-TREASURER

SAFETY SAVING SERVICE

CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

C. N. BRISTOL, H. G. BUNDY, A. T. MONSON

NEW LOCATION

305-306 Murray Bldg.

GRAND RAPIDS,

MICHIGAN

Merchants Life Insurance Company

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

Offices: 3rd floor Michigan Trust Bldg.—Grand Rapids, Mich.
GREEN & MORRISON—Michigan State Agents

August 2, 1909

17 Years

August 2, 1926

Without an Assessment

Paying losses promptly

Saving our members 30% on premiums

GRAND RAPIDS MERCHANTS MUTUAL
FIRE INSURANCE COMPANY

affiliated with

The Michigan Retail Dry Goods Association

320 Houseman Bldg.

Grand Rapids, Mich

THE SECRET OF SUCCESS.

Getting Your Home People To Believe in You.

I am not a preacher. I am an advertising man. There are a great many texts in the Bible on which I was brought up, which have a very definite bearing on business. I find as I reread the Bible, which I am doing from time to time, that I get a lot of good business ideas out of it. So I am going to select a text and my text for this speech or sermon is this:

"Whosoever would be greatest among you, let him be a servant."

The first thing I ask you to notice about this text is this: It describes one thing that every business man wants for his business, that it shall be the greatest of all. It is a perfectly legitimate and reasonable ambition for any business man. This text is a formula for accomplishing that result. If you want to be great, if you want to be the greatest of all, be a servant. Now this text, far from being a statement of a vague morality, is one of the soundest business principles that was ever enunciated. Instead of a barren, impractical maxim being a servant is the best and surest way to business success, and to the greatest possible success.

The truth is that service is not simply something that you do. Service really is something that you feel. It is not merely an act, service is a spirit out of which the things that you do, the acts, grow.

As business men, you have a very definite relationship to your communities. Some years ago a client of mine, for whom I was writing advertising, permitted me to publish the following statement in the newspapers. I read it to you not because I wrote it but because it indicates the type of man for whom it was written and what he was willing to say about himself.

We consider ourselves your purchasing agent. We try to anticipate your needs and wishes in the quality and the character of our merchandise. We consider it our duty to put at your service all our resources of knowledge of goods, experience in buying, ready capital, which enables us to buy to your advantage. We do our best with all of these resources to enable you to do the best for yourself in your own buying. We watch for an advantage in the market that we may provide an advantage for you. In short, we mean to put all our resources at the service of our customer.

In the early days of commerce as in these, the common idea was that a man was in business for what there was in it, the chief thing in it being the profits he could make. The merchant's main effort was to attract customers for his wares. His best brains and skill were directed toward getting as great a price for them as he could. The business rule of those as of some later days was expressed by David Harum, who said, "Do unto others as they would like to do unto you, but do it first."

Every transaction in the market was at the buyer's risk. Competition was almost unknown. The arts of flattery were employed by the merchants. The merchant fawned on his customers. He was a suppliant of favor. Tradesmen were regarded as being at the

bottom of the social scale, partly because they placed themselves there and partly because they deserved to be placed there.

Not more than sixty years ago, a very great sensation was produced when a very large mercantile house in the East announced that from that day forward there would be established a one-price policy. Up to that time the aged policy of bargaining was the rule. The one-price idea was entirely new sixty years ago. Now it is much the rule.

There is a new idea growing in business which the text defines. The ancient rule of business to which reference has already been made expressed it in the Latin phrase *Caveat emptor*, let the buyer beware, and that is being superseded by a very practical attempt to carry out literally the so-called Golden Rule.

We are beginning to know that this Nation with all of its boasts, has never touched the real possibilities of business success, that nature and good luck have done most of our work, that our achievements have come in spite of our ignorance, and so no man can gauge the civilizing possibilities of a new set of motives in business. They will add to the dignity and the value of millions of careers.

Commerce is an occupation which gentlemen will every day see more need to engage in; in true commerce as in true preaching or in true fighting, it is necessary to admit the idea of occasional voluntary loss; money has to be lost as well as lives under a sense of duty; the market may have its martyrdoms as well as the profession, and trade its heroisms as well as war. There are five great intellectual professions relating to the daily necessities of life that have hitherto existed in the civilized nation.

The soldier's profession is to defend the nation. The pastor's or teacher's is to teach; the physician's is to keep it in health; the lawyer's is to enforce justice; and the merchant's is to provide for the nation, and the duty of all these men is upon due occasion to die for it. On due occasion the soldier rather than leave his post in battle; the pastor or teacher rather than teach falsely; the physician rather than leave his post in the presence of disease; and the lawyer rather than countenance injustice.

The merchant, what is his due occasion for death? That is the main question for the merchant as it is for all of us, for truly the man who does not know when to die does not know how to live. Observe that the merchant's function is to provide for the nation. It is no more a function to get a profit for himself out of his profession than it is a clergyman's or a teacher's function to get his profit. The profit is a due and necessary adjunct, but not the object of life for the teacher or the lawyer, or the physician, and neither is his fee or his profit the necessary object of life for the merchant. All of them have a work to be done irrespective of fee, to be done even at any cost.

Business is going to be before long among the noblest professions because it takes the highest order of sacrifice

and initiative to succeed in it. How are you to let the public know that you are running a store for service? Tell them so. The trouble with most advertising is that it talks too much about the goods in the store when it ought to talk about the goods in the use of the people that buy it. People do not really buy merchandise. They buy the result of having it.

The secret of success is in getting as many people as possible in your town to believe in you.

Harry P. Williams.

Maintained Prices Can Be Broadly Enforced.

The Federal Circuit Court of Appeals at St. Louis has just rendered a decision on the appeal of the Cream of Wheat Company from the ruling of the Federal Trade Commission which will go a long way toward clarifying the atmosphere on the price maintenance question from the manufacturers' angle.

The Trade Commission had charged the company with the use of unfair methods of competition in interstate commerce in violation of the Federal Trade Commission Act, in that it had maintained and enforced a schedule of uniform prices for the resale of its products and in that it had refused to sell to price cutters, and in other respects carried out a resale price maintenance plan.

In April, 1925, the commission under an agreed statement of facts issued its customary order to cease and desist, restraining the company from carrying out its resale price maintenance policy by co-operative means, and further restraining it from the use of its agents in reporting dealers who failed to observe the announced resale prices.

On appeal the Circuit Court of Appeals has reviewed the commission's order, upheld it in certain respects, but modified it in other very important particulars.

The court upheld the commission's order in prohibiting:

1. The use of contracts or agreements with customers on resale prices.
2. A scheme of co-operation in securing information from its customers as to price cutters.
3. Notification of other customers in good standing that they shall not sell to price cutters, and
4. Requiring an extra price for its product from price cutters in order to secure from them assurances of their future observance of resale prices.

All of these points were clearly on the border line of illegality in the minds of most of the trade, so the prohibition is of no great hardship nor occasions much surprise. But when it comes to policing the trade to watch the way its products are handled the court seems to stand on all fours with the friends of liberal price maintenance for the decree says:

Provided, however, that nothing herein shall prevent the respondent from performing the following acts:

1. Requesting its customers not to resell cream of wheat at less than a stated minimum price.
2. Refusing to sell to a customer because he resells below such request-

ed minimum price or because of other reasons.

3. Announcing in advance its intention thus to refuse.

4. Informing itself, through its soliciting agents and through publicly circulated advertisements of customers which come to its attention, and through other legitimate means, without any co-operative action with its other customers or other persons as to the prices at which cream of wheat is being sold.

In other words, the general practice of price maintenance, as operated by the bright and shining champion of the system, is sustained. Price maintenance of the progressive type on which friends of the plan have relied, never did rest on "conspiracy" agreements among competitors nor generally on contracts, though many have felt that a contract between the manufacturer and the individual distributor was perfectly legal. However, the fear of cutting off has become accepted as accomplishing the same thing.

As to discriminatory prices, there will remain in trade minds considerable disagreement with the Circuit Court. The fundamental question on which all this controversy rests is still wide open, awaiting settlement. For instance, is a specialty sold under a brand name ordinary merchandise or not—has it personality or not?

And if the owner of a natural monopoly, such as a trade marked article is, chooses to pay his distributors on the basis of the relative service they render him—which constitutes discriminatory prices and profits—is it illegal? This court thinks it is; at least that it results in restricting the price cutter by loading him down with a higher cost than his competitors.

It would not be surprising to find this point made the basis of an appeal. It is the crux of the much discussed "Bristley Plan." And if that be settled, then the whole maintained price problem will rest on a new basis of the rights of a manufacturer to control his goods way down the line.

Dirty-faced stone buildings that blush dark with shame between clean new structure can now be steam-cleaned so that they not merely look almost as good as new, but attain the mellow refined look of ripe age. The U. S. Bureau of Standards has conducted a series of tests to determine the best way of cleaning buildings. Old-fashioned methods of acid cleaning, sand blasting, scrubbing with soap powders and hand brushes are effective, but very slow and laborious. Live steam-cleaning was first tried on dirty stones in the laboratory, and then on a twenty-year-old accumulation of dirt on an old bank building in Baltimore. The results showed that this new method could be used rapidly with inexperienced common labor, although the cost was somewhat higher than for acid cleaning. This cost is expected to drop when the method passes the experimental stage.

It is when you feel as if you cannot fight on any longer that you are nearest to the turn of the tide.

KRAFT CHEESE



VARIETIES:

Swiss, Pimento Camembert
 American, Brick Limburger
 Old English Grated, Cream
 ¼ lb., ½ lb. and 1 lb. cartons,
 5 lb. boxes and in packages
 and jars

"Didn't know you had Camembert" —

It might surprise some of *your* customers also. A tasty display of some of the less common varieties of Kraft Cheese will automatically uncover this waiting market. At your suggestion, many will try a new variety—like it—and in this way you develop new sales. It will pay you well to feature the entire Kraft line, for you will sell more cheese when people become acquainted with more of the varieties—you can depend on the famous Kraft quality for that. Talk this over with your local distributor.

KRAFT CHEESE COMPANY, New York—Chicago—Pocatello, Idaho

It Slices . . . It Cooks . . . It Keeps

DRY GOODS

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

Some of the Newest Things in Millinery.

A demand for metal detail in millinery closely parallels that of the metal vogue in formal dress, generally. In common with the leading French couturiers, the Paris modistes are sponsoring a new use of paillette motifs and embroidery, designed for such diverse usage as the completion of the tailleur and as dancing turbans. Paillette detail is, therefore, accepted when allied with felt, velvet, hatter's plush and the many fabrics now in demand for both formal and informal wear. It is particularly successful as now applied to the dancing turban, utilizing maline or the fine metal nets as a base for lace patterns. Bindings of these nets, thus treated, are swathed about the head in the fashion Agnes has originated, with a long scarf end as the completing touch, according to a bulletin issued yesterday by the Retail Millinery Association of America.

"Upon the higher levels of production," continues the bulletin, "the use of pearl and jewel incrustations is by no means reserved for the formal mode but also finds its way into the collections which specialize in felts of the de luxe class. Among these details are crystal steel, amber and amethyst embroideries, motifs and ornaments. Small jet, copper and steel nailheads are effectively appropriated for confetti designs, and a tiny metal star is introduced in a shower of star dust on a curious black satin skull cap.

"Lace incrustations, as originally presented by Reboux, are finding early response in the specialty shops, one house quoting as its leading early success the use of parchment point Venise upon black felt and velvet models, as the accompaniment of the tailored velvet frock with Venetian collar and cuffs.

"Interesting ribbon treatments include what are broadly designated as ribbon embroideries, to which a new chenille ribbon introduces artistic shadings blended with metal. These embroideries are mounted upon broadcloth and duvetyn and are destined to a popular success in fresh versions of the modified beret. Ostrich flue embroideries gain in prestige as a detail of metal nets.

"One especially effective use of ribbon enhances a velvet beret whereby the straps of the ribbon are caught by small reptilian leather triangles in decorative lines."

Outlook for Better Grade Goods.

Retailers and owners of specialty stores are completing the last of their sales of seasonal merchandise and by the middle of September will begin centering their merchandising and sales promotion activity on fall merchandise. The outstanding thing in connection with the fall is the greater attention which will be given to having the consumer buy better grade

merchandise. Many retailers are planning to test the theory that consumers are as much interested in higher quality goods as they are in that which has the appeal of price. The extent to which they are successful in testing this theory will be watched with great interest not only by the retailers who are directly concerned, but also by the manufacturers. Many of the latter have had little or nothing except price in the way of a definite policy to guide their production standards since 1920.

Worsteds Return To Favor.

