

# MICHIGAN TRADESMAN

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Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 15, 1926

Number 2243

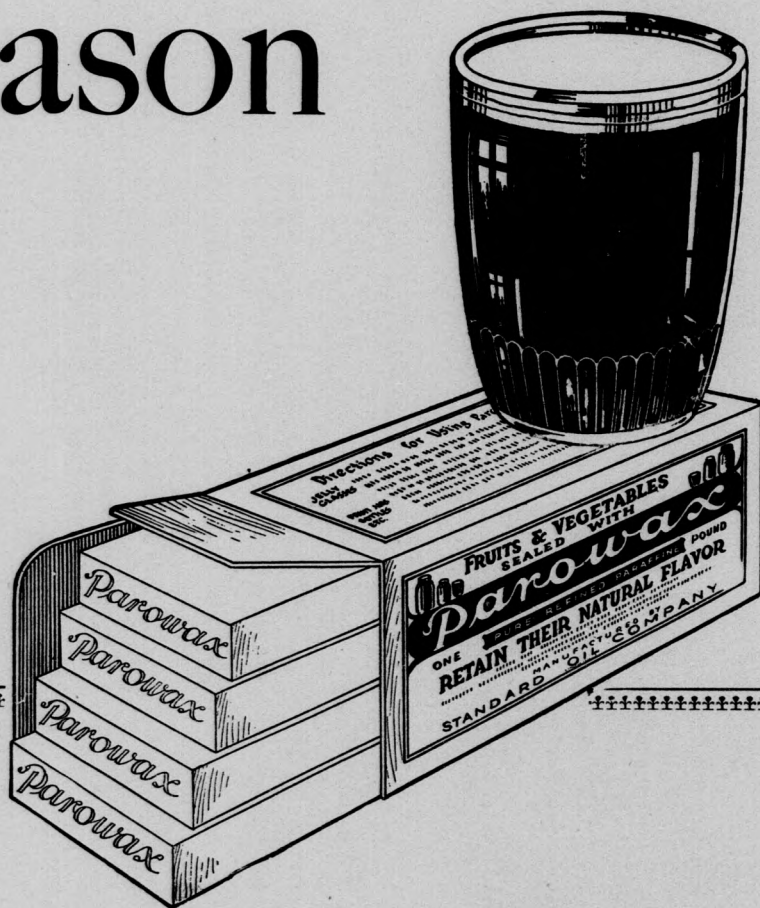
## Father Love

We hear about a mother's love  
In story and in song,  
How staunch it is through thick and thin  
How tender and how strong,  
How sweet and pure and beautiful,  
And every word is true,  
But what about a father's love  
That claims some credit, too.

It's father delves the darksome mine,  
And climbs the girders high,  
And swings upon the scaffolding  
Between the earth and sky.  
It's father bends his aching back,  
And bows his graying head,  
To bear the burdens of the day,  
And earn the children's bread.

For both must work and both must plan,  
And do an equal share  
To rear the little ones the Lord  
Has trusted to their care,  
All honor to the mother love,  
The universe it fills,  
But when you praise it don't forget  
That father pays the bills.

# Parowax Season



**T**HIS 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]

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Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 15, 1926

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## MICHIGAN TRADESMAN

(Unlike any other paper.)

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

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly By  
TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

### Subscription Price.

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in advance.

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issues a month or more old, 15 cents;

issues a year or more old, 25 cents; issues

five years or more old 50 cents.

Entered Sept. 23, 1883, at the Postoffice

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under Act of March 3, 1879.

## DOWN WITH THE DICTATOR.

The long and bitter campaign for the governorship and the domination of State affairs reached its legitimate conclusion yesterday, so far as nominations are concerned. Considering the arrogant character of the man who sought to perpetuate himself in office and the despicable methods he introduced in the campaign, the outcome could have but one ending, because no fair minded man could possibly lower himself to the level of a black mailer and libeler by sanctioning Groesbeck methods by his vote. Michigan people are too well grounded in the theory that the people should rule to permit a dictator to usurp the prerogatives of government, as Groesbeck has done to a degree that made him not only obnoxious to every lover of liberty, but a menace to free institutions and all our cherished ideas of self government.

Groesbeck will probably proceed to carry into execution the threats he made at frequent intervals during the campaign that he would throw his strength to the Democratic candidate, in the event of his defeat, but as Mr. Davidson stands for the same theories of government Mr. Green does—the return to popular government—Michigan would not fare badly under Democratic rule.

Anything would be preferable to the one-man autocracy we have had to contend with for the past six years which has made our State ridiculous in the eyes of friends of good government all over the country.

Any one but Groesbeck will put an end to the rotten condition which has prevailed for six years in some of the administrative departments at Lansing—particularly the Securities Commission, which has been a hot bed of fraud.

## MORE AND BETTER HISTORY.

A million dollars as an endowment fund for a scientific organization will strike some newspaper readers as ex-

travagant. What, they will ask, can a mere learned society do with all that money?

But when one has glanced at the list of things the American Historical Association proposes to do with the income from such a fund he will wonder how more than a fraction of them can be financed on so small a basis. First on its program of projects the association puts a comprehensive survey of the field of American history, with the object of determining what subjects are most in need of further study. The practical value of such a survey is evident.

Along with it may be put a survey of the work of regional, State, local and special historical organizations, with the view of stimulating, improving and correlating their activities. Then there is much to be done in the way of making an inventory of manuscript materials for American history and the publication of volumes containing source material. But all this, it may be argued, is only piling up historical records.

Why should the public be interested in that? Well, an American public certainly ought to be interested in American history. Just to do its bit to assure this interest the association proposes to spend part of its hoped-for income on the publication of historical articles which shall appeal to the cultivated layman. By so doing it will serve one of the highest possible ends—the development of intelligent patriotism.

## HEMMED IN BY HOLIDAYS.

Absence may make the heart grow fonder when applied to love, but the adage does not seem to apply to business. Buyers do not grow fonder of sellers nor of merchandise; they have no yearnings to accumulate for later needs anything on the list and they are immune to the ordinary influences which lead them to operate as warehousemen and investors in staple food products. They may still be classed as distributors for they are functioning in that capacity, although their limited activity is purposely kept within restricted bounds. Sellers are patiently waiting for a change in buying policy, but no one can say when buyers will show ordinary interest in merchandise.

The past week was handicapped by holidays. Labor day started trading a day later than usual and the accumulated mail and detail from last week was hardly cleaned before the first of the Jewish holidays caused another interruption which left only Friday and Saturday. Buyers who have been away have not yet taken stock of the situation as it exists now, compared with when they started their vacations. They have been feeling the pulse of the retail trade, have been checking over

their stocks and commitments and have been studying the future in the light of buying bigger blocks for later needs. Distributors are not idle nor out of touch with the market; they are tuning in, but there has been and still is too much static to induce them to cover the commodities which have been neglected so far this season.

## EIGHT TIMES AS FAST.

Nineteen cables spanning the Atlantic witness to the foresight of Cyrus W. Field. Naturally, the last one, which has just been laid, is the fastest of them all. It is not merely the fastest but very much the fastest. With a sending capacity of 2500 words a minute, it is eight times as fast as any other cable between this country and England. But why, it may be asked, any more cables? Wasn't the wireless going to render all such paraphernalia superfluous? The fact is, no matter how skeptical the public has been over reports of an invention, once the new device has proved its practicability that same public rushes to the other extreme. The telephone was going to displace the telegraph—but it didn't. Despite both the telegraph and the telephone, more letters are written to-day than ever before. Nor has electricity replaced steam on the railroads with the ruthless rapidity which some persons prophesied.

The automatic way in which the imagination, when it has at last accepted a seeming miracle as a fact, proceeds to outrun the actuality was humorously illustrated in a rural play some years ago. The hayseed, at first astounded that a letter could be started on its way by simply being dropped into a box at the street corner, recovered his poise and, to the discomfiture of his previously complacent host, remarked: "I suppose it is at the post office by this time." With every new invention, each more wonderful than the last, most of us jump to equally extreme conclusions.

## FOOLPROOF AIRPLANES.

Foolproof airplanes are declared to be a possibility of the near future. Students of the Daniel Guggenheim School of Aeronautics of New York University are trying out an invention which they hope will prevent the ignorant or the rash from doing the perilous nose dive. One of the greatest achievements of our time is the devising of a mechanical method of making the world safe for the careless. Matches which can be stepped on with impunity, voting machines which simply refuse to allow the most obtuse voter to cast a ballot for two candidates for the same office—these are achievements at which former genera-

tions would have gasped. The only fault to be found with them is that they do not go far enough.

Automobiles are still unequipped with a contrivance which shall automatically apply the brakes whenever a grade crossing is sighted—particularly a grade crossing with a clear view of the railroad track for a mile in each direction, that being the favorite place for attempting to beat a train to the crossing. There is needed also a pedestrian checker which shall make it impossible for a pedestrian to move his feet in such a way as to start across a street which is full of speeding vehicles.

It is to be hoped that nobody will raise the question of why our generation deems it necessary to develop fool-proof devices on a large scale.

## BOYS WILL BE BOYS.

Youth will be served, but not in Maine's Three-Quarter Century Club, now holding its second annual meeting. You have to be at least seventy-five years old to belong to the club, and probably you don't really feel at ease until you have left the boyish seventies behind you and entered the more sedate eighties. Even then, unless you can pitch horseshoes, mow hay or dance better than the average member, you haven't anything very extraordinary to be proud of.

It must be downright humiliating for a lusty seventy-seven-year-old to be outpitched, outmowed or outdanced by a rival of eighty-nine, who might be supposed to have seen his best days as an athlete. The defeat is like that of a baseball pitcher in his prime by a senile hurler of forty-three. But the keenest rivalry in these Maine contests for men who may be deemed to have reached their maturity is between veterans—contestants who have been pitted against one another ever since they became septuagenarians together. To the casual eye there is nothing in their bearing to indicate any unusual interest in the outcome, but the obvious excitement of a youthful player is apathy in comparison with the quiet but deep relish of these patriarchal gladiators for every turn in the varying fortunes of the day.

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

## ROADSIDE ENJOYMENT.

## It Should Be Protected By Legal Enactment.

Written for the Tradesman.

A thoughtful friend sends me occasionally a copy of that finest pattern of English journalism, the Manchester Guardian. In a recent number an editorial on "The Rights of the Walker" which deals with legislation which will maintain forever, for all the people, access to beautiful woods, the borders of lakes and the seaside, closes with the following paragraph, "There is something wantonly perverse and profane in a society in which the rights of property can be used to defeat the emotions in which mankind has found its chief inspiration and comfort. If ever truth lurked in the phrase, the rights of man, those rights should surely include the right to climb the mountains and the right to dream dreams beside the lakes and at the seashore."