Worsteds are returning to favor in the men's clothing trade and, from present indications, there is no doubt but that these goods will dominate in the orders for men's wear Spring woolens. The reaction from woolens was said yesterday to be now at its strongest. This has come about because of several factors, not the least of which is the great lengths to which worsted sellers have gone to get business. Prices are at rock bottom and the styling of the lines has seldom been of a higher and more attractive type. Clothing manufacturers have also been forced to give a greater amount of attention to retailer and consumer complaints that woolens did not give the service that was expected, and the greater stress on worsteds is counted on to eliminate many of these complaints.

Velvets Are Doing Well.

Strong co-operative efforts to bring velvets back into vogue are being put forth and they are generally credited with considerable success. It is held likely that as the season advances velvets will lead the mode not only in evening wear but also to a marked extent in garments for afternoon wear. Chiffon velvet has been in growing demand since the latter part of July and is being bought extensively now in both afternoon and evening shades. Brocaded and metallic velvets are also strongly in the lead in the novelty silks offered for the fall. They constitute, in fact, the only novelties of importance offered for the new season and as such have been stressed for formal wear.

Jerseys Growing More Popular.

Junior wear lines show a strong trend at the moment toward jerseys, especially in the firmer, smoother weaves. The combination of this material in several tones of one color is an attractive and favorite offering of the manufacturers. In three shades of green, or in three shades of wood brown verging on red, two-piece models are shown without trimming other than a narrow leather belt that is placed slightly below the normal waistline. Most of the fall models are made either with a V-shaped neck or with a collar that closes at the base of the throat. The blouses are of finger-tip length, and the skirts usually show "kick pleats" in front.

For Quality, Price and Style

Weiner Cap Company
Grand Rapids, Michigan

BIG YANK WORK SHIRT



THE BEST KNOWN
AND
LARGEST SELLING
WORK SHIRT
IN THE WORLD

and

more BIG YANKS are being sold each year. It's the growing volume that keeps the price right. Double wearing materials — snappy style and comfort—plus advertising, make volume. Coming

and going, everything works for BIG YANK—and the merchant who handles it.

Men like BIG YANK for its over-sized comfort and the way it stands up under service. That's the reason most merchants concentrate on BIG YANK. They hold down stock, save on selling time and shelf room, turn over their capital oftener, and make more money. No topheavy stock necessary. We are prepared to take care of orders properly.

EDSON MOORE, & COMPANY
1702-1722 West Fort Street
DETROIT

THE OLD NATIONAL BANK

There's a difference between saving and hoarding. The thrifty man saves because some day he intends to use his savings. And when that time comes, it's well to have the advice of a friendly, helpful bank.

A Bank for Everybody

MONROE AT PEARL

NO BRANCHES

Mr. Stowe Says

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

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

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

Merchants' Creditors Association of U. S.

208-210 McCamley Bldg., Battle Creek, Michigan

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

Shoe Colors Important.

Manufacturers and retailers in the shoe industry are particularly alert to the color situation this season and are capitalizing the vogue for matching shoes to frocks in building volume business. This has been made possible by the Textile Color Card Association, according to Miss Lucille Curtis, style adviser for the Tanners' Council of America.

"Kid leather continues to top the list in actual consumption," said Miss Curtis yesterday. "This is easily accounted for, because kid skin takes dyes so readily that it can be tanned in any of the prevailing colors. Furthermore, the closed-up types of shoes favor a leather like kid, which is both pliant and porous."

"For early Autumn kidskin in golden brown, blond and rose-beige will predominate. Midwinter will undoubtedly bring in Hampstead brown, marsala and mouvette, all of which are variations of the color known in previous seasons as *tete-de-negre*. These shades blend well with the dark browns of furs and fabrics, and will undoubtedly be the smartest in the color range."

"The pronounced acceptance in fabric colors of the wine shades and both dark and light navy blue has occasioned a demand among high-grade retailers and custom shoemakers for matching shades in kid leather. These shades will be used, not as the reds and greens of a few seasons ago, but as a matching accessory color."

"With the trend toward black in Paris, it is probable that more black shoes will be worn this season. In both fabrics and leathers the highly glossed finish is not desirable. Consequently, the gunmetal finish in black kid and the dull mat kid are in great demand."

Floor Coverings More Active.

With the approach of Fall the local floor covering trade is taking on a more active aspect, and the remainder of this month is expected to see quite a little activity in carpets, rugs and linoleums. The bulk of this business, it was said yesterday, will come from buyers in the Eastern half of the country, especially in those sections where "moving day" comes on Oct. 1. A factor in increasing this business, it was further said, will be the number of will permit more changing of living dwellings available this year, which quarters than in recent years. With the Spring, 1927, opening of some of the leading lines only about 60 days off, interest in the primary end of the trade is beginning to turn toward the new system. One of the big questions is whether there will be an auction to start it off.

Jewelry Outlook Is Bright.

Present indications in the jewelry trade point to one of the best Fall and holiday seasons in some time. Retailers in most parts of the country did a good business last Spring, and this is reflected to no small extent in the business that is now being received by the manufacturers. Even better orders are looked for now that the retail trade has shaken off its Summer lethargy. One of the interesting features of the production end of the in-

dustry is the growing use of palladium "on its own." Articles made of this metal, which has for some time been used in conjunction with platinum, are said to fit very nicely into the gap between those made of white gold and those in which platinum is used.

Sports Coats Did Well.

Because of the labor conditions in the women's coat trade, entailing paucity of stocks and delayed deliveries, many retailers this year did not feature their usual August cloth coat sales. Reports reaching the wholesale market, however, indicate that those retailers who held sales did well with sports and travel coats. The results are said to justify the strong confidence that many wholesalers had in these types of garments. It is predicted that the demand this month and next for such coats will be very good and strong efforts are being put forth to insure adequate supplies of them for the retailers despite conditions.

Sell Women's Hats With Shoes.

The continuance of the ensemble idea in women's dress has given several progressive retailers an opportunity of increasing millinery sales by offering certain types of chapeaux in their shoe departments. The kid ensemble lends itself especially to this kind of merchandising, it consisting of shoes, bag and hat to match. It has been found a simple matter to sell bags along with the shoes, and it is further said that since both head sizes and designs have become more or less standardized, it is not so difficult to sell hats as it might seem. The novelty of seeing hats offered in a shoe department has a sales value not to be taken lightly.

Calls for Better Linoleums.

Good-sized reorders are being received for better-grade linoleums and manufacturers report that they are oversold on certain lines of goods. The heavier grades of battleship linoleums are especially sought for and large contracts are being placed for new buildings and the refitting of old ones. In-laid linoleums are also in demand. The shortage of the higher priced goods is ascribed to the tendency of retailers to stock up on cheap goods and to maintain skeleton inventories of the better varieties. Because of the active demand, prices are expected to be firm at least for the remainder of the fall season.

Market in Women's Fabrics.

The women's wear fabric market continues very quiet. Some of the large operators have placed volume business in staple twills and sheens for next Spring, while there have also been some orders booked in novelty lightweight worsteds. The cutters, however, are not inclined to do much in the way of advance business for next Spring, and the mills have little desire to force things. In Fall cloths, particularly coatings, a mark-time attitude continues because of the strike. Stocks of fabrics are very light, and all indications point to a shortage when the big demand comes a few weeks hence.

Investing For Profit—

Why
and How
Do You
INVEST
Your
Money?



MANY INVESTORS feel that Securities with a sure return and safety of the original investment are "too slow" for them.

Well, some of the "fast" ones win, but the roads to financial success are strewn with the wrecks of "fliers" and "sure things", while the sometimes "slower" investments are on their way to the goal, earning a profit for their owners as they go.

We do not sell any "speculative" issues, as we own all the securities we offer for sale, and they were purchased by us *only after* we had decided they were safe, and desirable for us to own.

When you buy bonds of us, you are investing in securities which have passed the test of careful investigation.

Ask us to send our monthly circular—
"Investment Suggestions"

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

The first Trust Company in Michigan

Fenton Davis & Boyle

BONDS EXCLUSIVELY

Grand Rapids National Bank Building

Chicago

GRAND RAPIDS

Detroit

First National Bank Bldg. Telephone 4212

Main 680

Congress Building



Decorations losing freshness

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

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

RETAIL GROCER

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

Good Grocer Never Did Such a Thing.

Written for the Tradesman.

A remarkably successful grocer recently declined to join his neighbors in a neighborhood co-operative advertising campaign, and he gave his view thus:

"All those boys can think of is price, and all they imagine advertising consists of is 'special offers' at cut prices. Say, I have been in business many years—and you know I have something to show for my time—and I never have published a Friday advertisement in all my experience; and I mean not once.

"Why, don't you know," he continued, "that any grocer who has any right to be in business is just as busy as he can be on Saturday? He is. He may start early and stay late—as he usually does—and he cannot catch up with his work. We have fine goods to sell on Saturday. We have the finest, most varied assortment of the entire week. Why? Because folks want nice eats for the Sunday feasting; and they are thinking of how nice things are and not how cheap. What's the use giving away our profits on that normally busy day? I can't see it. Never could see it."

"We aim to cash-in Saturday for some of the dry times of other days. We show our best. We offer our best. We get good sized orders and full prices on that busiest day. I cannot for the life of me see the sense of offering sugar, soap and other staples at special prices on that day. Until our neighbors can see that selling goods is something besides working for nothing, we shall not join them in any so-called advertising movement."

I am reminded of that man's remarks by a double page of specimen advertisements and announcements from the Tulsa World. The advertisements relate, in fetching display type and dress, how "three to five pages of magic Empire Food News" appears in the World every Saturday morning: "Shop for Food Saturday," "A sixty inch advertisement every Friday morning selling Saturday Food News."

Accompanying this big display are many paid advertisements (1) of Tulsa grocers and meat dealers—space paid for with good money to get the advertisers nothing but expense, loss and grief. No wonder my successful grocer friend declined to join his neighbors in any such fool movement. He and others like him will shun co-operative advertising until grocers generally learn two things:

That cut prices do not constitute advertising. They simply aggravate losses and multiply troubles. That the man who pays for space so utilized, spends his money to increase his losses.

That advertising, properly used, is a business builder; and that business building is a serious job which must have the best attention of any merchant every day he remains in business. As such, advertising is about the most

important job that comes to any man in any line of business—grocers included.

"So-called" advertising my friend called it—and he was right. It is mis-called. It makes your Saturday unprofitably busy and your Monday less profitably busy than is now the case—and surely it is bad enough now without spending money to make it worse.

Again I contrast the real advertising of Henry May & Co., Honolulu. Here is a section of a recent circular, copied word for word:

Delicatessen Dishes From Seattle. Care-free afternoons, delicious dinners—made possible by Hedlund's.

No matter how she spends the afternoon—golfing, motoring or shopping—the housewife need not dread the "five o'clock scramble" any more. Preparing and serving a tempting, nourishing dinner is no longer a problem—thanks to Hedlund's.

Soup, salad and dessert have long been available in convenient forms. Now comes Hedlund's with the meat course—cooked, seasoned, ready to serve—Roast beef, beef steaks, meat balls and other entrees of beef, packed in savory gravies, ready for your table without fuss or muss.

Perhaps you've heard of Hedlund's. Their delicatessen dishes are known to thousands of housewives.

Possibly you've tasted these delicious meats—they're being constantly demonstrated in hundreds of the best stores in the West.

But have you served them? You cannot appreciate the convenience, the downright economy and the delightful flavor of Hedlund's until you've tried them at home.

Carved roast beef and gravy, 1 lb. tin, 35c. Homecooked style.

Boiled beef and gravy, 1 lb. tin, 35c. Spanish style.

Petite beefsteaks and gravy, 1 lb. tin, 45c. Homecooked style.

Beef loaf and gravy, 1 lb. tin, 35c. Homecooked style.

Meat balls, cereal and gravy, 1 lb. tin, 35c. Swedish style.

No seasoning required. Just heat it and eat it.

Hedlund's Sandwich Spread, ½ lb. tin, 20c. A new delicatessen dish, served cold.

Where is the appeal?

Read back over the items and seek the appeal. Do you find it in any suggestion that Hedlund's is cheap or that May is offering his line at less than others charge? No. Nor will you notice any fear on May's part that he may be saying something of value to other sellers of food. But see how your mouth sort of waters, how you really want to take a chance on a sample assortment of Hedlund's. The fact that you never heard of Hedlund's before and that quite evidently he is well posted on Swedish eats makes no special difference to you—except that thereby you are made a bit more curious. And so we read further:

Our Compliments.

Please ask one of our salesmen for a transparent celluloid case suitable for holding your driver's registration card. This cover will always keep

(Continued on page 31)

Sold From Coast to Coast

Putnam's

MALTY MILKIES

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

HEKMAN'S

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

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



Hekman Biscuit Co.
Grand Rapids, Mich.

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable
Fruits and Vegetables

HELPS YOU TO 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

service

MEAT DEALER

A Plain Meat Dish and a Square Meal.

For the average person there is nothing more enjoyable when taking dinner at the home of a friend, aside from the friendship and pleasure of such association, than a meal prepared without unnecessary fuss and consisting of food a little different from that usually eaten. Since the meat dish is almost always the pivot around which the meal is built up, a little surprise in the kind of meat and the way it is prepared often gives greater pleasure than more costly and more conventional meat cuts, or joints, as our English friends term them. There are many dishes of this kind that serve the purpose indicated, and if the housewife can get over the influencing thought that she must serve leg of lamb, roast beef, roast chicken, broiled chicken or squab and the like she will possibly gain a reputation for originality and in the end satisfy her guests better at less cost. The latter thought may not be appropriate as an important consideration since entertainment should not be coupled with mercenary motives, but we believe a sharp distinction may safely be drawn between frugality and stinginess. One of the dishes that appeals to many and which is not especially expensive is broiled sliced ham. If such a meat dish is decided upon great care should be exercised in selecting the ham, and it should be mildly cured and tender. There is a great deal of difference between hams, but your retailer always knows what is good and will furnish it if the matter is put up to him right. The slice for four or five should be about three-quarters of an inch thick and from the center of the ham, preferably from a ham weighing around fourteen pounds. It should be broiled well so that it will be cooked thoroughly and served with mashed potatoes mixed with cream and butter and blended to a velvety smoothness. Other vegetables may be string beans, cauliflower and asparagus. Nearly every family has friends who enjoy particular dishes and a little forethought in learning their tastes will help out wonderfully in their entertainment at dinner. Casserole dishes are very palatable to many and we have known such dishes as sour beef, casserole roast and Italian hash a la casserole to find a very responsive taste among our friends. Farmers' Bulletin, No. 591, entitled Economical Uses of Meat in the Home, can be secured from Superintendent of Documents, Washington, D. C.

Mutton as a Substitute For Lamb.

The wholesale price of lambs is very much higher at the present time than it has been during the past months, and the tastes that consider lamb chops and other lamb meat necessary for satisfaction, may find in mutton a fairly good substitute. Mutton has been coming into the market recently in more liberal quantities than during the winter and early spring, and a great deal of it is of very high quality at this season of the year. In fact, there are mutton carcasses on the market now that come within the Choice

grade and measure well up to the kind that produce the world-famous English mutton chop. There has been a growing tendency lately on the part of retailers to buy more of the broiling and roasting sections of mutton, and this seems to indicate that retail demand is swinging towards the more mature carcasses of the ovine family. We have pointed out on other occasions that there might be benefit to consumers if more mutton was bought in the American home, both from a point of economy as well as taste. When lambs are relatively low in price there is not so much inducement offered to the housewife in mutton purchases, but at times like the present a trial of mutton might develop a new friendship that would endure after conditions have changed back to normal. Meat from well-fed mutton carcasses is much better than the average home buyer thinks, and the full-meated chops from the heavier carcasses give more than the bite one gets from a lamb chop. The best outlet for mutton at the usual seasonal runs, as far as the Eastern seaboard is concerned at least, is to supply houses whose customers are steamship lines, hotels and restaurants. The former buys mutton regularly and apparently finds it highly suitable to their needs. Some hotels serve it regularly to patrons who have grown to appreciate it, and a few restaurants serve it also. The United States Navy is a regular and big buyer of mutton, and the navy has gained a reputation for feeding her boys well. The army also knows meat values and buys mutton. There would be a much more general and constant demand for this highly satisfactory meat, however, if the American housewife would demand it regularly in her home. Do not associate mutton with cheap and undesirable meat, even though the price is much lower than lamb.

Kick the Vinegar Barrel.

The vinegar season has been on for a month or more. A salesmanager advises his men to kick the vinegar barrel at every store at which they call as a means of getting all the vinegar business now possible. His instructions are as follows:

"There is no doubt but what this is the biggest vinegar season in a long time, and there is no doubt but what now is the time to get that business. So, regardless of what else you may have to do, we want you to 'kick the vinegar barrel' in every store you call on for the next few weeks.

"The reason we want you to do this, is that it will be to your interest, and we say to you, that even though a merchant does have a barrel half full, or for that matter almost full, is no reason why you can't sell him another barrel. Get the spirit of this, men, and you will see how it pays."

The man whose future hinges on selling, should take an occasional inventory of his stock in trade; should analyze himself and his chances; should carefully examine his reflection, in the mirror of merchandise distribution, and ask himself this question: How far have I strayed from the old path of salesmanship?

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All jobbers.

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Treasurer—William Moore, Detroit.

Keeping Track of Costs in the Tin Shop.

Written for the Tradesman.

What about the tin shop in the hardware store? Is it a profitable department? How many hardware dealers actually know whether or not the tinshop is profitable? How is it to be operated to make certain of a profit? These are all questions which suggest themselves in regard to the tin-shop as a department of the hardware business, and they are all of vital importance.

The tinshop has been the subject of a great deal of discussion in recent years, and investigation has made it all too evident that too few dealers conduct it along systematic lines. Guesswork has been resorted to altogether too much, and guesswork has no place in any business; especially in a business such as this.

To get right down to brass tacks, there have been and there still are too many hardware dealers who do not know exactly how much each contract costs, or whether or not they are making a profit on the work.

Such dealers have no method of figuring costs of each individual job. These have in many instances to be guessed at. Like the mariner without a compass, the dealer is drifting along. He knows he is on his way, but does not know where he is going, and trusts to a kind providence to keep him off the rocks. If he is cautious, he loses business by figuring too high; if he is eager, he loses money by figuring too low; he loses both ways by not knowing his actual costs.

One hardware dealer with a successful tinshop department has evolved a costs system that allows him to know accurately how much he is making on each individual contract or job.

This dealer has an extensive tinshop department occupying the second floor of his building. He employs 18 men.

"I don't know how it would be possible to get along without a cost system," he says. "A man couldn't tell whether he was making money on his work or not. He couldn't wait until the end of the year when stock is taken to find out. Each individual job must stand out separately with a record, showing whether it has paid a profit and whether the profit is as large as it should be."

This dealer has instituted a card system of reckoning costs. One card is used for outside work—large contracts. At the top of the card are blanks for the date of delivery, date work finished, and name of the man for whom the work is done. Below are ruled columns showing a description of the goods, amount sent out, number of shop card, goods returned, goods used, and price.

When the goods are sent out, description and amount are filled in. Then the workman, when the job is finished, fills in the amount of each

article returned and the cost of the rest, which has been used in the work is carried out in the last column.

The workman adds his time and wages to the bottom, and the total cost, including all material used and wages, is definitely known.

When the workman brings in his slip, he also fills out a card for the wagon man showing the goods returnable which are to be called for. The driver is supposed to pick up, not merely the material he sees around, but everything called for on his card.

Another card is provided for inside work. The system is the same, the workman filling in the cost of all the material used as well as his time, thus arriving as before at the total cost of the work.

Thus the dealer by this system has absolutely no guesswork. He knows accurately the amount every piece of work has cost him.

These records are all filed away, and prove extremely valuable in figuring on future contracts. When the dealer receives an enquiry regarding any work, he looks up the records of a similar job, sees how much it has cost him, and is thus ready to quote a price. Such a system certainly safeguards against the tinsmithing department being operated at a loss—a complaint which has been heard from not a few hardware dealers.

As to the advisability of running a tinshop in connection with the hardware store, this dealer declares it is perhaps his most important department. "The same store, the same selling staff, the same book-keeping system and the same delivery serves for both, so that they should be run more economically than if conducted separately. When the wagon is going out with hardware, it can just as well take tinsmithing supplies along. Thus expenses are spread over a greater amount, and accordingly percentage of expense is lessened."

Another dealer who has made a feature of the tinshop strongly believes in the value of a definite system for arriving at tinshop costs.

"Every dealer should figure out the actual costs for each job. It is impossible to gauge the price for a certain job unless this is done," he says.

In this dealer's practice, each job is figured by itself, the actual cost of the material used being included in the statement as well as the cost of labor. Depreciation of tools included in general overhead expenses, which are taken into account in arriving at the advance that should be charged over actual cost to show a profit to the dealer.

This dealer figures that 25 per cent. is about the amount that should be charged above the cost in order to allow for expenses and a reasonable amount of profit, although he states that competition sometimes cuts it below that figure.

Not only does he have a check on each piece of work; but at the end of each year stock is taken and a general summing up is made to see that the tinshop has shown a satisfactory profit for the year.

This dealer has two important methods which he uses in securing business for his tin shop. One pertains to se-



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GRAND RAPIDS, MICHIGAN

curing new customers and the other to retaining old ones. He watches for any new buildings which he sees being erected, finds out the name of the builder, and goes after him for business. When he gets contracts from builders, he tries in all cases to give a satisfactory job. This means the securing of further work for them—and he makes it a point to maintain a friendly connection with good builders.

In one small town tishop a system is being employed which enables the work of the various men to be accurately determined. This has been followed for some time now and has proven exceedingly useful—not only in checking the men and keeping them working to the best of their ability, but also in preventing waste of material.

Time sheets are used. On the time sheet the date and the name of the workman is written. Then the man is required to make some entries. Under the column "Work done for" he states the name of the proprietor on whose job he has been engaged that day. Then, under the head "Description of work" he states exactly what was done that day. Further on he states the exact time he was engaged at this work—noting the hours and the minutes.

This slip, handed in every night, enables the firm to tell what that man has done, and also what he has earned. If the job has been finished, the task is easy. They merely enter the man's pay as a charge. Add to this the cost of the material used—of which track is kept in the "Description of Work"—and deduct the sum of these two amounts from the amount received in payment for the work done. Thus the gross profit which that man made for the store that day is known.

To get the net profit, of course, some allowance has to be made for rent, insurance and depreciation of tools. This can hardly be done every day, but taking month by month such a net profit is quite easy to obtain.

Where the job runs over several days all the time sheets covering it are checked up. If a job that should, for instance, require three days' work of two men is found to run over considerably, it is up to the firm to find out the reason. There may, of course, be local conditions in connection with a job that make it difficult. But with such records covering months and years the head of the tinshop can pretty well tell how much time a good average worker should take on a specific job. If the time overruns, and there are no exceptional circumstances, the remedy is obvious.

Of course, it is possible to speed up work too much. A rush job quite often is a careless and unsatisfactory job. The great thing is to see that every man maintains a decent average, consistent with good work.

Records of some sort are undoubtedly essential to the successful operation of the tin shop. You must know your costs before you can tell whether or not you are making money. An accurate knowledge of costs helps in figuring on jobs; and enables the dealer who is guarding against leaks of time and money to figure closely and yet make a satisfactory profit.

Tire Industry Returns To Normal.

A reversal of the trend in crude rubber prices apparently is at hand. After a steady decline for almost a year a steadier tone has developed that holds possibilities of an advance that may continue for several years.

The improvement is accounted for in a measure by the recent recovery in the tire trade, which has been brought about by curtailed production. Consumers of crude rubber have displayed more interest in the market recently on the theory that, with a curtailment of output imminent, prices are likely to point upward and stocks of rubber can be bought cheaper now than later.

As a result of the curtailment of new plantings in 1922, 1923 and 1924, when rubber prices declined below production costs, supplies are expected to be scarce in the next year or two if demand increases at the rate it has done since 1924, for rubber plants require about six years to reach the productive stage.

A 20 per cent. cut in production of crude rubber in the three months beginning November 1 is anticipated by the National City Bank, which in its current bulletin says that if the price for the current quarter averages less than 21 pence in London, the equivalent of 42 cents per pound here, a reduction in output will follow under the provisions of the Stephenson Act.

Because of the unsatisfactory condition of the tire industry in the first half of this year, purchases of crude rubber by manufacturers fell off and supplies accumulated in London, resulting in a gradual decline in prices. Conditions have been reversed, however, and world shipments probably will increase sharply, with the possibility of exceeding last year's figures. In this connection the bank says:

"World shipments of rubber during the first six months of the year reached 291,000 tons, and for the entire year are expected to exceed 600,000 tons, or 100,000 more than last year. In face of this increased production, American consumption, which is the largest factor on the demand side, fell during the first six months 12,000 tons below a year ago.

"Reflection of this excess of production over consumption is seen in a rise of rubber stocks in London since the beginning of the year from 6000 to 30,000 tons.