As I read this I recalled an experience which a quartet of us enjoyed over a generation ago. It was during the early days of the bicycle and we were riding from the region of the Scotch lakes toward the lake region of England and we were spending Sunday at the most Northern city in England, Carlisle. We had attended divine service in the morning at the castle and in the afternoon we took our wheels and in riding along the main highway we saw an opportunity for diversion in foot pathways which led we knew not where. We rode and walked alternately and occasionally sat down to enjoy some choice bits of scenery.

We climbed the hills and sauntered along by pasture and meadow and enjoyed the waving grain which was nearly ready for the harvest. We dipped into a valley and touched the borders of the river and then, following devious ways, came out again upon the main highway. It was a charming experience and to this day we live over again that delightful Sunday afternoon in which we followed so leisurely and delectably a most charming English sauntering place. We can understand how the English common people are anxious to have preserved for them the right to enjoy these by-ways of Britain.

I received a letter from a choice friend the other day in which he says, "I have made a discovery. On my own domain I have found a bit of paradise, the existence of which I have all these years been entirely ignorant. I will not tell you where it is because for the present I want to save it all for myself. It is only a few rods from the highway but protected by reliefs of ground and thick copses so perfectly that the ordinary saunterer would never find it."

"I fell upon it yesterday and while sitting on a cushion of moss with my back against the bole of a beech tree I partook in my solitude of the joys of Paradise. A little pond in the center of this nook was surrounded by a beautiful embroidery of shrubs and vines. Tall trees shaded the water, but not so completely as to prevent the rays of the sun from sifting down upon its surface. Flags and water plants studded a part of its surface. A

scum of primitive forms of vegetable life covered areas of the water. A bunch of cardinal flowers on the farther side gave color to the picture and an occasional orchid lifted its head above the sphagnum moss on the border. A wreath of ferns made a perfect ground cover about me.

"I watched the frogs as they lifted themselves out of the water and gazed upon me as an intruder, wondering where I came from and what I wanted, but gradually they became acquainted with my presence, so that they behaved themselves in a perfectly natural manner. On a little shelf very near to me a pair of hylodes were taking a sun bath and occasionally whistled their characteristic note for my delectation. The darning needles lazily flitted above the water and occasionally dropped down to gather food from larvae that inhabited the pond.

"Everywhere about me were interesting forms of animal and vegetable life and it was with the keenest joy that I watched the movements and pondered over the enjoyment that can come to the lover of Nature in contemplating her moods and tenses."

Another friend writes me about his own discovery as follows: "You know I love the country and there is no joy greater than following some unaccustomed highway or by-way and making original discoveries. You know our church is closed, so last Sunday I said to my sweetheart traveler, "Let's take our flivver and hie ourselves to some retreat in the countryside and worship at the feet of Nature," and she said, "Let's." So we put together a simple lunch and drove not more than a dozen miles from town and while following a by-way that evidently was little traversed, we found a gurgling stream crossing the road and presenting to us as we looked along its border a seductive invitation to follow it toward its source.

"We parked our flivver, took our lunch basket and meandered our course up the stream. We did not know how much beauty and how many delightful new experiences one could enjoy in following a babbling brook in its devious passages through woodland and copse and meadow and marsh.

"We found flowers that were not familiar to us. We watched the frogs and ground squirrels and gophers and occasionally found a delightful resting place upon the bank and watched the birds flitting here and there, greeting us with anxious notes because we had invaded their private domain.

"We identified many attractive shrubs that bordered the stream and we listened to the various notes of insects that harmonized delightfully with the seclusion of the woods and when we found a mossy resting place under a great birch tree and looked up through the branches at the blue sky flecked with cloudlets, we enjoyed the lunch for which we were well prepared in an environment that appealed to us as an artist's paradise. We viewed wonderful pictures in Nature's gallery and while we were in the keen enjoyment of all our senses the experience was not devoid of a worshipful feeling for we felt that we were treading upon holy ground."

## More Profit to You

by increasing turnover. When you sell goods with an established price which protects your margin of profit—then rapid turnover makes you money. In pushing

# K C Baking Powder

Same price for over 35 years

**25 ounces for 25¢**  
(more than a pound and a half for a quarter)

with the consistent quality and price advertising behind it—with the price plainly shown on the label—you can increase turnover and get more profit on your baking powder investment.

**The Government Used Millions  
of Pounds**

I do not like to be sick, but if one has been in the shadows and recovery is in sight there are many joys of convalescence. One of them I experienced the other day when a friend who is a great lover of Nature dropped in upon me and instead of talking about my disability and sympathizing with me in my confinement, away from the ordinary joys of life, he told me this story.

"I have made a discovery. You know I like to find new haunts and there is something that gives me greater joy than to come upon something that at least all the people haven't seen. With Greygown one day not long ago I sauntered through a by-way that seemed wonderfully attractive to us when we suddenly caught a glimpse through a vista of a gleam of water. We immediately parked the car and proceeded to investigate.

"There was no pathway for us to reach our goal, so we had to make our way as best we could through tangled shrubs, stumbling over trailing grapevines and sometimes having to make long jumps to avoid wet places, but we finally reached the border of a beautiful little sheet of water and there was no testimony in all its border that anybody else had ever found it. We looked in vain for foot prints or any evidence that it belonged to anybody or that others had enjoyed it.

"We found that we could follow its complete perimeter upon hard ground and as we slowly took in its entire area we were constantly making discoveries that were interesting and charming and we felt, when we had completed the trip, that we had something that was our very own.

"When you get well we are going to share this discovery with you and you will say with us that just away from the lines of travel and within reach of our homes there is a bit of Nature revealed in trees and shrubs and vines and flowers and water and clouds and sky that to the lover of Nature gives the keenest delight and satisfaction. Although we have no title to it, we are happy to have the privilege of enjoying it as if it were our very own. What a pity it is that our many beautiful lakes are being despoiled by our civilization and taken from the people by excluding from their borders people who are entitled to the joys of the earth."

Then I showed my friend the article in the Manchester Guardian and he said, "Our State ought to protect these beautiful places in which Nature has been so lavish with her riches, so that people who do not own lands and houses and who are not able to have summer cottages and lakes of their own can have forever beckoning to them the privileges of access to these storehouses of Nature."

There is nothing comparable to the beauties of the countryside. There is no wonder that people whose working days are spent in the confines of the city, seek with joy the attractive things of the countryside and get the keenest enjoyment when opportunity favors them with the privilege of traversing the country highways and enjoying the privileges of using all their senses

in adding to the happiness of living in this world.

Nowhere except in the country can we find pictures which illustrate so perfectly the beauty in ground, the majesty of forests, the delicacy in embroidery of the unfrequented by-ways, and the wonders of Nature's drapery revealed by creeping vines. Nowhere can we find such wonderful combinations of trees, foliage, clouds and sky.

It is through traversing the country roads that we maintain our relationship to wild animal life and receive messages from the Creator as impressive and divine as any that are given us from pulpit or through holy writ. For the benefit of humanity there should be preserved forever areas of this beautiful earth which we have inherited that shall forever carry to the hearts and souls of mankind the impress of the eternal plan.

Let me quote again from the Manchester Guardian. "Tramping the highroad, once a pleasant way of seeing the country, is now made intolerable, not to say perilous, by the motor traffic. The growing town populations are being shut out, wherever the landowner can enforce his will, from the fields, the woodlands and the moors. The scanty rights of access to our own countryside which remain were established by our ancestors in a much less crowded country; we often have difficulty in maintaining them and we are given no opportunities to-day for establishing new way rights by the force of custom.

From Job comes the request, "Speak to the earth and it shall teach thee." How important it is that humanity which is shut up within the environment of cities shall at times be given the opportunity to make these enquiries and receive the beautiful tuition which comes to the observer of Nature's ways and processes.

Ruskin said, "The greatest thing a human soul ever does in this world is to see something and tell what it sees in a plain way."

Touching upon the influence of this tuition of Nature, Lord Tennyson says "The woods are filled so full with song there seems no room for sense of wrong." Then let us, whenever we can take advantage of these lessons which come from familiarity with the countryside and take in the captivating enjoyment of the country highways and so behave ourselves that we shall radiate the joy which we receive from a more intimate acquaintance with the delights of Nature and command the respect of our fellows through our own respect and love for the beautiful things to be found only in the countryside.

I am dreaming of a time when the rod and the gun will not be considered a necessary accompaniment of saunterers into the country and that the keenest enjoyment will not be connected with taking a life, but rather in conserving it. Most of our game laws are the product of people and organizations wanting to conserve the fauna of our forests and the denizens of our lakes and streams, that they may have more opportunities to enjoy what they call sport.

(Continued on page 30)

## Bigger sales ahead more profit-on raisins How Sunland has assured that for you



You know how Sun-Maid Puffed sold last year—because they were finer *seeded* raisins. Expect a bigger demand for them this year, when still more women will learn about them through Sun-Maid advertising.

And expect more sales of carton *seedless* if you have Sun-Maid Nectars. More women will use this new kind with the flavor and fragrance of fresh grapes. Everyone will know about them.



### Direct helps for you

There's just one thing left for you to do—to reap the profit from Sun-Maid's work. Feature Sun-Maid raisins.

Sunland has produced a corking window trim (counter stand, too), that features the use of these raisins and other products in salads. Ask the Sunland service man to put these up for you. And he has other good ideas that you can use to increase your sales.



## SUN-MAID Products

Distributed by  
SUNLAND SALES COOPERATIVE ASSOCIATION  
Offices throughout the World

**MOVEMENTS OF MERCHANTS.**

Nashville—G. Dolhouser succeeds G. C. Dean in the boot and shoe business.

Ovid—Construction of a new unit of the Ovid branch of the Arctic Ice Cream Co. is well under way.

Wellston—John H. Lynch, pioneer hardware dealer, died at his home, Sept. 8, following a lingering illness.

Owosso—Carl Fricke, 214 South Washington street, shoe dealer, is offering to compromise with his creditors.

Detroit—The Monarch Electric Appliance Co., 1014 Howard street, has increased its capital stock from \$5,000 to \$25,000.

Detroit—The Hangstefer Motor Sales, Inc., 3827 McGraw street, has increased its capital stock from \$10,000 to \$20,000.

Muskegon—Hower & Seaman, Inc., 68 West Western avenue, women's wear, has increased its capital stock from \$50,000 to \$100,000.

Coral—The R. S. Jennings Hardware Co., Inc. of Howard City, has sold its branch store here to Jay Drake, who has taken possession.

Howard City—E. H. Brayman has sold his shoe stock and store fixtures to Harold F. Walker, recently of Edmore, who has taken possession.

Jackson—The Lockwood-Ash Motor Co., in closing its fiscal year Aug. 31, reports a 400 per cent. increase in rowboat motor sales over last year.

Detroit—The Adams Furniture Co., 683 Gratiot avenue, has been incorporated with an authorized capital stock of \$75,000, all of which has been subscribed and \$37,590 paid in in cash.

Alma—Frank Tucker, grocer on Wright avenue, has sold his store building and stock to N. D. Taylor, for many years freight agent for the Pere Marquette, who has taken possession.

Westphalia—The Westphalia Auto Co. has been incorporated to deal in autos, parts and supplies, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in.