"While for the current year consumption may show little or no increase over 1925, the growth of the automobile industry assures an early resumption of the upward trend. As against this growth of consumption there has been relatively little new planting in the recent years prior to 1925.

"With the continuance of rubber consumption at anything like the rate of increase estimated, it is predicted by many good authorities that we may see the recurrence of another shortage similar to that which culminated in the rise of prices from around 20 cents a pound in the middle of 1924 to \$1.20 by the summer of 1925."

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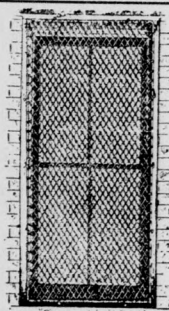
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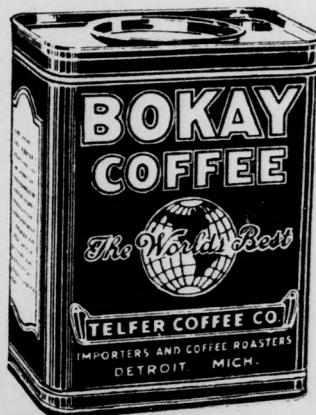
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COMMERCIAL TRAVELER

FARMINGTON AND MORENCI.

Record of Notable Hotels at Each Place.

Marietta, Ohio, Sept. 7—While Fred Warner, agriculturist by possession, cheesemaker by occupation, later Governor of Michigan, hailed from Farmington, I really cannot give his presence there credit for one of the neatest little hotels in the State about 1900. Possibly twenty rooms, situated on the main street, two stories high, construction of wood; a large veranda, always painted a delightful white. I don't recall what name it bore, but believe it was Hotel Owen, taken from the name of the proprietor, Henry Owen. With him was Bruce Owen, a son, a great big good natured fellow who in later years went to Detroit, conducted a saloon in the triangle between Michigan avenue and Fort street, with entrance from either street, made money fast, lived a swift life, but conducted a good clean place, as saloons went. He always continued a great big jovial fellow with many friends. He was a great gambler on horse races, base ball and in other sports, but believe I am safe in saying he never flirted with the pasteboards.

Even as early as 1890 the Hotel Owen had steam heat, one of the very few smaller cities or villages so blessed, and it had electric lights in its office, bar, dining room and hall ways. All in all, it was about the best equipped smaller hotel in the State in those days. It even had hot running water in its public wash room and on the sleeping floor had a bath with both hot and cold water and also a lavatory. There was also an up-to-date lavatory in the public wash room. The entire hotel was delightfully furnished, one of the few hotels of that day which boasted of brass beds. There were rocking and other easy chairs in the rooms. The house was pure white; the floors were waxed in the halls and also the office floor; the stairways were painted; in short, the Hotel Owen was about as nifty a little place as it had ever been my pleasure to visit up to the date I have mentioned. Its dining room was just a homey sort of place where you felt at ease at all times. Foods were excellent. Senior Owen had several specialties in the foods served. One was genuine home cured grilled ham, cooked by charcoal. He was long on all other pork products and they were all excellent. Baked potatoes were in evidence most of the time. Mr. Owen used to select the largest potatoes he could find for this feature and we used to wonder where he got so many large ones.

Farmington did not even boast of a railroad; the nearest station was Northville, branch of the Pere Marquette, Plymouth to Bay City. The interurban had not invaded peaceful Farmington then, and so if you wanted to get to the village you drove.

The hotel enjoyed an excellent business. I used to wonder where the people all came from and what for. While in a good farming section—its milk, cream and cheese industry was of some importance—there was nothing of a startling nature to attract people to the mighty pretty little burg. Just why all the traveling men made the place and the hotel I could never figure out, but they were there in large number. True, there were some good stores there but it was often commented why so many hit the place. In addition, the hotel had a rattling good farmer business, both in its dining room and bar, with some over night from this same class.

Both the Senior and Junior Owen pushed the bar, but neither of them were afraid to buy a drink, take a drink or make the other fellow buy. The bar profits were considered for a good many years as very large.

Whether in later years a hotel register was used here I cannot say, but on my first visit to this attractive place, going there to arrange for a base ball game for a team I was sort of playing "god father" to, as I desired dinner, asked if I should register Daddy Owen came back at me about like this: "Register, h—l, you can't eat a register, can you? Go on in and get your dinner, and leave it to me. I'll get your money." I had occasion to go back there and stay several days several times some years later and there was no register in use then. But at the end of my stay, they got my little \$2 per day, money I never let loose of with more feeling of value received right then and there.

Coming of the interurban, then good roads, told on the Hotel Owen. The Senior Owen died, I believe, along about 1900. Bruce took the call to the big town, and whatever become of the house I have no idea. But many of the old-time boys on the road and many others who had occasion to go to the little village after Governor Warner stepped into the political arena, will bear me out on the many qualities of that marvelous little hotel.

Morenci, way down in the Southern part of the State, 2,000 happy, contented souls, was one of the early villages of the State. I believe it never had but one hotel at a time and the one along the last of the 1880's, then an old one, had not been well kept up or maintained. Then a fire and the good citizens of the little place awoke one morning with a sense of realization that the city was without a hotel.

They mustered forces, put in their money until it hurt with some of them and built a very fine hotel for those days. Of best building brick, on a commanding corner, two stories of sleeping rooms, ground floor suitable office, dining room, a private dining room (in those days called ordinary), a waiting room, etc. While bowl and pitcher prevailed, there was a public bath on both sleeping floors. There were about forty rooms, considered very good size for a place like Morenci. Electric lights were placed in all rooms, and while this was only a wire extended from the ceiling, turned on by snapping a button at the light, it was a real innovation for small city hotels in Michigan. For I recall this was prior to 1890. Steam heat throughout and a return call bell system to all rooms were quite the marvel of those days.

I believe his first name was Ed. To many he was known as "Dad" and "Pop" or both. His last name was Salisbury. He had been a meat dealer in Morenci for years. A good one and good citizen, highly respected; dutiful wife and two lovely daughters.

So the good citizens of the little city said to Mr. Salisbury, "We'll give you the hotel. You furnish it and run it. It is yours."

And the gentleman went to it. And if there was ever a little hotel in a small community which went into popular favor at the very outset Hotel Salisbury was the one. Mr. Salisbury proved a very popular landlord. His family fell into line with remarkable popularity, not only as just folks, but as hotel people.

While there was no bar connected with the new hotel, its success from a financial point was marked. The house had been well furnished; it was delightfully operated as a \$2 American plan house. Its meals were excellent, and while Mrs. Salisbury did not do the cooking, her supervision was very noticeable. Not only with the boys on the road, but with the town folks, the hotel was home. I believe I am safe in saying for a town of its size the Salisbury enjoyed a better local patronage than any hotel in the State. It had many boys of the town who took meals there (and at probably \$3 or \$3.50 per week) but roomed elsewhere. Its mid-day week day business was good from local folks and on Sunday it

was a scream, all paying 50 cents and all receiving a great food value. It was said on very good authority that money enough was made by the operator the first two years to pay all inside furnishings, keep the house in excellent repair, and even make some improvements.

But the health of Mr. Salisbury after about five years became impaired and he was forced to relinquish activity. So he retired, lived on his oars for some time and then passed on to the no returning, respected and loved by all.

Upon retiring Mr. Salisbury sold the furnishings and gave a lease of the building to a Mr. Pace, a Canadian, who came there from London, St. Thomas or some place in Ontario. If ever there was a misfit in any hotel, Pace was the big IT at Morenci. He was no more fitted to follow in the footsteps of Mr. Salisbury than the writer would be to attempt to be President of the U. S. He was not only a so-styled cockney English-Canadian, but he was much given to his cups; he was cold in his general demeanor; he was not a good provider; he was anything but a friend getter and it is needless to say he did not last long. I had quite close connections with this man in 1894 and am ready to say that he was fully as rank a failure as a hotel man as I have ever encountered, and, quite naturally, I've run across some in my life.

Elmer Acker, beau brummel of Morenci, had a little money, enough to live on without any great exertion. He was a Jim Dandy dresser, good sort all round village young man, no bad habits, enjoyed life, was well thought of in his home town. He bought Pace out along about 1895 and that gentleman hurried back to his native heath.

While a rattling good fellow, Acker did not meet with marked success as a landlord. Nothing real serious with him, only he did not apply himself as he should. However, I believe he made some money there for several years, but the real old good outstanding reputation of the Salisbury was not quite up to the days of its early life. If I have it correct, Acker sold out, went over to Chicago, took a position with some very good hotel as a clerk, later became very valuable in some important position and is now holding down a good situation in the Windy City.

Kittie Blair, bless her dear heart and soul. Kittie was just a good Morenci woman, trying to keep up a home with a husband who was then a blacksmith, a good workman with a big business, but none too good to himself or his dear wife.

Mrs. Blair was, if not the first, nearly so, all around cook for Mr. Salisbury. And what a wonder she was. Such bread, such cookies, such pies. Such fried eggs, such charcoal broiled ham. Such tasty salads; such roast chicken. And those hot biscuits at evening meal. Such soups, such creamy mashed potatoes. Such and a hundred other good things came from her hands. Mr. Salisbury was a good provider. Kittie Blair—for she was Kittie to most of us—was a most excellent cook. The reputation of the house was enhanced tenfold because of its cuisine, and Mrs. Blair was all of that.

She remained with Pace until it became unbearable. Then she went across the street and started a little homey restaurant. Most of the "steadys" at the Salisbury moved over and she made a good living if nothing more.

I believe after Acker some other fellow gave the place a swing, but not with success, and possibly along the early 1900's Mrs. Blair bought the inside and took a lease of the building. Mr. Blair not as yet counted in on the deal.

It is said from the time Mrs. Blair went back as Big Boss popularity

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Absolutely Fire Proof Sixty Rooms
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FLOYD MATHER, Mgr.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

walked in the door with her. And success as well. And up until last year, with the exception of one time when they sold out the furnishings and leased the building to some fellow who could not make a go of it, they—
for Mr. Blair came into himself later—have been right there.

They have paid for the property; not only that, they have built another hotel over in Indiana somewhere which gave them a good income and some years ago they really went on Easy street.

Frank Blair became a good man, worked hard, attended to business and while the real credit of the Salisbury must be given to Mrs. Blair, Frank is entitled to some credit as well.

Mrs. Hoag and I visited there in 1924, stayed over night, had a dandy visit with them both. Mrs. Blair had developed into one of those delightful women it is a pleasure to know. While the hotel, which is now getting older, of course, has not had such a wonderful lot of improvements, it has been well physically maintained. The old dining room is in the same location; the same old little office desk is where it always was; the same old brass treads are on the stairways; the same little writing room is there; the little card room invites the one desiring to play a game of rum, just as it did for a game of pedro or seven up more than thirty years ago. Yet it is a well kept up smaller city hotel.

The Blairs in later years became famous for their \$1.50 Sunday dinners and their \$1 week day evening dinners. They told me that many Sundays they served fully 300 dinners, mostly coming from Toledo and Adrian by auto.

In the early days, Morenci really had no railroad; a branch of the Lake Shore from Adrian to Fayette, Ohio. Later the Wabash came through, but left Morenci about two miles away. In the heydays I have seen again and again the Hotel Salisbury sleeping the boys on cots in the up stairs parlor and at end of halls. And they used to enjoy it. I've seen twenty men come in on the bus from the evening Wabash train; I've seen the same number hit the place from off a train of the branch at evening time. They made for the Salisbury when they could get there.

Mrs. Blair and her dutiful husband sold out last year and understand now are taking a deserved rest; they retain the Indiana property, but do not conduct the hotel. It is also said the new proprietor is making good at the Salisbury, and this is as it should be, for when citizens of a village like Morenci were game enough to build a good hotel nearly forty years ago, they should have it now.

The other distinctive feature I can recall of Morenci was that it had one of the best smaller city weekly newspapers in the State; carried on in my days by Vern and Gus. Allen, two brothers. Great big Vern, all business, brighter than a whip, a typical country newspaper man; Gus, the mechanical part of the business. Vern died some years ago and on my last visit I found Gus a very old man, but enjoying life. It was hard to make him remember me, but when this was done, he wept with joy that such an old-time acquaintance as the writer should come and see him.

Ed. Stair, who has become famous in Detroit as a theatrical manager, hailed originally from Morenci. He gave the little place a very fine opera house many years ago; it bears his name; older citizens speak of him with pride and glory in the success of one of their favorite sons.