Kalamazoo—The Domestic Coal & Coke Corporation, 471 West South street, has been incorporated with an authorized capital stock of \$1,000, \$250 of which has been subscribed and paid in in cash.

Lansing—Samuel H. Borr, dealer in men's furnishings at 232 North Washington avenue, has leased the store at 113 East Michigan avenue and will occupy it with his stock which will be largely increased.

Detroit—The Michigan Gas Products Co., 3550 Second boulevard, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$7,000 in cash and \$3,000 in property.

Detroit—The Hyssop Distributing Co., 4862 Cass avenue, soap and cleaning products, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,300 paid in in cash.

Detroit—The Keystone Supply Co., Inc., 424 Book building, lubricating and other oils, has been incorporated with an authorized capital stock of

\$10,000, all of which has been subscribed and \$1,500 paid in in cash.

Lansing—Stack's, 109 Washington avenue, has been incorporated to deal in women's and children's ready-to-wear garments, with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in in cash.

Alma—Verne Perry, formerly engaged in the grocery business here, has purchased the Fraker block, corner of Superior street and Woodward avenue and will occupy it with a grocery stock as soon as he can remodel the building and lease the top floor.

Kalamazoo—Frank H. Clay, who has conducted his wholesale auto accessory and radio business for the past twelve years on the second floor, 215 North Rose street, has moved to a ground floor location one block North, at 322 North Rose street.

Akron—Stockholders of the Akron Farmers Co-operative Elevator Co. in Tuscola county, have voted to sell the plant and business to Wallace & Morley, of Bay Port. The purchase price is \$32,000 and stock estimated at \$37,000. The new company has taken possession.

Royal Oak—Jewell Motors, Inc., 290 West Ten Mile Road, has been incorporated with an authorized capital stock of \$10,000 common, \$15,000 preferred and 500 shares at \$1 per share, of which amount \$10,000 and 200 shares have been subscribed and \$10,000 paid in in cash.

Mt. Clemens—The Fleming-Miller Ice Cream Co., 23 North Gratiot avenue, has been incorporated to conduct a wholesale and retail ice cream, confectionery and supplies business with an authorized capital stock of \$50,000, \$33,000 of which has been subscribed and paid in in cash.

Benton Harbor—The G. A. Bowne Car & Auto Sales, has merged its business into a stock company under the style of the G. A. Bowne Co., 190 West Main street, with an authorized capital stock of \$50,000, of which amount \$40,000 has been subscribed, \$16,251.28 paid in in cash and \$23,748.72 in property.

Lansing—Bert J. Eckert, former manager of the Eckert Market here and owner of the Eckert Market at Ionia, has leased the Ingersoll store building at 102 North Washington avenue and will occupy it with a meat market and grocery stock as soon as the building has been remodeled, a new modern plate glass front installed, etc.

Detroit—The Diana Candy Co. has merged its business into a stock company under the style of the Diana Candy Works, Inc., 3190 Grand River avenue, to conduct a wholesale and retail business, with an authorized capital stock of \$40,000, of which amount \$12,200 has been subscribed, \$4,327.18 paid in in cash and \$7,872.62 in property.

Kalamazoo—William Gaylord Austin, 79 years old, a former prominent business man of Kalamazoo, died Monday at his home in Chicago, following an apopleptic stroke last Thursday. Austin was born in this city in 1847 and resided here until twenty years ago.

His widow is the former Catherine Emma Stuart, daughter of Senator and Mrs. Charles E. Stuart.

Hopkins—Thomas Gilligan, prominent druggist of Hopkins, well-known throughout this section of Allegan county, died very suddenly last Friday. He was taken ill shortly after dinner. Two hours later he had passed away. He is survived by his wife, a son, George, his mother, six brothers and four sisters. Funeral services were held at Sacred Heart Church, Watson.

**Manufacturing Matters.**

Muskegon—The Central Wheel Co. has increased its capital stock from \$60,000 to \$100,000.

Detroit—The Metal Products Corporation, 6420 East Lafayette avenue, has been incorporated with an authorized capital stock of \$25,000, of which amount \$10,000 has been subscribed and paid in, \$2,500 in cash and \$7,500 in property.

Benton Harbor—The Benton Harbor Malleable Industries, Graham street, has been incorporated with an authorized capital stock of 60,000 shares at \$20 per share, of which amount \$1,049,780 has been subscribed and paid in in property.

Detroit—The Detroit-Niagara Heating & Ventilating Engineers, 5677 Grand River avenue, has been incorporated with an authorized capital stock of \$10,000, \$6,000 of which has been subscribed and paid in, \$3,100 in cash and \$2,900 in property.

Alpena—The Alpena Garment Co. has an order for more than \$110,000 worth of goods from an Eastern house. The order calls for 16,000 dozen women's dresses and the material required will be about forty yards to the dozen or 640,000 yards in the entire order.

Pontiac—The Howard Foundries of Chicago has bought a factory building at this place and will build an addition, operating the plant as a branch of the Chicago factory. The company will turn out brass, aluminum and bronze castings and wood and metal patterns.

Grand Rapids—The De Luxe Gardens, Inc., 1503 Lake Drive, S. E., has been incorporated to manufacture and sell ice cream and confectionery with an authorized capital stock of \$10,000 of which amount \$6,000 has been subscribed, \$1,500 paid in in cash and \$4,500 in property.

Detroit—The Sapolin Corporation, Larned and Milton streets, has been incorporated to manufacture and sell washing compounds, with an authorized capital stock of \$25,000 common, \$2,000 preferred, of which amount \$7,000 has been subscribed and paid in, \$2,000 in cash and \$5,000 in property.

Detroit—The Viking Automatic Sprinkler Co. has merged its business into a stock company under the style of the Viking Sprinkler Co., 374 Insurance Exchange building, with an authorized capital stock of \$12,000, all of which has been subscribed and paid in, \$5,793.63 in cash and \$6,206.37 in property.

Menominee—The Marinette & Menominee Paper Co., subsidiary of the Continental Paper & Bag Mills Cor-

poration, of New York City, has let contracts for new boiler equipment for the Menominee mill. Work on the new boiler house will start immediately, and the job will be completed in about 90 days. Progress has been made with the new screen room at the Park Mills plant.

Iron Mountain—Organization of the Reversible Glove Manufacturing Co., with \$10,000 capital and backed by four Iron Mountain business men, is announced. Those interested are John and George Corombas, Stephen Pappas and Paul Thampreau. The article manufactured is a canvas glove, so constructed that it may be worn on either the left or right hand, and designed for use by workmen and others. Work on the construction of a small plant is now progressing in Breitung.

Battle Creek—The Alsteel Manufacturing Co. has installed additional equipment in order to handle its steadily increasing business. It is the second expansion programme of the year, including additional machinery for both the tool room and the production facilities. The company, in addition to its manufacture of paper balers, hose clamps and lawn sprinklers, is now extensively engaged in local repair work, doing a large volume of business for local garages and motor car owners.

St. Joseph—The Hanselman Candy Co., for many years located at Kalamazoo, has moved into the three story brick building (85x120), formerly occupied by the Gurinian Candy Co., where it will continue its production of chocolates and hard candies and add to its line of manufactured pan goods. The sales department will continue under the direction of Donald A. Ikeler, well known in candy circles throughout the Middle West, and production will be continued under the charge of Arthur E. Hagen. All departments are now in full operation.

Muskegon—Muskegon banks are out around \$3,000 as a result of the operations of a clever swindler, who obtained the money through check operations, Sept. 4. The man, who gave his name as A. Meyers and also operated under aliases, started making deposits at local banks last May. About once a month since he would make an additional deposit of \$20 at the banks. Then a few days ago the man called and deposited a check for \$885 at the banks. The check was drawn on a bank at Augusta, Maine, and was supposed to have been issued by the J. E. Simmons Motor Car Co. After Myers had deposited the check and had it credited to his savings account he acted quickly. He went to the banks and said he wanted to draw \$800 or \$885. When two of the banks refused to allow Myers to draw the money, owing to the check which was in clearing, he referred them to the Peoples State Savings Bank. This bank was called and said Myers had the money on deposit. But messages from Augusta revealed that the checks were a forgery, and as a result Myers obtained around \$3,000 and left the city.

### Essential Features of the Grocery Staples.

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

**Tea**—All teas of the better qualities are in active demand at firm prices. Jobbers report a slight upward tendency in the spot market for some of the cheaper grades.

**Canned Vegetables**—The buyer can hardly be censured for being bearish as to the probable tomato and corn packs when he remembers that only a short time ago much the same postings were put out by pea canners. Before the seed was put into the ground pea packers talked of a greatly reduced acreage. During the growing season, especially when futures were not taken freely on contract, canning prospects were not favorably painted and it was not until packing was about over that there began to be circulated estimates of the yield which approximated the actual output as announced this week at 17,709,000 cases. The year's pack in volume was substantially the same as in 1925 and the third largest on record, although as to quality it averages well above the 1925 pack of poor peas. There is no dearth of peas and hence there is no inducement to buy now out of the heavy pack. Of course tomatoes and corn may not be a parallel as to the actual outcome of the crop, but there is room to doubt the strength which has suddenly occurred in tomatoes, carrying prices on 2s from say 70c, earlier in the season, to 90c. Buyers have seen other years when little was packed during the early weeks of canning and shortages have been made up before frost shut down the Southern plants. Whatever may happen this year buyers are biding their time. In a way they are forced to do so as there are comparatively few offerings at to-day's quotations. Packers are more or less off of the market and are not seeking new business until they complete their contracts. Canners insist that the pack is to be about 30 or 40 per cent. of expectations, produced at high costs, with little likelihood of a late packing season to change the ultimate results. Raw stock has been scarce and a minimum of unripe tomatoes are said to be on the vine. Too much rain has ruined the crop and no comeback is in sight. The Southern corn crop has not produced the expected yield per acre and the Northern sections have also been handicapped by rains and cool nights which have retarded maturity. There is greater strength at primary points than earlier in the season.

**Canned Fish**—Alaska salmon continues to be the outstanding feature among fish packs. Reds have remained steady at the source after declining to \$2.50 and pinks are still held at \$1.45 by the leading sellers. So far as the local trade is concerned there has been little buying support given. Some contracts have been made by most factors, but business has not been up to other years. There has been no change in sardines. White meat tuna is being sought and other grades are firm as they are being used when the

preferred pack is not found. Shrimp is coming in slowly as the fall pack has been light and delayed by storms.