I don't think the little city has grown a bit; the good roads have not hurt it, but helped it in a business way; the dairy industry is big about there; the newspaper is still prospering; its banks are doing well; its stores look good. It is a dear little place and I often think of it, but never without a

kindly feeling for Kittie Blair and a joy that after years of hard work, she can now take out of life that which she deserves. Reno G. Hoag.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 7—This is fair week here. A big attendance is looked for. The exhibits are exceptionally good. The stock show is the best we have ever had, which goes to show that the stock men are making great progress. The exhibition of silver foxes from the Soo Silver Fox Farm, also the foxes from the C. Y. Bennett fox farm, at Hulbert, make quite a hit, being the first time the foxes have been exhibited here. This industry is growing rapidly and shows a handsome return for the promoters. The ball games are the chief attraction this year and it will remain to be seen if the cutting out of other attractions will prove an economic saving. The board of supervisors seemed to think that a ball game would draw a larger crowd than a good show. The horse races are exceptional and some fast time will be made on the track, which is one of the best in the Upper Peninsula.

Our new hotel proposition went over big. The amount was considerably over subscribed. Officers were elected at the final meeting last Monday. R. G. Ferguson will be the President, M. L. Hunt, First Vice-President, Mrs. Augusta Hayes, wife of the late James R. Hayes, of the Park Hotel, Second Vice-President, J. P. Old Secretary and Treasurer, Edward Martin, of the firm of Pond & Pond, Martin & Lloyd, architects of Chicago, are drawing up the plans. It has been decided to build the new hotel on the site opposite the Park Hotel, which was donated by Ex-Governor Chase S. Osborn, and use the present Park Hotel for emergency and overflow purposes. Work on the new hotel will start as soon as possible and it is expected it will be in readiness for the tourist season next year. This will fill a long-felt want and promises to be a profitable venture for the stockholders. It will be known as the Ojibway Park Hotel.

Several tons of fish have been taken out of the power canal, which has been pumped out for repairs, and many more fish are still in the pockets of the canal. The fish are taken out by the game warden and some placed in different state aquariums and the remainder put back in the river.

Pork is most expensive when they call it chicken salad.

Chester Long was a business visitor from Rosedale last week.

Stewart Blain, of the Lock City Manufacturing Co., was stricken with an attack of appendicitis last week and operated on at the War Memorial Hospital. The operation was a success and reports say that he is getting along nicely.

Only a few more weeks now until you will be able to get home before the ice cream melts.

William G. Tapert.

Scarf Orders Are Good.

Orders for Fall scarfs are being placed in good volume, according to wholesalers here. The trend is said to be distinctly favorable to a strong vogue for the scarf as an evening wear accessory and also for sports wear at the forthcoming football games and similar events. The outlook for a large retail sale of the merchandise during the Christmas holiday period also is considered very good. Color is highly stressed in the merchandise. The patterns are highly varied and show both large and small motifs in all over and solid block effects. Hand-painted scarfs are much in the lead in the higher priced goods.

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.

Certificates and Degrees

Life Certificates on Completion of Two and Three Years' Curricula.
A. B. and B. S. (in Education) Degrees on completion of Four Years' Curriculum.

Special Curricula

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

C. P. STEIMLE, Registrar
YPSILANTI, MICHIGAN



Sidney Elevator Mfg. Co., Sidney, Ohio

SIDNEY ELEVATORS

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

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

In KALAMAZOO, MICHIGAN is the famous NEW BURDICK

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

HOTEL CHIPPEWA

European Plan
MANISTEE, MICH.

HENRY M. NELSON, Manager

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



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths
Luxurious Rooms
ERNEST McLEAN, Mgr.

HOTEL BROWNING

GRAND RAPIDS

150 Fireproof Rooms

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

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

MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

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

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

DRUGS

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

Then and Now—A Retrospect and a Comparison

How often, when a group of pharmacists of mature age get together, does the conversation upon the theme of the "good old times"? How they dilate upon the claim that things were so much better in the old days.

And were they so much better?, or were they as good in those days as they are now?

Let us consider the condition of the retail pharmacist fifty years ago. That period is reasonably within the memory of many of us who attend the pharmaceutical conventions such as this, especially such men who had their youth in a larger community, as in my case, in the city of New York.

Most of us got our first taste of the drug business as schoolboys who spent their Saturdays and vacations in the useful and slightly remunerative occupation of errand boy for the neighborhood druggist.

What were the conditions in the pharmacy of those days? Firstly receipts were small compared with present day standards, although, perhaps, prices for proprietary medicines were higher than now, for most druggists could demand the full price for such commodities. But, owing to the poor financial condition of the country as an aftermath of the Civil War, the public, on the whole, was much poorer and far more economical than it is to-day, and the prices paid for prescriptions and standard pharmaceutical goods and drugs at retail were very low, if measured by what they bring at present.

The ordinary neighborhood druggist, who did the bulk of the business in the larger communities, was doing an average business when his receipts amounted to \$25 to \$35 per day, and was usually able to keep a full fledged clerk, and support his own family in a modest way, which meant that they must live behind or above the store, and perhaps provide board and lodgings for the clerk.

This indicated that the family of the owner was intimately bound up in the conduct of his business, and that the labor of the wife (or mother) as well as the children, if any and if old enough, was necessary to keep the pot a-boiling.

The work within the store was much more diverse than at present, although the lines of stock carried were much smaller, for practically all pharmaceuticals were home made, as were all specialties which the store put up under its own label. In most stores where soda water and root beer was dispensed, the pharmacist and his employees made their own carbonated waters and syrups from the raw materials, probably as a matter of economy, for the manufacturers of such products were few and far between and their prices were comparatively

steep. Many non-medical commodities which the druggist of to-day may purchase ready made had to be manufactured or prepared by the pharmacist of those days.

Then it was the universal practice to give night service, and all hands, proprietor as well as clerk, were obliged to sleep within earshot of the night bell. I know of one case where the store did sufficient business to require four clerks, and every one of them was obliged to sleep on the premises. And the public of those days certainly did abuse the privilege.

So it appears that all hands were kept busy, even if prices were low as compared with modern standards, and the receipts were small.

And the competition of those days was as keen, if not keener, than to-day, for in certain well populated sections of New York or Brooklyn, stores were to be found within one or two blocks of each other. The man whose business was so small as to make it uneconomical to hire an experienced registered clerk (for they were beginning to register pharmacists in that period) led a life of little recreation or pleasure, either for himself or his family. I know one case where the pharmacist was an inveterate chess player, who used to leave his store in charge of his wife and a boy, and when a prescription was presented they were obliged very often to send for him at a neighboring coffee saloon, to come home and compound the prescription. It is needless to say that this party did not make a success of his business, while his successor did so, but he was one of those pharmacists who forgot that he owned a hat, for he never had any occasion to wear it, as he remained in doors constantly.

Then, the public was not so well served, in those days, for the woeful lack of standardization and uniformity of formulas and pharmaceutical products made each store an entity in itself. Each pharmacist manufacturing his own galenicals used his own formulas more or less, and had his own methods of manufacturing, and the man that did the best work had the patronage of the physicians, and also the public, if the latter were intelligent enough to discriminate, and his success in business often depended upon his ability to impress his patrons with his skill, real or apparent.

So it appears, that half a century ago the average pharmacist in the larger centers of population was a hard working individual with a small income, whose surplus wealth could only be increased by commercial and domestic economy and often by depriving his family of such recreations and comforts which to-day, would be regarded as indispensable by the average unskilled laboring man.

However, conditions began to change as the effects of the Civil War and other national crises wore off, and financial and industrial stringency were succeeded by improvement, prosperity and higher prices for commodities, as well as an increase in population.

It is admitted that there were occasional set-backs in the well-being of the country during the past fifty years, but they were always of comparatively short duration and never affected the drug business materially. What af-

fected that calling, and to its advantage, was the increased purchasing power of the public in general and the consequent higher standards of professional and commercial methods
(Continued on page 30)

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.

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

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Living Trusts Sevre a Dual Purpose

Voluntary or living trusts relieve the creator from financial burdens and at the same time familiarize him with the ability of the Trust Company to administer his estate in the event of death.

Men of means who seek retirement and recreation after many years of confining service are turning more and more to Trust Companies, which is indicated by the marked increase in the number of voluntary trusts created in the past few years.

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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

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WITH CONSOLIDATED RAILROAD TICKET OFFICE

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WHOLESALE DRUG PRICE CURRENT

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

Acids			Cotton Seed	1 65	1 75	Belladonna	71 35
Boric (Powd.)	12 1/2	20	Cubebs	6 50	6 75	Benzoin	72 10
Boric (Xtal)	15	25	Elgeron	9 00	9 25	Benzoin Comp'd.	72 65
Carbolic	34	40	Eucalyptus	1 25	1 50	Buchu	72 55
Citric	50	65	Hemlock, pure	1 75	2 00	Bantharades	72 20
Muriatic	3 1/4	8	Juniper Berries	4 50	4 75	Capsicum	72 75
Nitric	9	15	Juniper Wood	1 50	1 75	Catechu	72 10
Oxalic	15	25	Lard, extra	1 55	1 65	Chinchona	72 10
Sulphuric	3 1/4	8	Lard, No. 1	1 25	1 40	Colchicum	71 80
Tartaric	40	60	Lavender Flow	7 50	7 75	Cubebs	72 00
			Lavender Gar'n	8 50	1 20	Digitalis	71 80
			Lemon	4 00	4 25	Gentian	71 85
Ammonia			Linseed, raw, bbl.	95		Ginger, D. S.	71 20
Water, 26 deg.	08	16	Linseed, boiled, bbl.	98		Guaiaac	71 20
Water, 18 deg.	07	13	Linseed, bld. less	1 02	1 15	Guaiaac, Ammon.	72 00
Water, 14 deg.	06	11	Linseed, rw. less	1 08	1 18	Iodine	95
Carbonate	20	25	Mustard, artifi. oz.	35		Iodine, Coloreless	71 50
Chloride (Gran.)	09	20	Neatsfoot	1 35	1 50	Iron, Clo.	71 80
			Olive, pure	3 75	4 50	Kino	71 40
			Olive, Malaga,			Myrrh	72 50
			yellow	2 75	3 00	Nux Vomica	71 55
Copaiba	85	121	Olive, Malaga,			Opium	72 60
Fir (Canada)	2 55	3 80	green	2 75	3 00	Opium, Camp.	72 85
Fir (Oregon)	65	100	Orange, Sweet	5 00	5 25	Opium, Deodor'd	72 50
Peru	3 00	3 25	Origanum, pure	2 50		Rhubarb	71 70
Tolu	2 00	2 25	Origanum, com'l	1 00	1 20		
			Pennyroyal	4 00	4 25		
			Peppermint	18 00	18 25		
			Rose, pure	13 50	14 00		
			Rosemary Flows	1 25	1 50		
			Sandalwood, E.				
			I.	10 50	10 75		
			Sassafras, true	1 75	2 00		
			Sassafras, artifi	75	1 00		
			Spearmint	10 50	10 75		
			Sperm	1 50	1 75		
			Tansy	10 00	10 25		
			Tar USP	65	75		
			Turpentine, bbl.	98			
			Turpentine, less	1 05	1 18		
			Wintergreen,				
			leaf	8 00	8 25		
			Wintergreen, sweet	3 00	3 25		
			birch	3 00	3 25		
			Wintergreen, art	60	1 00		
			Worm seed	9 00	9 25		
			Wormwood	9 00	9 25		
			</				

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

Salt-Med. No. 1 Bbls.

DECLINED

Holland Herring
Cotton Twine
Cider Vinegar

AMMONIA

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

AXLE GREASE

48, 1 lb. ----- 4 35
24, 3 lb. ----- 6 00
15 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 25
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. ----- 95
Royal, 6 oz., doz. ----- 2 70
Royal, 12 oz., doz. ----- 5 20
Royal, 5 lb. ----- 31 20
Rocket, 16 oz., doz. 1 25

K. C. Brand

Per case
10c size, 4 doz. ----- 7 70
15c size, 4 doz. ----- 6 50
20c size, 4 doz. ----- 7 30
25c size, 4 doz. ----- 9 20
50c size, 2 doz. ----- 8 80
80c size, 1 doz. ----- 8 85
10 lb. size, 1/2 doz. ----- 6 75
Freight prepaid to jobbing point on case goods.

Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

BEECH-NUT BRANDS.