**Dried Fruits**—None of the dried fruits appeal to the trade as investments at to-day's quotations for later needs. Peaches and apricots have been bought to some extent. The first deliveries on contracts have been completed and goods are going out to the trade, but the present and nearby months are not important in the distributing field so that shortages do not develop rapidly. Packers are quoting below earlier quotations but do not press sales and there is no desire to anticipate the future, after the turn of the year when additional blocks will be needed. Apricots and peaches are therefore more or less eliminated from the picture. There has been too much pressure to sell raisins to make them look alluring. Bulk and package Thompsons can be had from some packers at extremely low figures and while such offerings do not appeal to the average buyer they give him low ideas on the better packs and cause him to hold off to see if the better raisins will be forced to meet competition. Prunes have been a disappointment since new crop was offered from California. Because the trade did not rush to cover ordinary needs some packers put the knife into their initial quotations which did not help matters. New pack can be had at 1/2@3/4c below opening, but are not being freely taken by the local trade. Export buying is reported at the source and domestic consumer advertising and specialty work will soon be put behind Association goods. Cooler weather is also counted upon as a factor to stimulate the retail demand. Another consideration affecting California prunes is the curtailed crop in the Northwest. Oregon 40s at 6c compared with California fruit at 8 1/2c made a wider differential than usual. There are no more 6c 40s and in fact most Northwest packers are off of the market.

**Nuts**—Enquiry for various lines of nuts for fall requirements is on the increase, denoting a shortage of stocks in the hands of distributors and confidence in values of carryover. Almond prices have been readjusted to the basis of 1926 crop, but there are some imported lines around which were purchased at high costs. New crop domestic nuts are coming in and there is no dearth in supplies of that variety. Walnuts, however, are in no surplus, while filberts are in better statistical position. More demand has developed for Brazil nuts for fall and later needs.

**Rice**—The growing rice crop in the South has been delayed in maturity and harvest by unfavorable weather which makes it easy for millers to place the early varieties as they are ready for delivery. The trade is absorbing new crop but prefers to have specific shipping dates to booking orders for indefinite delivery. Later varieties are wanted as secondary markets are short and need better assortments. The local trade remains quiet but quotations are sustained.

**Cheese**—The market holds steady at unchanged prices generally. Local

supply is fair and country offerings moderate.

**Olive Oil**—As retailers and wholesalers keep light stocks of olive oil they are in the market more or less of the time buying pick-ups or fair sized parcels for nearby needs. This buying support keeps the market steady, as there are no excessive holdings nor pressure to move merchandise.

### Review of the Produce Market.

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

Bananas—7@7 1/4c per lb.

Blackberries—\$3 per 16 qt. crate.

Beets—\$1 per bu.

Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$4.25

Light Red Kidney ----- 8.50

Dark Red Kidney ----- 7.75

Butter—The market is stronger and a little higher. Jobbers sell fresh packed at 41c and prints at 44c. They pay 23c for packing stock.

Cabbage—Home grown commands \$1.25 per bu.

Cantaloupes—Home grown command \$1.50@2 per bu.

Carrots—Home grown, \$1.25 per bu.

Cauliflower—Home grown, \$2 per doz.

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

Cocoanuts—\$1 per doz.

Cucumbers—\$1.50 per bu.

Eggs—Local jobbers are paying 35c this week for strictly fresh.

Egg Plant—\$2 per doz. for home grown.

Garlic—35c per string for Italian.

Grape Fruit—\$6 per case for Isle of Pines stock.

Grapes—Calif. Malaga, \$1.75; Tokay, \$2.25 per crate; Wordens, \$3 per doz. of 4 lb. baskets.

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 ----- \$5.50

360 Red Ball ----- 5.00

300 Red Ball ----- 5.00

Lettuce—In good demand on the following basis:

California Iceberg 4s, per bu. -- \$6.00

Garden grown leaf, per bu. ---- 1.75

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 ----- \$6.50

126 ----- 6.50

150 ----- 6.50

176 ----- 6.50

200 ----- 6.50

216 ----- 6.50

252 ----- 6.50

288 ----- 6.50

344 ----- 6.50

Sunkist Red Ball, 50c cheaper.

Peaches—Prolifics and Early Crawford fetch \$2@2.50 per bu.

Pears—\$3.25 per crate for Cal.; \$2 per bu for Bartletts.

Peppers—Green, \$1.50 per bu.

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

onions.

Plums—\$1 for Guis and Lombards.

Potatoes—Home grown \$1.40 per bu.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 23c

Light fowls ----- 20c

Springers, 4 lbs. and up ----- 28c

Broilers ----- 20@25c

Turkey (fancy) young ----- 39c

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

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

Geese ----- 15c

Radishes—20c for outdoor grown.

Spinach—\$1.25 per bu. for home grown.

String Beans—\$2.50 per bu.

Summer Squash—\$1.25 per bu.

Tomatoes—60c 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—\$4 per 16 qt. crate.

### Cheshire Cheese Makers Will Market Own Product.

Manchester, England, Sept. 5.—The Cheshire cheese makers of England have broken off relations with the factors or commission merchants because of unremunerative prices. It is claimed by the dairy farmers composing the Cheshire Cheese federation that for some months their products have been sold at a loss of 4c per lb., while New Zealand and Canadian cheese of this variety is bringing 4c more than the domestic article. The decision of the farmers to handle their own product directly to the trade and the consumers is due to a letter received by the federation from the Cheshire and Lancashire Cheese Factors Association, which declined to fix prices and which claims that domestic Cheshire is being marketed in an immature condition and is of poorer quality.

### Live Notes From Live Town.

Howell, Sept. 14.—The Edison Co. has a new storehouse practically completed, near the power house in the first ward. It will greatly add to the facilities of their construction force when it is occupied.

The Spencer-Smith Machine Co. and Howell Motors Co. are both working night forces to keep up with the season's pickup from the summer slump, which was not as large as usual this year.

All kinds of fruit is at a slump in prices. The crop is the largest in this section for a good many years.

The Lawson Grocery Co. has moved to the store formerly occupied by H. N. Beach's general store. Its former location, the Balch block, has been purchased by a Greek firm, who are expected to put in a restaurant in the usual Greek completeness of details.

Detroit—The Bascomb-McCullough Co., 1100 West Forrest avenue, has been incorporated to retail drugs, physicians supplies, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in cash.

Detroit—The Neagan Engine Co., 1952 Penobscot Bldg., has been incorporated with an authorized capital stock of \$50,000, of which amount \$39,490 has been subscribed and paid in, \$500 in cash and \$38,990 in property.

# Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Sept. 4.—We have to-day received the schedules, order of reference and adjudication in the matter of Walter S. Farrant, Bankrupt No. 2998. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$2,322.38, of which \$325 is claimed as exempt, with liabilities of \$9,677.78. The court has written for funds, and upon receipt of the same, 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                        | 310.20   |
| Dorothy May, Grand Rapids                   | 105.41   |
| Automotive Daily News Nw York               | 3.00     |
| Auto City Accessories Co., Detroit          | 15.00    |
| Allen & Judson, Grand Rapids                | 8.59     |
| Auto Refinishing Co., Grand Rapids          | 65.00    |
| Atwood Brass Co., Grand Rapids              | 6.00     |
| Alemite Lubricator Co., Grand Rapids        | 27.00    |
| Brose Sheet Metal Wks., Grand Rapids        | 59.51    |
| Bixby Office Sup. Co., Grand Rapids         | 8.50     |
| Batterworth Hospital, Grand Rapids          | 31.00    |
| B. D. Coats & Co., Grand Rapids             | 9.82     |
| Canfield-Pearce Co., Grand Rapids           | 16.25    |
| Chicago Auto Trade Ass'n, Chicago           | 6.00     |
| City Coal & Coke Co., Grand Rapids          | 14.35    |
| R. D. Carstens, Grand Rapids                | 12.50    |
| Century Fuel & Mat. Co., Grand Rapids       | 100.00   |
| Crowell Pub. Co., Springfield, Ohio         | 2.00     |
| Chandler Motor Sales Co., Grand Rapids      | 3.49     |
| E. T. Cotton Elec. Co., Grand Rapids        | 1.00     |
| Consumers Power Co., Grand Rapids           | 10.00    |
| DeVries Printing Co., Grand Rapids          | 14.45    |
| Howard A. Ellis, Grand Rapids               | 7.27     |
| Electric Service Sta., Grand Rapids         | 6.60     |
| E. Adelman & Co., Chicago                   | .57      |
| Eckberg Auto Co., Grand Rapids              | 12.98    |
| Elston Packing & Storage Co., Grand Rapids  | 5.60     |
| Elgin American Mfg. Co., Elgin              | 1.57     |
| Ero Mfg. Co., Chicago                       | 2.08     |
| Englert Mfg. Co., Pittsburgh                | 10.00    |
| Elks Daisy Lodge, Grand Rapids              | 22.50    |
| Exide Battery Station, Grand Rapids         | 3.00     |
| Friedman-Spring Co., Grand Rapids           | 22.23    |
| Don W. Farrant, Grand Rapids                | 1,904.14 |
| Jack A. Farrant, Grand Rapids               | 400.00   |
| G. R. Forge & Iron Co., Grand Rapids        | 8.25     |
| G. R. Ins. Agency, Grand Rapids             | 13.09    |
| G. R. Battery Shop, Grand Rapids            | 22.75    |
| Green, Fulton & Cunningham, Detroit         | 67.20    |
| Geo. W. Hubbard, Flint                      | 35.00    |
| Hercules Bumper Co., Detroit                | 33.00    |
| Dr. R. J. Hutchinson, Grand Rapids          | 60.25    |
| Cornelius Hoffius, Grand Rapids             | 23.30    |
| Herpolsheimer Co., Grand Rapids             | 102.50   |
| Joseph Horner, Grand Rapids                 | 440.28   |
| Herald, Grand Rapids                        | 403.40   |
| W. B. Jarvis Co., Grand Rapids              | 13.00    |
| Kuennen, Grand Rapids                       | 16.45    |
| Kent Printing Co., Grand Rapids             | 9.75     |
| J. Kos & Co., Grand Rapids                  | 217.00   |
| Knappen, Uhl & Bryant, Grand Rapids         | 70.00    |
| Linsey, Shivel, Smedley, Grand Rapids       | 50.00    |
| Marshman, Brink & Mapes, Grand Rapids       | 5.83     |
| John J. McKenna, Grand Rapids               | 31.50    |
| Miller Falls Co., Miller Falls, Mass.       | .41      |
| Miller Auto Top & Trim Co., Grand Rapids    | 2.50     |
| Michigan Gear & Parts Co., Grand Rapids     | 6.98     |
| D. N. McDonald, Grand Rapids                | 29.16    |
| Mich. Bell Tel. Co., Grand Rapids           | 13.45    |
| Noisom Pat Auto Compass Co., Buffalo, N. Y. | 1.44     |
| P. J. Neidermiller, Detroit                 | 85.00    |
| Peter Oosse, Grand Rapids                   | 39.00    |
| Ponce De Leon Water Co., Grand Rapids       | 51.80    |
| Percy S. Peck, Grand Rapids                 | 127.90   |
| Carroll Perkins, Grand Rapids               | 68.43    |
| Press, Grand Rapids                         | 22.15    |
| Peninsular Club, Grand Rapids               | 31.05    |
| E. E. Parker, Grand Rapids                  | 7.00     |
| Pittsburgh Plate Glass Co., Grand Rapids    | 3.45     |
| Richards Storage Co., Grand Rapids          | 97.35    |
| Sherwood Hall Co., Grand Rapids             | 6.30     |
| Schumacher, Grand Rapids                    | 44.05    |
| C. J. Soderstrom, Grand Rapids              | 175.00   |
| John Seabrooke, Grand Rapids                | 61.06    |
| Smith Motor Equipment Co., Cleveland        | 9.03     |
| Paul Sketee & Sons, Grand Rapids            | 67.22    |
| Geo. S. Smith, Grand Rapids                 | 3.10     |
| Dr. Sexton, Grand Rapids                    | 27.00    |
| Taylor Typewriter Store, Grand Rapids       | 29.20    |
| Tung Sol Co., Detroit                       | 9.60     |
| Thorne & Cook, Grand Rapids                 | 1.75     |
| United Auto Ins. Co., Grand Rapids          | 18.14    |
| Fred D. Vos, Grand Rapids                   | 134.61   |
| Waltham Watch & Clock Co., Waltham, Mass.   | 4.34     |
| White Printing Co., Grand Rapids            | 44.95    |
| Wonnacott Eldredge Co., Port Huron          | 50.00    |
| Wolverine Storage Battery Co., Grand Rapids | 1.00     |
| Dr. D. Welch, Grand Rapids                  | 33.50    |
| Wurzburg Dry Goods Co., Grand Rapids        | 35.00    |
| West's Drug Stores, Grand Rapids            | 36.99    |
| Wykes & Sherks, Grand Rapids                | 20.00    |
| H. P. Szemer & Co., Holland                 | 75.00    |
| G. R. National Bank, Grand Rapids           | 1,891.00 |
| G. R. Savings Bank, Grand Rapids            | 1,500.00 |

Sept. 3. (delayed). On this day was held the first meeting of creditors in the matter of Regent Auto Maintenance Co., Bankrupt No. 2983. The officers of the bankrupt corporation were present in person and represented by attorneys

Jewell, Face & Messenger. Claims were proved and allowed. The officers of the bankrupt were sworn and examined without a reporter. C. W. Moore was named trustee, and his bond placed by the referee at \$500. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Thomas M. McNally, Bankrupt No. 2980. The bankrupt was present in person and represented by attorney Charles H. Kavanagh. Creditors were proved and represented. Claims were proved and allowed. Creditors whose claims were proved and allowed had made written designations of trustee and accordingly Chas. J. Bernstein, of Niles, was elected trustee, and his bond placed at \$1,500. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date.

On this day also was held the sale of assets in the matter of Charles C. Maynard, Bankrupt No. 2836. The bankrupt was not present or represented. The trustee was represented. Bidders were present in person. The final offer of Moulton Grocer Co., in the sum of \$425 was accepted and the sale of the assets confirmed. The meeting then adjourned without date.

Sept. 7. On this day was held the first meeting of creditors in the matter of Nicholas Heyns, Bankrupt No. 2976. The bankrupt was present in person and represented by J. Claude Youdan, attorney. No claims were proved and allowed. No creditors were present or represented. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was named trustee and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Fred McMillen, Bankrupt No. 2981. The bankrupt was present in person and represented by attorney R. G. Goemmel. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the sale of assets and special meeting of creditors in the matter of Adelbert G. Cusser, Bankrupt No. 2973. The bankrupt was present in person and represented by Corwin & Norcross. No creditors were present. The trustee was present. Bidders were present. Owing to the illness of the party making the original offer the matter was adjourned by agreement of all parties present, to Sept. 9.

On this day also was held the first meeting of creditors in the matter of Deo. R. Scott, Bankrupt No. 2977. The bankrupt was present in person and represented by attorney George B. Gould. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case was closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Arthur A. Hardke, Bankrupt No. 2978. The bankrupt was present in person and represented by attorney Bert C. Moody. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was directed to pay the filing fee and upon receipt of the same the case will be closed and returned to the district court as a case without assets. The first meeting then adjourned without date.

In the matter of James Spyros, Bankrupt No. 2810, the trustee has filed his final report and account and a final meeting of creditors has been called for Sept. 20. The report and account of the trustee will be considered, administration expenses ordered paid and the matter closed. There will be no dividends for general creditors.

Sept. 9. On this day was held the adjourned sale of assets in this matter. The bankrupt was present in person and represented by attorneys Corwin & Norcross. The trustee was represented. Several bidders were present in person. The property was sold on final offer to James H. Fox, of Grand Rapids, for the sum of \$2,000. The meeting then adjourned without date.

Sept. 10. In the matter of Powers-Butler Co., Bankrupt No. 2764, the trustee has filed his final report and account and a final meeting of creditors has been called for Sept. 21. The report and account of the trustee will be considered, administration expenses ordered paid and a final dividend to creditors ordered paid.

In the matter of Walter H. Leffer, Bankrupt No. 2997, the funds for the first meeting have been received and such meeting has been called for Sept. 23.

In the matter of Maude De Vormer, formerly Maude Scott, Bankrupt No. 2995, the funds for the first meeting have been received and such meeting has been called for Sept. 23.

Sept. 13. On this day was held the first meeting of creditors in the matter of John C. Van Antwerp, Bankrupt No.

2985. The bankrupt was present in person and represented by attorney Fred G. Stanley. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. No trustee was appointed for the present. The meeting then adjourned until Sept. 20.

Sept. 13. On this day was held the first meeting of creditors in the matter of Simon La Vine, Bankrupt No. 2988. The bankrupt was present in person and represented by attorney A. E. Ewing. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned to Sept. 17.

On this day also was held the first meeting of creditors in the matter of Charles F. McCarty, Bankrupt No. 2982. The bankrupt was present in person and represented by Roman F. Glocheski, attorney. One creditor was present in person. No claims were proved and allowed. The meeting then adjourned until Sept. 15.

On this day also was held the first meeting of creditors in the matter of Peter Eckman, Bankrupt No. 2984. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook, Wickes, Fuller & Starr were present for creditors. One claim was proved and allowed. No trustee was appointed for the present. The bankrupt was sworn and examined without a reporter. An investigation of certain claimed real estate was directed to be made and if nothing is found the case will be closed as a case without assets. If assets are found a trustee will be appointed and note of the same made here. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Leonard Van Singel, Bankrupt No. 2969. The bankrupt was present in person and represented by Corwin, Norcross & Cook. No creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The bankrupt was directed to surrender a certain policy of insurance and if no value is found therein no trustee will be appointed and the case closed as a case without assets. If value is found in the policy a trustee will be appointed and note of the same made here. The first meeting then adjourned without date.

Sept. 14. On this day was held the first meeting of creditors in the matter of George W. McLean, Bankrupt No. 2894. The bankrupt was not present, but represented by attorney Thomas J. Whinery. One creditor was present in person. Claims were proved and allowed. No trustee was appointed for the present. The meeting then adjourned to Sept. 16.

On this day also was held the first meeting of creditors in the matter of Merle P. Gamber, Bankrupt No. 2968. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. One creditor was present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The bankrupt was directed to pay the filing fee. The first meeting then adjourned without date and the case will be closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of George E. Willett, Bankrupt No. 2954. The bankrupt was present in person and represented by Thomas J. Whinery, attorney. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. No trustee was appointed. The bankrupt was directed to pay the filing fee. The first meeting then adjourned without date and the case will be closed and returned to the district court upon the payment of the filing fee.

## Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 14.—Pickford had its innings at its fair last week. It picked out somewhat better weather than we did here. The first day it rained, but the next day the sun came out and swelled the crowd. It also drew a still greater crowd Friday. When the crowd had paid admission and the fun started, a steady rain continued after 3 o'clock, but two races were pulled off in the rain and the ball teams kept on all during the rain to the finish. The stock exhibit was exceptionally good; also the vegetable and grain displays were up to the average. The Pickford merchants closed for the day, so the fair had full swing.

The big feature of a country fair is the getting together of the farmers and meeting with the city folks, who also enjoy meeting their country

cousins, so that a good time is always had by all.

The population at our tourist camp is decreasing daily. It looks as if the rush was over. This was the banner year for tourists. All seem to have been well pleased with our city and the accommodations offered the tourists at the camp site. Next year, with our new hotel completed, we may look for many more, especially the class who prefer to stay at a good hotel, instead of living in tents.

The most becoming rouge on the market is healthy food and plenty of good exercise.

William Fleetham left the city about one year ago to go into the jewelry business at Muskegon, closing out his stock of jewelry here, but after remaining in Muskegon for a time he decided that the old Soo is still the best place and decided to come back and has leased the store formerly vacated by Otto Supe, the jeweler, who has retired. We are all pleased to welcome Mr. Fleetham back to the old city, where he has so long been active in every good move and a worker to build up the community. He is a good toastmaster and a few years ago was the principal speaker at a large gathering at Cleveland.

It is still warm enough to undress before putting on your pajamas, but it won't be long now.

That there are still honest people in this world is vouched for by one of the ticket sellers at our fair last week, when an old gentleman stepped up to him from the grounds inside to buy a ticket after he had already entered. When asked his reason, he said he came in early in the morning before the ticket men were on the job and he wanted to pay the entrance fee. Another incident occurred when a Scotchman purchased tickets for the family and one extra ticket for one of his sons who attended the fair the day previous by jumping over the fence. He thought it was a smart Scotch trick, so told his dad, but contrary to most of the Scotch stories this Scotchman surely was an exception, which goes to show that good old Scotch are as good as any other good race.

F. D. Barton, of Saginaw, and E. Fochtman, of Petoskey, were transacting business here last week in the interest of their lumber operations at Thorice.

How could you expect a Scotchman to look pleasant when posing for pictures which cost him \$15 per dozen.

Thomas Blaine, one of our esteemed citizens, died here last Wednesday, after suffering several months from heart trouble. Mr. Blaine had been a resident here for the past thirty years. About twenty years he was with the customs collector here. Previous to that time he was traveling salesman for the Cornwell Co. in Canadian territory, after which he went into politics, being elected to the office of city recorder, in which he served faithfully for two terms, then resigning to enter the lumber business for a time, then going back to Uncle Sam, where he served continuously for the past twenty years. He leaves a widow, two sisters and one brother. The latter reside at Toronto. The funeral was conducted by the Masonic order.

George Bailey, of the Cowan & Hunt Co., accompanied by his wife, returned last week after a two weeks' visit with relatives and friends in Canada. They report having had a good time, but did not enjoy the auto rides, where they go all the way from eighty to eighty-five miles per hour to enjoy a picnic or spend the day at a summer cottage on some lake near Toronto. George is a lover of boating. He makes about twelve miles per hour in going to his summer home on Sugar Island.

An early winter is predicted, but it is three months too late already for it to be early enough.

William G. Tapert.

# Down Go Prices on Automobile Tires-*and*-As Usual **Delions Set the Pace!**

With Each Tire Purchased This Week You May Buy an Inner Tube for \$1.00

**REMEMBER!**  
**10,000 Mile**  
**Guarantee!**

No quibbling about adjustments—our word is your bond. We are here to satisfy you. Once a Delion User, Always a Delion Booster.