Mints, all flavors ----- 60
Gum ----- 70
Fruit Drops ----- 70
Caramels ----- 70
Sliced bacon, large ----- 5 40
Sliced bacon, medium ----- 3 20
Sliced beef, medium ----- 2 80
Grape Jelly, large ----- 4 50
Sliced beef, large ----- 4 60
Grape Jelly, medium ----- 2 70
Peanut butter, 16 oz. 4 25
Peanut butter, 10 1/2 oz. 3 90
Peanut butter, 6 1/2 oz. 1 95
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, 24-3 25
Cream of Wheat, 18s 3 90
Cream of Wheat, 24, 14 oz. ----- 3 05
Pillsbury's Best Cer'l ----- 2 20
Quaker Puffed Rice ----- 5 60
Quaker Puffed Wheat ----- 4 30
Quaker Brist Biscuit ----- 1 90
Ralston Branzen ----- 3 20
Ralston Food, large ----- 4 00
Saxon Wheat Food ----- 3 90
Vita Wheat, 12s ----- 1 80

Post's Brands.

Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 190s ----- 3 75
Instant Postum, No. 8 5 40Instant 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. Fey. Parlor 26 lb. 10 00
Toy ----- 1 75
Whisk, No. 2 ----- 2 75

BRUSHES

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

Stove

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

Shoe

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

BUTTER COLOR

Dandelion, ----- 2 85

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. ----- 12 8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT

Apples, 3 lb. Standard 1 50
Apples, No. 10 4 75
Apple Sauce, No. 10 3 00
Apples, No. 1 1 75
Apricots, No. 2 ----- 3 00
Apricots, No. 2 1/2 3 00
Apricots, No. 2 1/2 3 00
Apricots, No. 10 3 25
Blackberries, No. 10 10 50
Blueberries, No. 2 2 00
Blueberries, No. 10 ----- 13 50
Cherries, No. 2 ----- 2 75
Cherries, No. 2 1/2 ----- 4 50
Cherries, No. 10 ----- 14 00
Loganberries, No. 2 ----- 3 00
Loganberries, No. 10 10 00
Peaches, No. 1 1 50
Peaches, No. 1 Sliced 1 25
Peaches, No. 2 ----- 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 60
Papple, 2 br. sl. ----- 2 40
Papple, 2 1/2 sl. ----- 3 00
Papple, 2 cru. ----- 2 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 ----- 2 90
Raspberries, No. 2, blk 2 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 ----- 3 25
Clams, Minced, No. 1 ----- 3 25
Finnan Haddie, 10 oz. 3 50
Clam Bouillon, 7 oz. 3 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 25
Cod Fish Cake, 10 oz. 1 15
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 50
Sardines, 1/4 Smoked ----- 6 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 23
Sardines, Im. 1/4, ea. ----- 1 65
Tuna, 1/4, Albacore ----- 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 50Beef, 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 25
Deviled Ham, 1/4 ----- 2 20
Deviled Ham, 1/2 ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 52 1/2
Potted Meat, 1/2 Libby 92 1/2
Potted Meat, 1/4 Qua. ----- 90
Potted Ham, Gen. 1/4 ----- 1 85
Vienna Saus., No. 1 ----- 1 45
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 65

Baked Beans

Campbells, 1c free 5 ----- 1 15
Quaker, 18 oz. ----- 1 20
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 ----- 2 75
No. 2 1/2, Lge. Green ----- 4 50
W. Beans, cut 2 1 45
W. Beans, 10 ----- 7 50
Green Beans, 2s 1 45
Green Beans, 10s ----- 7 50
L. Beans, 2 gr. 1 25
Lima Beans, 2s, Soaked ----- 95
Red Kid, No. 2 ----- 1 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut ----- 1 50
Beets, No. 2, stan. ----- 1 25
Corn, No. 2, stan. ----- 1 25
Corn, Ex. stan. No. 2 ----- 1 50
Corn, No. 2, Fan. 1 00
Corn, No. 10 ----- 8 00
Horned, No. 2 1 00
Okra, No. 2, whole ----- 1 00
Okra, No. 2, cut ----- 1 75
Dehydrated Veg. Soup ----- 90
Dehydrated Potatoes, lb. ----- 37
Mushrooms, Hotels ----- 37
Mushrooms, Choice 8 oz. ----- 48
Mushrooms, Sur Extra ----- 40
Peas, No. 2, E. J. ----- 1 65
Peas, No. 2, Sift. ----- 1 65
June ----- 1 85
Peas, No. 2, Ex. Sift. ----- 2 25
E. J. ----- 2 25
Peas, Ex. Fine, French ----- 2 25
Pumpkin, No. 3 1 35
Pumpkin, No. 10 4 00
Pimientos, 1/4, each ----- 37
Swt. Potatoes, No. 2 1/2 ----- 3 25
Sauerkraut, No. 2 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 ----- 3 60
Tomatoes, No. 3, 1 90
Tomatoes, No. 10 ----- 6 00

CATSUP.

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

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE

Roquefort ----- 52
Kraft, Small tins ----- 1 65
Kraft, American ----- 1 65
Chili, small tins ----- 1 65
Pimento, small tins ----- 1 65
Roquefort, small tins ----- 2 25
Camenbert, small tins ----- 2 25
Wisconsin New ----- 24
Longhorn ----- 26Mich. Flat Full Cream 23
Michigan Daisies ----- 24
New York New 1926 ----- 28
Sap Sago ----- 38
Brick ----- 33

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 ----- 70
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. ----- 6 00
Chocolate Apples ----- 4 50
Pastelles No. 1 ----- 12 50
Pastelles, 1/2 lb. ----- 6 00
Pains De Cafe ----- 3 90
Droste's Bars, 1 doz. ----- 2 80
Delft Pastelles ----- 2 15
1 lb. Rose Tin Bon ----- 18 00
Bons ----- 9 00
13 oz. Creme De Cara ----- 13 30
11 oz. Rosaces ----- 10 30
1/2 lb. Rosaces ----- 7 80
1/2 lb. Pastelles ----- 3 40
Langues 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
Twisted Cotton, ----- 3 50
50 ft. ----- 3 50
Bralded, 50 ft. ----- 2 25
Sash Cord ----- 3 50

COFFE ROASTED

1 lb. Package

Melrose ----- 37
Liberty ----- 29
Quaker ----- 44
Nedrow ----- 42
Morton House ----- 39
Reno ----- 38
Royal Club ----- 43McLaughlin's Kept-Fresh
Vacuum packed. Always
fresh. Complete line of
high-grade bulk coffees.
W. F. McLaughlin & Co.,
Chicago.

Maxwell House Brand.

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

Telfer Coffee Co. Brand

Bokay ----- 43

Coffee Extracts

M. Y., per 100 ----- 13
Frank's 50 pkgs. ----- 4 25
Hummel's 50 1 lb. 10 1/2

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 65
Quaker, Baby, 3 doz. ----- 4 45
Quaker, Gallon, 1/2 dz. ----- 4 50
Blue Grass, Tall 4s ----- 4 65Blue Grass, Baby, 96 4 55
Blue Grass, No. 10 ----- 4 50
Carnation, Tall, 4 doz. ----- 5 00
Carnation, Baby, 8 dz. ----- 4 90
Every Day, Tall ----- 5 00
Every Day, Baby ----- 4 90
Pet, Tall ----- 5 00
Pet, Baby, 8 oz. ----- 4 90
Borden's Tall ----- 5 00
Borden's Baby ----- 4 90
Van Camp, Tall ----- 4 90
Van Camp, Baby ----- 3 75

CIGARS

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

Worden Grocer Co. Brands

Master Piece, 50 Tin ----- 35 00
Canadian Club ----- 35 00
Little Tom ----- 37 50
Tom Moore Monarch ----- 75 00
Tom Moore Panatella ----- 75 00
T. Moore Longfellow ----- 95 00
Tom M. Invincible ----- 115 00
Webster's ----- 37 50
Webster Cadillac ----- 75 00
Webster Knickerbocker ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Perlas ----- 90 00
Starlight P-Club ----- 1 25
Tiona ----- 30 00
Clint Ford ----- 35 00

CONFECTIONERY

Stick Candy Palls
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

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

Gum Drops Palls

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

Lozenges Palls

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

Hard Goods Palls

Lemon Drops ----- 19
O. F. Horehound dps. ----- 19
Anise Squares ----- 18
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 ----- 50
Silver King M.Mallows ----- 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, special-
ly printed front cover is
furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 38

DRIED FRUITS

Apples
N. Y. Fey., 50 lb. box ----- 15 1/2
N. Y. Fey., 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 ----- 27
Evap. Ex. Fancy, P. P. ----- 30

Peel

Lemon, American ----- 34
Orange, American ----- 34

Raisins.

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

California Prunes

90/100, 25 lb. boxes ----- 9 00
60/70, 25 lb. boxes ----- 10 10
50/60, 25 lb. boxes ----- 11 11
40/50, 25 lb. boxes ----- 12 12
30/40, 25 lb. boxes ----- 15 15
20/30, 25 lb. boxes ----- 22 22

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 05 1/2
Cal. Limas ----- 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 ----- 2 60
Elbow, 20 lb. bulk ----- 3 40
Egg Noodle, 12 lb. ----- 2 22
Egg Noodles, 6 oz. ----- 2 60
Macaroni, 9 oz. ----- 2 60
Spaghetti, 9 oz. ----- 2 60
Quaker, 3 doz. ----- 2 90

Pearl Barley

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

Peas

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

Sage

East India ----- 10

Tapoca

Pearl, 100 lb. sacks ----- 09
Minute, 3 oz., 2 doz. ----- 4 05
Dromedary Instant ----- 2 50

FLAVOR

GELATINE



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

HORSE RADISH

Per doz., 5 oz. --- 90

JELLY AND PRESERVES

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

JELLY GLASSES

8 oz., per doz. --- 37

OLEOMARGARINE

Van Westenbrugge Brands
 Carload Distributer



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

MATCHES

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

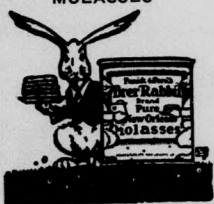
SAFETY MATCHES

Quaker, 5 gro. case --- 4 25

MINCE MEAT

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

MOLASSES



Gold Brer Rabbit

No. 10, 6 cans to case --- 5 70
 No. 5, 12 cans to case --- 5 95
 No. 2 1/2, 24 cans to 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 50 extra

Molasses in Cans

Dove, 36, 2 lb. Wh. L. --- 5 60
 Dove, 24, 2 1/2 lb. Wh. L. --- 5 20
 Dove, 36, 2 lb. Black --- 4 30
 Dove, 24, 2 1/2 lb. Black --- 3 90
 Dove, 6, 10 lb. Blue L. --- 4 45
 Palmetto, 24, 2 1/2 lb. --- 5 25

NUTS.

Whole

Almonds, Terregona --- 30
 Brazil, New --- 25
 Fancy mixed --- 22
 Filberts, Sicily --- 22
 Filberts, Virginia Raw --- 09 1/2
 Filberts, Vir. roasted --- 10 1/2
 Filberts, Jumbo, rstd --- 10 1/2
 Filberts, 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
 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, --- 4 50
 20 oz. Jar, stuffed, dz. --- 7 00

PARIS GREEN

1/4 --- 31
 1 --- 27
 2s and 5s --- 23

PEANUT BUTTER



Bel Car-Mo Brand
 24 1 lb. pails --- 38
 8 oz., 2 doz. in case --- 38
 5 lb. pails, 6 in crate --- 12
 12 2 lb. pails --- 14
 14 lb. pails --- 50
 50 lb. tins --- 16
 25 lb. pails --- 16

PETROLEUM PRODUCTS

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



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



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

PICKLES

Medium Sour --- 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 & Hf. 14 @ 16
 Med. Steers & Hf. 13 1/2 @ 15
 Com. Steers & Hf. 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
 Loin, Med. --- 28
 Butts --- 25
 Shoulders --- 20
 Spareribs --- 15
 Neck bones --- 06

PROVISIONS

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

Lard

Pure in tierces --- 16 1/2
 60 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
 sets --- 24
 California Hams --- 24
 Picnic Balled --- 40 @ 44
 Hams --- 40 @ 44
 Boiled Hams --- 46 @ 52
 Minced Hams --- 49
 Bacon --- 37 @ 44

Beet

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

Mince Meat.

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

Pig's Feet

Cooked in Vinegar
 1/2 bbls. --- 2 50
 1/4 bbls., 35 lbs. --- 4 50
 1/2 bbls. --- 10 00
 1 bbl. --- 25 00
 Kits, 15 lbs. --- 1 75
 1/4 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 --- 21 75
 Sheep, a skinn. --- 2 00 @ 2 25

RICE

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

ROLLED OATS

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

RUSKS.