Improved Quality and Reduced Prices eliminate tire trouble. We never lost a customer after they've once used Delions.

Delions are the only Standard Make Cord and Balloon Tires with an Unqualified Guarantee.

## Heavy Balloon Tires

|         | REGULAR | SPECIAL |
|---------|---------|---------|
| 29x4.40 | \$16.50 | \$14.95 |
| 30x4.95 | 22.50   | 19.95   |
| 30x5.25 | 24.50   | 21.95   |
| 31x5.25 | 27.50   | 24.95   |
| 32x5.77 | 35.50   | 30.95   |
| 32x6.20 | 37.50   | 32.95   |
| 33x6.00 | 39.50   | 34.95   |
| 30x5.77 | 31.50   | 27.95   |



All Delion  
Tubes Reduced

|                | FORMERLY | NOW     |
|----------------|----------|---------|
| 29x3½ Clincher | \$12.95  | \$11.95 |
| 30x3½ Giant    | 14.95    | 13.95   |
| 30x3½ S. S.    | 15.95    | 14.95   |
| 32x3½ S. S.    | 18.95    | 16.95   |
| 31x4 S. S.     | 21.95    | 19.95   |
| 32x4 S. S.     | 23.95    | 20.95   |
| 33x4 S. S.     | 24.95    | 21.95   |
| 34x4 S. S.     | 25.95    | 22.95   |
| 32x4½ S. S.    | 29.95    | 25.95   |
| 33x4½ S. S.    | 31.95    | 27.95   |
| 34x4½ S. S.    | 32.95    | 28.95   |
| 35x4½ S. S.    | 33.95    | 29.95   |
| 36x4½ S. S.    | 34.95    | 30.95   |
| 33x5 S. S.     | 39.95    | 34.95   |
| 35x5 S. S.     | 44.95    | 37.95   |
| 37x5 S. S.     | 48.95    | 40.95   |
| 36x6 S. S.     | 63.95    | 51.95   |

**Wurzburg's**

**TREND OF TRADE STRONG.**

A lot of business still remains to be done to take care of the Fall and Winter needs of the stores throughout the country, and much of this is expected within a month. Aside from what may be considered as staples, there must be taken into account the big array of holiday goods, the buying of which has little more than started. Dealers anticipate a brisk trade in the last-named articles, but they have shown the same caution in acquiring them that they continue to do in other lines. Stocks of all kinds are being kept down to the lowest point possible, but, with trade starting up as well as it has lately, frequent replenishment is needed. During the past week business at retail was very active in supplies for school pupils as well as in garments and other articles for their elders. The cool weather which prevailed aided in inducing buyers to forestall some Fall needs that are not usually attended to so early.

Factory employment remains at a high level, and payrolls, which constitute the basis of buying power, are running above a year ago.

Consumption of electric power and record-breaking freight movement on the railroads reflect the high level of manufacturing and wholesale distribution. Bank checks drawn and cashed at banks make a good showing for recent months, the totals for the first four weeks of August rising 6 per cent. above the corresponding period of 1925.

Commodity prices at wholesale continue to decline slowly and are now at the lowest level since 1924. So long as the decline is gradual the movement is not an unhealthy one, as its tendency is to enlarge the volume of consumption. The experience of the past year has clearly demonstrated that declining prices and business prosperity are not incompatible.

Steel production keeps at a high level, reflecting a steady inflow of orders, as little steel apparently is being allowed to accumulate. Mills are operating approximately 80 per cent. of capacity, with no unfavorable developments yet in sight. Despite evidence of somewhat more confident forward buying supplied by the Steel Corporation's rise in unfilled orders at the end of July, the trade maintains a conservative attitude, being influenced by the long period of unusual activity already enjoyed.

Textile news has been more cheerful of late, mainly due to improvements in the cotton goods section, where buying has increased considerably with the greater stability of cotton. With stocks of goods generally at low levels, the increased demand is being reflected promptly in increased mill activity, and a number of Southern plants are reported to have resumed full time.

Production of automobiles and trucks declined from 383,652 in June to 355,446 in July, and was also below a year ago for the second consecutive month. Following the introduction of the new models, however, production has been stepped up, and a new high record output for the year seems probable. With the between season lull in production, progress has been made in reducing stocks, and generally the in-

dustry appears to be in very satisfactory condition. Tire companies are likewise getting into better shape.

**AN ENTIRELY NEW SLANT.**

Evidently Senator Capper's entrance into the field of price protection legislation is a strong factor; especially if he brings with him the full force of his former following. The initial step he and his advisers have taken looking toward a second assault with the batteries of a bill substantially like the recent Capper-Kelly bill indicates a knowledge of psychology that promises well for the principle of fixed resale prices on branded articles.

The great trouble heretofore has been to make the public understand just what price maintenance means; that is, that it is not a monopolistic movement among conspirators. Now the campaign starts off in the form of a competition as to the best arguments in favor of the system—a plan which will persuade a lot of people to start studying the thing as they have not before and will inevitably convert them into champions rather than critics.

Besides, the Senator evidently proposes to have a law enacted not permitting the price maintenance but assailing the buccaneer principle back of the motive of the price cutter. This, so far as the "burden of proof" is concerned, reverses the normal criticism motive and furnishes a new psychological ground for the operation of that alleged thing which Congressmen call thought. It is likely to change the whole complexion of the argument and will be an interesting thing to watch in the new session.

There is, however, some suspicion in the minds of friends of price maintenance that the Senator may, before the measure is complete, undertake to switch it into that other angle of price maintenance—the setting of prices on farm products—a wholly different thing and likely to draw a wholly different alignment of friends and foes. Of course, such a change of front would bring the whole farm group into support of the measure, but how it would work in the specialty field remains to be seen.

**ANTI-TRUST LEGISLATION.**

In this country it is now many years since the first of the Federal statutes on the subject was enacted. This was the Sherman law and was designed to curb the trusts which were becoming dominant in various industries. Later on came the Clayton act, which was directed against unfair competition. This has been in operation nearly a dozen years. Most of the prosecutions or proceedings in recent years have been under the last-mentioned statute and were instituted by the Federal Trade Commission. These are the ones which have come in for most criticism from business men. In some instances the commission acted on its own initiative, but in a number of others it was appealed to by business concerns against competitors for real or fancied grievances. An extreme recent case was the one in which the owners of an American patent sought to prevent importation of goods alleged to be infringements on it. Many complaints were made because companies or in-

dividuals were accused of unfair competition on complaints that could not be upheld by evidence. And there were also a number of instances where the orders of the commission were set aside by the courts as unwarranted. To these may be added the cases which were begun with portentous complaints and which faded away without action or explanation. Of the latter a conspicuous instance was a proceeding calling on the Allied Chemical and Dye Corporation to show cause why it should not desist from monopolistic practices and unfair competition. The hearing was set for Jan. 17, 1925. So far as is publicly known, this seems to have ended the matter. It is reminiscent of the road which began as a broad highway and ended in a squirrel trail up a tree. In view of the happenings referred to it does not appear surprising that no more anti-trust legislation is immediately called for.

**THE COTTON MARKET.**

It cannot be truthfully said that the official estimate of the cotton crop issued on Wednesday was satisfactory to either the bulls or the bears of the trading marts. The former wished it to be more depressing and the latter more hopeful so far as the amount of yield was concerned. To the unbiased outsider the estimate seemed reasonable. It indicated a probable crop of 15,166,000 bales, with a possible minimum of 14,104,000 and a maximum of 16,379,000, depending on weather and other conditions from now on. Among the weather factors is the possibility of an early frost, which would be a little more hurtful than usual because of the lateness of the crop. But, even with the minimum yield, there would still be enough cotton for all purposes and, with the stock on hand a fair carryover. In anticipation of a smaller estimate, the prices of cotton fabrics had been rising. The issuance of the report, however, had the tendency to check buying rather than to lower prices. The reason for this appears to be in an unsatisfied demand for goods in the face of rather depleted stocks held by the mills. The rise in the prices of gray goods was reflected in those of finished fabrics, including bleached goods, prints and ginghams, the latter showing signs also of an improvement in demand. Novelties of various kinds continue to be in favor. Among the latter is the first innovation yet made in hollands, used for window shades, the usual uniform surface being marked by stripes. There is little or no change in the situation in knit goods, except for a somewhat increased demand for heavy underwear.

**WOOLS AND WOOLENS.**

No material change in wool prices was apparent in the results of the auction sales at Sydney, New South Wales, which ended last week. The bidders were mainly from Japan and the Continent. The principal sale scheduled to begin this week is the one at London, where 198,000 bales are to be disposed of in daily instalments of about 11,000 bales. Auction sales will also be continued in Australia. These series of sales ought to show whether prices are stabilized at the existing levels or

whether there will be any more yielding. In this country prices have about held their own with somewhat more enquiry and quite a number of sales. Imports have continued to drop. More active trading in wool is expected as the domestic mills keep on operating. Lately they have been increasing their output to keep pace with orders. Spring goods are, in general, moving quite well. This applies, of course, to the men's wear fabrics, but the season in them will probably be quite protracted owing to the cautious nature of the buying. When the Fall season's orders are fully out of the way there will be a quickening of activity in the light-weights. Sales of women's wear fabrics have been better than was thought in view of the garment strike, and apprehensions of scarcity of garments have begun to fade away. In one way or another supplies are coming out, although they are yet far from normal in the better grades. In the fabrics those generally classed as bolivias are still maintaining their popularity for coats. Further openings of most of the women's wear weaves for Spring will be delayed as long as possible.

**AID TEXTILE INDUSTRIES.**

Some progress is reported in the organization of both the Wool Council and the Cotton Textile Institute. There is a similar purpose back of each of these. The one is trying to induce the use of more wool and woollens, the other that of cotton and cotton goods. Both start with the handicap of having more machinery available than is necessary under present conditions to provide the quantity of products that can be sold to advantage. Whatever steps are determined on will involve curtailment of output in one way or the other until the public is induced to buy more of woollens and cottons. New uses and new outlets will have to be provided. The outlook for the moment is better for both kinds of textiles than it has been for some time, but much of the improvement has been due to the fact that mills had been curtailing production to guard against having unwieldy surpluses of stocks on hand. More stability also in the prices of the raw materials has been a help in the same direction. Neither the Wool Council nor the Cotton Textile Institute has yet advanced far enough to decide upon specific methods of operation, being still in the organization stage. It is announced, however, that the cotton people will make a study of all phases of marketing and of style trends with a view to anticipating the latter and of eliminating such styles as are unnecessary or hampering to the trade in general. But, whatever steps are taken by either the council or the institute, a real intelligent and systematic study of conditions affecting both the woolen and cotton industries cannot but be helpful.

Patronage depends more upon service than upon stock. The personnel of the sales force is of more importance than the merchandise carried. The helpful knowledge displayed by the man behind the counter is the customer's criterion of store value.

Not knowing how is what makes a hard job hard.

## OUT AROUND.

## Things Seen and Heard on a Week End Trip.

Our first stop last Saturday was at Alto, where I was pained to learn of the death of the wife and mother of W. H. Watts, the general merchant. The mother would have been 90 years old if she had lived a few weeks longer. Mr. Watts recently returned from an automobile trip to Manistique Lake and the Soo. Mr. Watts is very fortunate in having a bright and energetic son associated with him in business.

I was pleased to add a new merchant to our list at Alto in the person of A. L. Helmer, who is a nephew of the coffee jobber in Grand Rapids. He has a bright looking stock and ought to give a good account of himself.

At Freeport I found a change in the clothing store of L. R. Wolcott, who has turned the mercantile business over to his son and now devotes all his time to his farm on the Hastings road. The young man is a graduate of the Freeport high school and completed a short business course at the Ferris Industrial School, at Big Rapids. He likes the clothing business and the people of Freeport appear to like him. I believe he has the makings of a successful merchant. When I asked the young man what feature in the Tradesman gave him the most pleasure and satisfaction, he promptly replied: "The front cover. If I don't get further than the front cover, I get my money's worth." Any young man who is actuated by such ideals cannot go very far wrong in this world.

I regret to chronicle that F. R. Everhart proposes to sell his general stock and spend the winter in Florida. On his return home in the spring, he will engage in another line of business in his home town. Mr. Everhart has one of the cleanest and brightest general stocks I have seen in many a day. It is well arranged and well displayed, showing good merchandising ability. Whoever is so fortunate as to purchase the Everhart stock will never have occasion to regret his action.

Hastings reported good business, which was corroborated by the number of new homes being built in the city. I was told that all the factories are running full handed.

Dowling sits quietly and presents a striking example of her former importance as a trading center.

I found the Bedford merchants very much elated over the cement pavement they are to have next year. It will be laid early in the summer and will extend seven miles—from Urbandale to three miles North of their village. It will be twenty feet wide and will be all that the term Federal road implies.

The Leedles—father and son—who have been engaged in the hardware and grocery business for several years, occupying separate stores, have dissolved partnership, A. E. (father) taking the hardware stock and G. G. the grocery business.

George Wilbur still runs a peddling wagon three days a week in connection with his grocery store. He carries

fresh meats and baked goods only on the wagon. He makes fifty to sixty miles per day.

Bedford people are very proud of their new school house, as they have every reason to be.

There are not many country villages which present a more attractive appearance than Bedford on the approach from the North. Large trees line the highway, and the creek, mill dam and grist mill serve to make a setting which is ideal and reminds one of many a New England village.

Amberg & Murphy, the Battle Creek druggists, have taken the Tradesman ever since the first issue in 1883 and cordially gave me their renewal for the 44th year. The business was established by Mr. Amberg in 1863—sixty-three years ago. Mr. Murphy came into the business in 1880—forty-six years ago. Both of the original owners are still living, but the active management devolves upon J. W. Murphy, Jr., son of the junior partner. The store occupies the same location it did when it was established in 1863. If there is another drug store in Michigan which has occupied the same location and enjoyed the same ownership for sixty-three years I would like to hear of it. The line-up since 1880 has been a little unusual, Mr. Amberg being a Hebrew and Mr. Murphy an Irishman. Although they have been associated as partners for over forty-six years there is no record of there ever having been a difference of opinion; in fact, the tradition of the house is that the venerable founder of the establishment always deferred to his junior partner, frequently remarking that "Anything Murphy did was right, whether it was right or not."

I have taken the daily Detroit Free Press for over forty years. I have purchased the Sunday Free Press and Chicago Tribune for many years. I observe that whenever I spend Sunday in Battle Creek and purchase the Sunday papers there I get 50 per cent. more pages of the Free Press and 100 per cent. more pages of the Tribune than I do when I buy them in Grand Rapids. There must be some reason for this. Battle Creek is nearer Detroit than Grand Rapids, but when it comes to Chicago there cannot be very much difference. The Sunday edition Grand Rapids people get of the Chicago Tribune is a joke—hardly enough to wad a gun—and news pages are evidently printed late in the afternoon, instead of late in the evening, as could be done and yet reach Grand Rapids readers by the midnight trains out of Chicago.

The Sunday newspaper is a peculiar institution. At Mackinac Island the week of July 4 I was offered Detroit and Chicago Sunday papers on Friday, which must have been printed on Wednesday or Thursday. Of course, the news feature was not in evidence, although the alleged news section contained alleged special dispatches dated Saturday. If this Sunday paper swindle keeps on expanding with the same momentum it has in the past, we may ultimately be able to buy a Sunday newspaper bearing a date six days in advance of the date of sale.

I find the Post Tavern the most restful hotel of the many I visit during the course of a year. The beds are not quite as good as they used to be, the plumbing is not kept up as it should be, some of the doors creak and shriek when you open and close them and the evening meal is not up to the old-time standard, but in many other respects the Post Tavern atmosphere is ideal. If I become tired of reading or writing I can obtain relaxation by communing with the beautiful paintings on the first and second floors, by re-reading the Lincoln letters in the room devoted to relics and historical matter or by conversing with congenial spirits in the beautiful lobby. Post Tavern fills a niche in my life which adds much to its variety and pleasure. I imagine that a weary traveler on the desert leaves an oasis with genuine regret. I always feel the same way when I part company with the Post Tavern, because nowhere do I get more for my money than I do there.

The late Mr. Post was one of the first men in America to realize that hotel patrons appreciate a public house which offers something besides a place to eat and sleep. He had been anticipated in this undertaking by men who hung expensive paintings of nude women in their bar rooms, like the landlord of the Hoffman House, New York, but so far as my knowledge goes, he was the first hotel builder who installed wholesome works of art in every hall, parlor, dining room and sleeping room. He did not entrust the selection of the pictures to an agent or expert, but made the purchases himself, thereby infusing every nook and corner of the hotel with his own wonderful personality. Mr. Post had serious defects in his character, like all of us, but he crowded into twenty years of intense activity a degree of earnestness, understanding and accomplishment which few men equal in a career of fifty years; and he left behind him a legacy of beauty and human appreciation which few men ever succeed in accomplishing in this world and which ought to perpetuate his memory for a thousand years to come.

On arising Sunday morning we were disappointed to find no cold water on tap anywhere in the hotel, due to a break in a main outside of the hotel. Post Tavern was in no way to blame for this condition, which continued for several hours, but considering the inconvenience, annoyance and fire hazard such breaks cause, I believe (if I were worth as much money as the Montgomerys are) I would erect a tank on top of the hotel to provide for just such emergencies. With no cold water in the hotel and all water supplies shut off for a considerable distance about the hotel, such an extra supply would render efficient service in the event of fire breaking out anywhere in the hotel.

This suggestion reminds me of an incident in the life of the late Boyd Pantlind, showing the precautions he always took to avoid unpleasant situations. When Sweet's Hotel was rebuilt and the name changed to the

Pantlind Hotel, Boyd requested the late Daniel McCoy, the somewhat irascible manager of the Edison Light Co., to accord him a certain rate for lighting the new hotel. The rate requested was a reasonable one, because Boyd Pantlind never asked for anything that was not fair to all. McCoy, on the other hand, never dealt fairly with any man of his own volition, and told Boyd to "go to." Boyd did as he was told and proceeded to install a generator in the basement of the hotel, so as to be prepared to make his own light at a less price than he had requested of McCoy. Seeing he had gone too far in his usual grasping tactics, McCoy wrote Boyd that he could have the rate he craved. Boyd replied that he had a guaranty from the company from which he purchased the generator that he could make his own electricity at two-thirds the price McCoy was then willing to accept. Being unwilling to see a private plant installed because of the effect it might have on other customers of the company, McCoy agreed to the lower rate, which was \$3,000 per year less than Boyd had originally offered. It so happened that I needed an identical generator at that time to furnish electricity to a certain Northern Michigan town and I asked Boyd if he would sell me his equipment. The reply was characteristic of the man: "Not by a blank sight. What would Dan McCoy do to me if he found my generator gone?" An \$8,000 dead investment was the only protection he had against the greedy aggression of a corporation which aimed to maintain a monopoly.

Such was the old method of handling public service corporations. Under present conditions, it is not necessary for the private individual to hold a club over the corporation in order to secure right terms and living conditions. The State has accomplished that result by the enactment of regulative measures which aim to be fair to all concerned.

E. A. Stowe.

## Some Lines Well Bought.

Business in men's wear spring fabrics has progressed to the point where some mills have taken about all the orders they can handle on certain numbers in their lines. Some of these factors have already announced a sold-up condition, while others are expected to so inform their customers by mail in the near future. The fabrics most in demand are mixtures and twists, and in these goods the large mills have had a strong price advantage over their smaller competitors. It is the belief of many in the trade that a number of the larger mills will be able to show a profit for the lightweight season, the first that they had in two years or so.

Someone asked Sir Isaac Newton how he discovered the law of gravitation. "By thinking about it," he replied. There are important discoveries for you in your business if you will think them out.

Your business success is dependent upon your efficiency. Your efficiency is dependent upon your health. Your health is dependent upon what and how you eat.

## SHOE MARKET

### Flavoring Your Advertising To Taste

The advertisement that sells smart appearance, with shoes brought in as a necessary means to that appearance is more certain to get results than the advertisement that simply "talks shoes" and leaves it to the readers' imagination to visualize how those shoes are going to freshen up personal appearance.

In other words, if you would make your advertisements really interesting and productive take a lesson from the methods of the up-to-date real-estate man selling vacant lots. He doesn't dwell on that bare expanse of weed-covered ground. He sells the idea of a comfortable home, independence of rent, etc.—the lot is merely a necessary means to an end.

Keep this idea in mind when you are preparing your advertisements for fall footwear. Is it about time for the young folks to go away to college? Then address your advertisement to them. Talk about the necessity of being properly equipped with footwear for all college occasions. Write your advertisement as though you didn't expect to sell shoes to anyone but prospective students! You do, of course, but don't let that worry you. The young fellow who wants to go to college is going to read your advertisement just as carefully as the chap who is actually going. He's an even better prospect perhaps, for he likes to feel that he's just as smartly dressed as the luckier fellow who has a year of college fun ahead of him.

If there's a big social event in the near future address your advertisement to those who are going to attend.

Flavor your advertisements with a little individuality by addressing each one direct to some group of individuals and they will be more thoroughly read by every one. Most merchants do this once in a while, and then fall back into the old way of talking shop and they wonder why their advertising does not show results. You can find some event, or some group to link up with most every advertisement. Try it this fall and see if your advertising isn't more interesting than the copy you used last year.