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

SALERATUS

Arm and Hammer --- 3 75

SAL SODA

Granulated, bbls. --- 1 80
 Granulated, 60 lbs. cs. --- 1 60
 Granulated, 36 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
 doz. --- 1 40
 Wood boxes, Pure --- 29 1/2
 Whole Cod --- 11 1/2

Herring

Holland Herring
 Mixed, Keys --- 1 00
 Mixed, half bbls. --- 9 50
 Mixed, bbls. --- 18 00
 Milkers, Kegs --- 1 10
 Milkers, half bbls. --- 10 25
 Milkers, bbls --- 19 50
 K K K K, Norway --- 1 40
 8 lb. pails --- 1 40
 Cut Lunch --- 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

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

STOVE POLISH

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

SALT.

Colonial, 24, 2 lb. --- 95
 Colonial, 36-1 1/2 --- 1 25
 Colonial, Iodized, 24-2 --- 2 00
 Med. No. 1 Bbls. --- 2 60
 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
 Girda White Na. 10s --- 4 50
 Rub No More White --- 4 00
 Naphtha, 100 box --- 4 00
 Rub-No-More, yellow --- 5 00
 Swift Classic, 100 box --- 4 40
 20 Mule Borax, 100 bx --- 7 55
 Wool, 100 box --- 6 50
 Fairy, 100 box --- 5 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 box --- 5 70
 Grandpa Tar, 50 sm. --- 2 10
 Grandpa Tar, 50 lge. --- 3 50
 Quaker Hardwater --- 2 85
 Fairbank Tar, 100 bx --- 4 30
 Tribby Soap, 100, 10c --- 7 00
 Williams Barber Bar, 9s --- 50
 Williams Mug, per doz. --- 48

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 96
 Argo, 8, 5 lb. pkgs. --- 3 35
 Silver Gloss, 48, 1s --- 11 1/2
 Elastic, 64 pkgs. --- 5 35
 Tiger, 48-1 --- 3 50
 Tiger, 50 lbs. --- 06

CORN SYRUP.

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

Int. Maple Flavor.

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

Maple.

Green Label Karo, --- 5 19

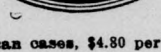
Maple and Cane

Mayflower, per gal. --- 1 55

Maple.

Michigan, per gal. --- 2 50

Welchs, per gal. --- 2 80



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
 Climoline, 4 doz. --- 4 20
 Grandma, 100, 5c --- 4 00
 Grandma, 24 Large --- 3 75
 Gold Dust, 100s --- 4 00
 Gold Dust, 12 Large --- 3 20
 Golden Rod, 24 --- 4 25
 Jinx, 3 doz. --- 4 50
 La France Laun., 4 dz. --- 3 60
 Luster Box, 54 --- 3 75
 Old Dutch Clean, 4 dz --- 3 40
 Rinso, 40s --- 3 20
 Rinso, 24s --- 5 25
 Rub No More, 100, 1c --- 3 85
 Rub No More, 18 Lg. --- 4 00
 Spotless Cleanser, 45, --- 3 85
 20 oz. --- 2 25
 Sanl Flush, 1 doz. --- 2 25
 Sapolio, 3 Joz. --- 3 15
 Soapine, 100, 12 oz. --- 6 40
 Snowboy, 100, 10 oz. --- 4 00
 Snowboy, 24 Large --- 4 80
 Speedee, 3 doz. --- 7 20
 Sunbrite, 72 doz. --- 4 00
 Wyandotte, 48 --- 4 75

SPICES.

Whole Spices.
 Allspice, Jamaica --- 24
 Cloves, Zanzibar --- 40
 Cassia, Canton --- 25
 Cassia, 5c pkg., doz. --- 40
 Ginger, African --- 15
 Ginger, Cochinchina --- 30
 Mace, Penang --- 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 --- 13
 Cloves, Zanzibar --- 44
 Cassia, Canton --- 25
 Cassia, 5c pkg., doz. --- 40
 Mustard --- 32
 Mace, Penang --- 10
 Pepper, Black --- 45
 Nutmegs --- 75
 Pepper, White --- 60
 Pepper, Cayenne --- 32
 Paprika, Spanish --- 42

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

STARCH

Corn
 Kingsford, 40 lbs. --- 11 1/2
 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 96
 Argo, 8, 5 lb. pkgs. --- 3 35
 Silver Gloss, 48, 1s --- 11 1/2
 Elastic, 64 pkgs. --- 5 35
 Tiger, 48-1 --- 3 50
 Tiger, 50 lbs. --- 06

CORN SYRUP.

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

Int. Maple Flavor.

Then and Now—A Retrospect and a Comparison.

Continued from page 26)

that the increase in the country's wealth brought with it. So the old timers were forced to adjust themselves to these improvements or be hopelessly outdistanced by their more enterprising competitors.

Their places of business began to take on a different appearance, stores were made more attractive, newer and more practical fixtures and show-windows were being installed with better lighting facilities, especially when the electric replaced gas (or even in some instances the kerosene lamp).

Larger and more diversified lines of merchandise put in their appearance and the improvements in therapeutics as well as the material wealth of the public gave the physician the opportunity of prescribing a larger variety and more expensive medicaments. The public, as it waxed richer began to depend less and less upon household remedies, which could be purchased at a small outlay, and became more accustomed to go to the physician for advice and treatment.

No one can claim that the proprietors of pharmacies did not profit by these additional sources of income, to which they were justly entitled. With these came the higher standard and uniformity of pharmaceutical products, which gave every pharmacist an equal opportunity, provided he knew how to make use of it.

And the increased educational requirements which placed or should have placed, a set of more intelligent men behind the counters.

This betterment in the service rendered the public, naturally increased the expense of conducting the places of business, but no one can deny that the public has been willing to pay the difference and more to the owners of such stores, with a consequent increase in the net profits.

The family life of the pharmacist of nowadays, is not so much involved in was in the old days, for the number in the carrying on of his business as it of proprietors living in the same premises as their stores is comparatively small and the demand for night service is almost negligible. Very few of the clerks, if any are required to attend to such work.

The outward signs of prosperity upon the families of the pharmacist of these days show a marked improvement over the old ones; this should be especially noticable to those attending the social functions of the many pharmaceutical societies of these days. Fifty years ago there were very few of such organizations, and their social gatherings were mostly of the plain family variety, while those of to-day are stately affairs with their sumptuous banquets, and the well dressed and well groomed appearance of their participants is noteworthy. The retail druggist of half a century ago would have said that such festivities were impossible.

And as far as we can judge of the

family life of the pharmacist, we may safely say that there is a vast improvement over the conditions of fifty years ago. Conceding that the head of the household must still spend more time in obtaining his livelihood than men in other occupations, it must also be admitted that he is giving his family much more in the line of personal comfort and education than did his predecessor.

No doubt the improvement in conditions is prevalent in all walks of life, but there should be no doubt in the mind of anyone, that of all the skilled callings, that of the apothecary has approximately shown the greatest material improvement during the last fifty years.

The causes for these happy changes, as indicated before, may be summarized as the betterment in the general conditions of our country and the higher standards of education and of material that it has brought about; furthermore, the spirit of organization and self-protection now becoming more and more prevalent, and finally you may agree with me or not, the competition of highly standardized business organizations. All these have brought the apothecary once in "tattered weeds, with overwhelming brows and meager looks," as Shakespeare has it, to the position he now occupies, which is nearer that to which his labors and learning justly entitle him.

Robert S. Lehman.

Keeping Orange and Lemon Syrups.

These syrups should be freshly made every day to be in the best condition for serving. As oranges are to be had at most seasons of the year, it is best to make the syrup from freshly expressed juice as follow: Freshly expressed orange juice, strained 1 pint; orange essence $\frac{3}{4}$ fluid ounce, fruit acid $\frac{3}{4}$ fluid ounce, syrup 5 pints. Mix them. This will make a cloudy syrup, but it has the real taste of the orange fruit.

A very good syrup may be prepared from orange juice, stocks, or concentrated syrups purchased from the various manufacturers of fountain supplies, and while we must in justice give many of these firms credit for the manufacture of excellent goods, from the finest of fruits, still none of them can produce an article that compares with the fresh fruit product. These purchased goods are prepared for fountain use by adding from one to three parts of simple syrup to one part of the stock and adding from one-half to one ounce of solution of citric acid to each gallon of finished product.

Removing Silver Nitrate Stains.

The application of a solution of bichloride of mercury to the skin will be found effective. H. Kratetzer recommends a solution of 10 parts of ammonium chloride and 10 parts corrosive sublimate in 100 parts of water, with which the stains are said to be removed readily from the hands, and from linen, wool and cotton without injuring the fabric.

Nucoa

"The Food of the Future"

—retains its reputation with particular housewives and successful grocers. The reason—Nucoa means health and economy for the family and good profits for the grocer

A full page advertisement (one of a regular series) in the "Saturday Evening Post" for September 25th tells the public more valuable facts about NUCOA. Don't miss reading it.



THE BEST FOODS, INC.

New York

Chicago

San Francisco

A product for every need— a service for every customer

Wherever sugar is used, and for whatever purpose, the American Sugar Refining Company provides the right sugar for the need as well as the easiest means of procuring it.

In the home, there is a Domino Package Sugar for every occasion—the exact one, whether to obtain perfect cooking results, or to add the final touch to a perfect table setting.

In the trade, we have special grades of sugar ideally adapted to every need—icings, bread, cakes, candy, cold dough mixes. . . . Sugars that save money as well as make work easier and surer.

And, no matter what locality may need our service, our numerous refineries, strategically located throughout the vast territory we cover, assure you prompt and efficient delivery. Customers in Maine or Texas find themselves served as efficiently and surely as customers in New York City or Philadelphia.

Remember, when you choose your sugar from our line—the largest, most complete line in the world—you get sugar which the test of time has proved to be the most economical and most satisfactory in quality for your product.

American Sugar Refining Company

"Sweeten it with Domino"

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

Good Grocer Never Did Such a Thing.

(Continued from page 20)

your license clean and available at all times. "Dinna forget."

And again, farther down:

Safety First

Say it with flowers,

Say it with sweets,

Say it with kisses,

Say it with "eats."

Say it with diamonds,

Say it with drink.

But whatever you do,
Don't say it with ink.

And finally:

Ming Cha Tea.

The most expensive tea grown. An unblended Chinese Black Tea, packed in fancy golden paper containers.

\$1.50 per half pound package

On display in front of store

Makes an ideal gift.

There is much more in this circular of May's; but there is not a word, a line or a quotation—not even a hint—of the price-appeal. Everything I have quoted, and all I have not quoted from this circular is business building.

It is telling folks news about May's in a simple, straightforward way that is about the most effective way anybody can tell anything. It is clothing the commonplace in romance. It is making everyday things seem out of the ordinary by talking about them entertainingly. As such, it makes folks think of May's whenever they think food, household goods or other groceries; and the complimentary things May does every so often build good will.

Such work is advertising. It is the kind of work that will put any business on a plane above competition. And the fun of it is that there is always room for more work of this kind. There is, on the contrary, an immediate limit to any price appeal, because you can go about so low and then you must stop—your bolt is then shot and your ammunition is gone.

May does not use specially paid-for space to quote "specials" for Saturday. Think it over! Paul Findlay.

Velours and Felt Hats Wanted.

The demand for felt and velour soleil hats continues to be large. With the normal seasonal increase in purchases from now on a shortage of the latter material in the desired shades of green and red is expected in the next few weeks. As most of this cloth is imported, little can now be done to forestall the threatened scarcity. In the color trend some manufacturers note a swing toward royal purple hues, which is likely to gain momentum.

Green, No. 1	07
Green, No. 2	06
Cured, No. 1	08
Cured, No. 2	07
Calfskin, Green, No. 1	12
Calfskin, Green, No. 2	10 1/2
Calfskin, Cured, No. 1	13
Calfskin, Cured, No. 2	11 1/2
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	@40

What Do You Know About Your Business?

Do you know what it costs to operate your store?

Do you know what each department of your business is costing you per day, per week, month or year?

Do you know which department or lines are profitable and which, if any, are not paying?

Do you know, beyond possibility of doubt, that selling prices must cover expenses—and provide a fair margin of profit?

Do you know how your gross and net profits for this year compare with those of the year previous?

Do you know when and from where your profits and losses come?

These seem like harsh questions; they are not intended as such, however. They simply state some of the problems that are being solved by business men who are forging ahead.

If you know the answers you are in a position to turn losing months into winning ones, to replace unprofitable items with profitable ones and in short manage your business wisely in face of increasing costs.

In these days of quick sales and small profits it is unwise to sail the business ship—large or small—without the figure facts, which are surprisingly easy to get.

Germans Regain Elvers.

Germans are happy, and elvers once more adorn the board of the hausfrau, for the British have regranted permission, revoked in the kaiser's war, to Germany to catch the small eels which are plentiful in the English Channel. Elvers are smoked before being eaten and are esteemed a great delicacy by the Teutons.

Within the year following the regranting of the privilege, Germans trawling for elvers in English water caught 3,000,000 eels, many of them being used for restocking 130 German lakes and rivers. The eels are taken to Germany in containers, each holding 5,000. Fishing experts say that the eels migrate to the Gulf of Mexico to spawn, and that the young are carried back to European waters by the Gulf Stream.

A salesman who cannot stand honest criticism of his work will never be worth much to himself or his employer. But—honest criticism should never be clothed in language which will tend to terrorize the timid or embitter an honest workman.

Sand Lime Brick

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

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

4%

Banking by Mail

Under both State
and Federal Supervision

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

Privacy

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

**Unusual Safety
Extra Interest**

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

Send for free booklet
on Banking by Mail

HOME STATE BANK
FOR SAVINGS GRAND RAPIDS
MICHIGAN

6%

INSURED BONDS

You can now buy
bonds insured against
loss.

You take no risk with
the money you invest.
A great surety company with assets of \$48,000,000 guarantees both principal and interest.

Ask us about our 6%
Insured Bonds.

**INDUSTRIAL
COMPANY**

ASSOCIATED WITH
INDUSTRIAL BANK

GRAND RAPIDS  MICHIGAN

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.

Have \$500—Wish to invest with my services in an established business. Young, active, experienced. Address No. 368, c/o Michigan Tradesman. 368

FOR SALE—Eight Grand Rapids cabinets for ready-to-wear merchandise; one steel safe, size 20x20x25. L. M. Woods, Bellevue, Mich. 369

COAL AND ICE BUSINESS
In fast growing Crown Point. Yards fully equipped. Heavy annual tonnage. If you have \$10,000, write for details. V. A. Place, Box 357, Crown Point, Indiana. 370

Exchange—Have a beautiful eighty-acre farm in resort and potato section, Northwestern Michigan. Will exchange for stock of merchandise. D. H. Hunter, Rockford, Mich. 371

For Sale Or Rent—Two-story brick building and basement, 24x80, second door from main business corner. West Michigan farming and resort town of 1,000. Opening for dry goods, shoes, clothing, or other lines. Low rental. Address No. 372, c/o Michigan Tradesman. 372

FOR SALE—Rooming house, thirty-two beds, hot and cold water, city 75,000 population. Sacrifice, leaving city. Address No. 373, c/o Michigan Tradesman. 373

Wanted—Good grocery in town of 2,000 to 4,000 in good farming community. R. W. Day, 217 Center St., Albion, Mich.

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

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

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

FOR SALE—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.

ARE YOU SELLING OUT?

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

**FIRE AND BURGLAR PROOF
SAFES**
GRAND RAPIDS SAFE CO.
Tradesman Building
Hides, Pelts and Furs.

Blackberrying on the Muskegon River Sixty Years Ago.

Grandville, Sept. 7.—One of the joys of my teenage was going out into the cut over spaces after blackberries.

That wild, luscious fruit was worth going after, and the boys of the pine woods never were loath to take basket or pail and seek the sweet-smelling woods in search of that best pie product on the continent.

Around old shanties squatted on the creek bank often grew the most luscious berries ever. None of the cultivated fruit of modern days can begin to compare with those big, long, sweet fingers of black which we dropped into our baskets in that early day.

Going blackberrying was not all just going. There was fun seeking out the shaded nooks, finding where grew the finest specimens of the fruit, and boys and girls never had finer sport mixed with toil than those blackberry parties in the woods along the Muskegon.

No doubt many of the older citizens of Grand Rapids have had a similar experience as had the writer back in lumbering days, when the great pine choppings, after yielding their harvest of pine, sent up a magnificent growth of wild blackberry bushes such as cannot grow under the civilizing influence of later day methods.

Sometimes whole mill crews turned out to ravish the bushes of their fruit. I call to mind one year when a bankrupt lumberman went into the blackberry business. No sale for the berries, of course, but the juice of the berry makes the finest wine ever, and this lumberman secured many empty casks from the Muskegon stores, moved them to his home in the woods and sent word that he was purchasing blackberries at one dollar per bushel.

This call enlisted Indians as well as whites, and soon long lines of berry pickers were seen moving into the cut-over region in search of wealth.

To be sure the price of three cents per quart was not very enticing, but good hard money was not over abundant in the woods, and the work of berry picking was not considered hard. Squaws and children could earn as much as grown folks, and so the merry work went on.

Thousands of acres of wild berries grew profusely along the course of the river. Indians, whites and cattle brushed the woods in search of fruit. Consequence was the lumberman made over 1,200 gallons of blackberry wine which he sold readily in the nearby towns. Muskegon more particularly, for \$4 per gallon, realizing a neat sum which enabled him to later get on his feet at the logging business.

Blackberrying was real sport for schoolboys and girls.

Along the river were numerous roll-ways, on the summit of which, and far back for miles, the blackberries grew in profusion. Canoes were used for carrying merry parties to those roll-ways and many whole days were put in picking berries for the home larder.

On one occasion a large party of school children, together with their teacher, located a splendid field of blackberries two miles up the stream from Bridgeton, and found shanties long since deserted ready to receive them.

Across from the big rollway on which were located the shanties was the farm, lying on lower ground, of a pioneer, and at the time in question a cornfield of many acres was in evidence.

Green corn and blackberries come into being about the same time. Two of the boys, during the absence of their teacher, slipped down the bluff, got into a canoe and paddled across the stream some twenty rods in width. When they returned they had all the green corn they could carry, and for the raid on the unsuspecting farmer these boys got a severe calling down from Miss True, their teacher, who came from the far away State of

Maine and had a profound sense of the ethics of the case.

The merry crowd of berry pickers were not to be denied, however, and builded a fire from the rubbish lying about, and had all the roast corn they could eat. Roast corn is far and away ahead of boiled, and the early settlers were well versed in the best methods of this roasting. Miss True firmly denied herself, however. Her New England upbringing forbade her partaking of stolen corn.

This was one of the many incidents of those good old days. At another time my chum and I went early after berries, carrying big baskets, as we had the whole day to ourselves. Besides the baskets we had one large tin pail which we filled at the beginning of our work, placing the rounded receptacle in the edge of the bushes at the roadside.

Two hours later, when we came back to the place of leaving the pail of berries, we were peeved to find it gone.

"Some Indian thief," said my chum.

"I don't believe it," I returned. "An Indian wouldn't steal blackberries. If it was tobacco or whisky."

Just here a rustle in the bushes startled us, and a moment later the nose of a yearling steer pushed into view. Right there on the rascal's nose was proof of who stole the berries.

A short search revealed our pail turned on the side, entirely empty, its inside licked clean by the tongue of the steer, a proof of how well the creature liked blackberries.

"I wish he'd pick his own berries and not steal ours," complained Joe. As for myself I saw rather the comic side of the incident, and sat down on a log and burst out laughing. The animal seemed friendly enough and I do believe he would have enjoyed eating another pail of berries.

Old Timer.

Both Wheat and Flour Low Enough. Written for the Tradesman.

During the past six weeks the wheat market has been a hectic affair with a definite and pronounced downward tendency, this condition having been brought about by very free offerings of wheat and, on the other hand, by conservative buying on the part of the flour purchaser. Then, too, each crop report has shown improved condition of wheat in the United States, and harvest outturns have in nearly every instance been larger than predictions.

The United States crop of wheat in 1925 totalled about 665,000,000 bushels; this year we will have produced at least 835,000,000 bushels according to present prospects. The Canadian crop this year has been estimated at all the way from 325,000,000 bushels to over 400,000,000, with the present outlook for around 400,000,000, about the same as last year, so the North American crop, in all probabilities, is 170,000,000 bushels larger than a year ago.

The European crop of wheat is probably about 50,000,000 bushels smaller than last year, which, coupled with a comparatively small world crop of rye and a definite falling off in the European potato crop, will help absorb the surplus of wheat, as the latter are considered wheat substitutes, particularly in European countries where the amount of wheat produced is insufficient to meet bread requirements. The world crop of wheat is placed at approximately 50,000,000 bushels more than a year ago, which, of course, is an infinitesimal amount compared with the world's requirements, although an

increase, even though small, in the prospective world's supply has a sentimentally bearish effect on prices.

The flour buyer is inclined to continue buying conservatively as a general thing, and probably it is a wise policy, although prices of both wheat and flour are certainly low enough, compared with the value of other commodities, and within a couple of months should react to a somewhat higher plane, but whether this actually occurs is another question. Any way,

both wheat and flour are certainly worth present prices and, this being true, it is to be hoped they will go no lower in price; a moderate advance would be more in line with other costs and also helpful to the prosperity of the country at large.

Lloyd E. Smith.

Owosso—Mrs. H. R. Daniels has sold her grocery stock at 118 East Allegan street to W. Densmore who will continue the business at the same location.

"BUILT FIRST TO LAST"

---for more than a
Quarter of a Century
REYNOLDS SHINGLES
have been giving
Service

GRAND RAPIDS TRUST COMPANY,
Receiver for
H. M. REYNOLDS SHINGLE COMPANY

THEY MUST



BE GOOD

FREE FIREWORKS EXHIBITION

An impressive farewell salute of pyrotechnics to
departing summer at

RAMONA PARK
Saturday Night, September 11

Triple Parachute Drop from an Airplane

RAMONA PARK
Sunday Afternoon, September 12

Increased Demand

for a product depends upon HIGH
QUALITY--full satisfaction guaranteed.

RIGHT PRICE--to the consumer.

PROTECTION--to the dealer's profit.

All three have been vital factors in the
ever increasing demand for

K C Baking Powder

No better at any price

25 ounces for **25¢**

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

Same price for over 35 years

The price is established—it is
plainly shown on the label.

That Protects Your Profits

**Millions of Pounds Used by the
Government**

More Sales Per Day the TELEPHONE WAY

Long Distance provides a satisfactory way of increasing sales with a lessened cost per sale. A salesman can speed his work by giving the Long Distance operator a list of calls and she will set them up one after the other. You can cover more territory more economically and make more sales per day by taking advantage of the opportunity Long Distance offers.

You Can Call These Towns
for

\$1.00 to \$1.50

Use "Anyone" Calls

Marquette	Green Bay, Wis.
Pellston	Petoskey
Lima, O.	Trout Lake



**MICHIGAN BELL TELEPHONE
COMPANY**

One System One Policy Universal Service

Don't hide the goods from your customers



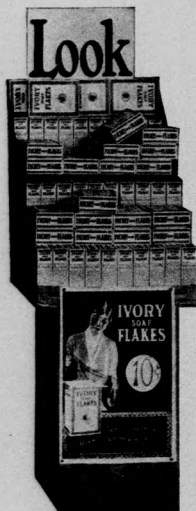
No matter how well known are the goods in your store, few of your customers will strain their eyes looking for them. If goods are properly displayed, they will sell many times faster than when hidden on the shelves or under the counter. The easier it is for your customers to find them, the easier they'll sell.

Unless your customers go through your store with their eyes closed, they can't help seeing Ivory Soap floor displays like the ones shown on this page. Grocers who are now using these box displays have been astonished at the increased sales of the famous "Ivory Family" which have resulted from their use.

Ivory floor displays are easy to install. Put them anywhere you have spare floor space. Customers can examine the various products, note their chief uses and how much they cost. Then they can help themselves.

An Ivory Soap floor display in your store will save your time and increase your sales and profits on these nationally-advertised and universally-liked Procter & Gamble products.

Send us the coupon below for the necessary display material and directions for setting up.



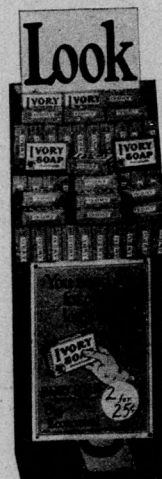
PROCTER & GAMBLE

Cincinnati, O.

Manufacturers of

IVORY SOAP
IVORY SOAP FLAKES
GUEST IVORY
CHIPSO

P AND G WHITE NAPHTHA SOAP
STAR SOAP
STAR NAPHTHA WASHING POWDER
CRISCO



Procter & Gamble
Cincinnati, Ohio
Gentlemen:

Coupon S-526

I wish to convince myself that floor displays will help me to sell more Ivory Soap. Please send me free display material for the particular box displays checked below:

- ☐ IVORY SOAP—laundry size.
- ☐ IVORY SOAP—bath size.
- ☐ GUEST IVORY—for face and hands.
- ☐ IVORY SOAP FLAKES—for fine laundering.

Name _____

Street _____

City _____ State _____