### Electrically Heating Honey.

Electric heat was given a new application recently when a San Francisco distributor of honey found it necessary to adopt a different method of heating the compartment in which strained honey is refined. A loading consists of about 225 five-gallon tins of honey in a plastic state. When placed in the compartment the honey is so thick that it is practically solid and has a white appearance. After being left in the compartment for two days and two nights at a temperature of 150 degrees, the honey is clear in appearance and entirely liquid. Formerly the work was done by heating a water trough with gas burners and then placing the tins of honey in the trough. The compartment is now heated by means of ten air heating units. The temperature is controlled by a temperature magnetic switch. Each heater has an individual snap switch which permits

the use of as many heaters as desired at one time. The advantages of the electric method of heating as compared with the superseded method include the elimination of fire hazard, the reduction of time necessary for processing the honey and improved results obtained. A saving in labor has also been realized and rusting of the tins is eliminated. With the close temperature control it is not possible to overheat the honey which would darken it and spoil its flavor.

### Hosiery Sales Continue Active.

The outstanding feature of the hosiery trade at the moment is the continued activity of the demand for practically all grades of women's full-fashioned silk stockings. With the end of the vacation season a noticeable increase in consumer demand is setting in, and this is already being reflected in the business placed with the mills. Both jobbers and retailers are active buyers, the latter being particularly ambitious in their purchases of standard branded lines sold directly to them. In the cheaper grades of women's goods there is a fair call for seamless hose, but it is not so large as that for the full-fashioned goods. In the men's lines fancy half-hose in the popular-price ranges continue to dominate current sales.

### Hosiery Buying Is Irregular.

Irregularity in the activities of jobbing buyers seems to be the outstanding feature of the local hosiery market at the moment. Full-fashioned goods for women are reported active in all price ranges, both in all-silk and fiber varieties, but seamless hose is in less general demand. In men's goods the novelties make up the bulk of the business, at the moment. Fifty-cent "retailers" in men's hose are dominating the demand for popular-priced goods. Novelties in fiber silk plaited over mercerized cotton, with fiber stripes, checks and other patterns, are especially in demand with jobbing buyers at prices ranging from \$2.75 to \$3.25 per dozen.

### Shoe Sales Keeping Up Well.

Although there has been some decline in the call for school shoes for both boys and girls, business keeps up very well in the local market. Sales in most instances are reported to be ahead of those for early September of last year, and the indications are that the increase will be maintained throughout the month. About the only thing that is not satisfactory to the trade in the present situation is the continued risk in handling women's footwear that arises from the style situation. Despite attempts to stabilize styles so far as possible, retailers remain very cautious in buying this type of merchandise. One effect of this is to hold down sales volume, both in pairs sold and in dollars and cents.

### Some Tendencies in Millinery.

From the standpoint of consumer decisions on Fall millinery trends, it is generally recognized that the Agnes "pancake" model has already lost, through overproduction, its position as a leading style theme. In its place numerous variations of the beret, both of conservative and extreme lines, are

announced. A leading designer forecasts the return of the beret front line in the Russian effect, saying that at present it stands as the exclusive success of his collection.

The consensus of opinion places the beret well forward in the list of successes that will hold throughout the season. Velvet, regarded as the fabric ideally adapted to this development, is in leading houses also spoken of, in combination with metals, satin and faille, as outstanding for formal wear. In the sports range felt and velvet and felt and embroidered galloons of rich coloring are among the popular versions.

Agnes's Persian turban, of extremest lines, appears to offer small possibility of general success. Consequently it is expected to hold its own as the choice of the woman who desires to be distinctive. Among the formal turbans, especially those that are forecast as a leading feature in plain velvets, the traditional Spanish style is also worked up in sleek furs with flattering effect. The introduction of Lanvin's new high fur coat collar is regarded as the essential factor in the promotion of the skull cap model in furs by exclusive specialty shops.

Curiosity wrought metal fabrics in lacelike leaves are adopted for the dancing turban. In particular a blending of gold and silver in the pattern is now fancied.

As a fall medium for wear with tailored modes the large hat of felt or velvet is regarded with high favor by those who cater to the taste of the debutante. One designer predicts its continued vogue well into severe weather with the consumer who abandons fur as a neck garniture save in the case of a fox scarf worn with a tailored suit. A smaller type of scoop, however, is regarded as a certainty in fabrics and felt for wear throughout the season.

### Personal Announcements Give Customers Confidence.

Personal announcements sent out by salesmen of the W. H. Messenger Co., Indianapolis, Ind., carrying the employee's photograph, and a short, comprehensive message from the firm, have proven excellent attention getters, and have served to make many customers feel that the salesmen individually are interested in their patronage. An announcement was sent to everybody on the firm's mailing list. The salesmen went through the list and checked off the names of those whom they had served several times, and the card with that salesman's photo was sent to these parties.

### A Polishing Cloth With Every Pair.

In every big city hotel of good standing there's a polishing cloth in every room for the use of the guests. Apparently one Iowa shoe man saw the value of the idea, for whenever he sells a new pair of shoes he wraps in the package a good, serviceable polishing cloth.

### A Hundred Years Ago.

A hundred years ago to-day a wilderness was here; A man with powder in his gun went forth to hunt a deer; But now the times have changed somewhat—are on a different plan, A deer, with powder on her nose, goes forth to hunt a man.

## Never Before Were

Neutral Boot Creams in such demand as today. Our stock is complete on the following:

|           |            |
|-----------|------------|
| Blue Bird | Cinderella |
| Rite Way  | Bon Ton    |
| Brazilian | Bostonian  |

## BEN KRAUSE Company

20 S. Ionia Ave. Grand Rapids, Mich.

## Mr. Retailer

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

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

## HEROLD-BERTSCH SHOE COMPANY

Manufacturers Since 1892

Grand Rapids, Michigan

## Corduroy Cords

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



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

## IN THE REALM OF RASCALITY.

## Cheats and Frauds Which Merchants Should Avoid.

Kalamazoo, Sept. 8—Can you give me any information in regard to the methods of the "Bureau of National Literature, Inc." of 40 West 39th street New York City. A friend of mine was persuaded by their agent to subscribe for a set of their books, total cost \$187.50, and on receipt of the books he discovered they were not what he supposed he was going to get, so he has returned the books with a request that his first payment of \$27.50 be returned to him. They refuse to accept the books or return his money, but are holding the books to his order. No person's name appears on their letter heads or stationery other than the above. Will you kindly advise me if you have any knowledge of them or their way of doing business? I didn't bite on this myself.

Geo. H. Engemann.

This book concern is well rated by the mercantile agencies, which leads to the belief that the initial payment is lost. It probably went into the capacious pocket of the agent who secured the subscription. If your friend can prove that the books sent him were not such as the agent promised to send, he will have no difficulty in proving his case in court and defeating any action brought against him. The chances are ninety-nine to 100 that no action will be started; that the company and its attorney will send out the usual number of threatening letters and then drop the matter. Especially will this be the case if the company knows—as it probably does know—that the agent used deceit in securing the subscription.

In no department of rascality is more deceit used than in the sale of subscription books. One agent comes along with a condescending mein and tells you, with a great burst of confidence, that you are one of ten prominent men who have been designated by his house to give you a set of books absolutely free, conditional on your agreeing to pay a certain price (many times the value) of subsequent volumes. Another man with U. S. buttons on his garments approaches you with a patronizing air and informs you the Federal Government has been looking up your record during the ka'iser's war and found that you were patriotic to the core; that it wishes to reward you for your patriotism by giving you outright a certain set of books, conditional on your performing certain services which are impossible of accomplishment. Of course, this is all fudge, because the Government does not do business that way, but the agent hands out a card bearing the name U. S. Publishing Co. or some other high sounding title and the average man looks at the brass buttons and falls for the proposition, which turns out to be altogether different than the agent represents.

Experience leads the writer to conclude that nine-tenths of the men who are selling books on the subscription plan—which means 25 to 50 per cent. profit to the agent—are arrant frauds. Many of the books thus offered are so worthless and so poorly printed and bound that no regular book seller would handle them. No noteworthy book need be bought by subscription,

because sooner or later it can be obtained from the regular dealer in the regular way at about half the price demanded by the itinerant agent.

Pequaming, Sept. 9—Having noticed that you have brought to light several companies who make a practice of sending out merchandise without an order, perhaps the L. N. Gross Co. Cleveland, Ohio, is a new one for your column. This company is advertising a Semi-Made Dress in a special package, sending out one dress and with it a letter stating that if an order is sent in, the sample may be retained by the merchant; otherwise they request the return of the sample. As Trudie said when she blew out a mouthful of the English Channel, "Whaffur?" In this game, it should be finders is keepers. We shall place this one along with several of its kind, held for postage, and we'll give you odds on getting the postage.

J. D. McLeish.

A Grand Rapids organization is selling lots in an addition just West of Walker Station for \$39 apiece. The lots are 25x124½. They are located in a swale hole. As soon as the purchaser finds his purchase is not well located he naturally complains and then the promoters of the undertaking offer to sell him another lot for \$200 or \$300 and give him 50 feet anywhere he wants it on the plat. This may be a legitimate way of selling lots, but it does not look quite right to the architect of this department, because when a man buys a \$39 lot he is not told anything about the unfavorable location of the property.

Bloomington, Sept. 10—A few days ago a young man and a young woman were in town taking subscriptions for magazines. Their argument for one to subscribe through them was that they were out to get votes and money to go through college. I believe they were representing the National Subscription Bureau or a concern with a very similar name. I have given people money on this same deal before, but quit some time ago so didn't fall for it this time. Have you through your Rascality Realm ever ran across anything like this? If it is crooked I would like very much to know it, so that the next time a gang shows up I can get the authorities, as I do quite a little reading.

The woman that called on me had a document which purported to be her identification, but that didn't mean a thing to me as a printing press can turn out bogus identification blanks as well as spurious liquor seals.

If you have anything in regard to this practice I would appreciate it very much.

Cecil Plum,

Bloomington Baking Co.

This is a scheme frequently adopted by young people. As a rule, it has no bearing on an educational career. It is simply adopted to excite sympathy and soften the heart of the person who is approached. If you can tell us where the National Subscription Bureau is located, we will undertake to secure a report on the people and, if possible, a statement as to how matters are handled at their end.

Ruskin said: "No amount of pay ever made a good soldier, a good teacher, a good artist or a good workman." He might have added, "or a good salesman."

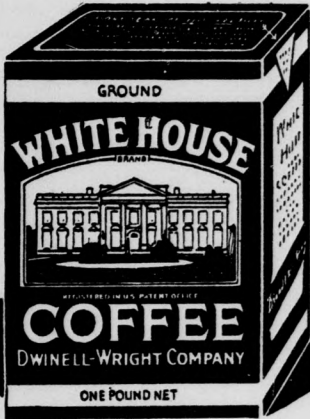
A merchant failed recently. He had \$40,000 worth of well-bought merchandise that was not half sold.

The Flavor is Roasted In!

# WHITE HOUSE Coffee

Good Coffee • Good Will • Good Sales!

LEE & CADY Distributors



**WORDEN GROCER COMPANY**  
THE PROMPT SHIPPERS

Customers know this brand

## QUAKER EVAPORATED MILK

The Milk for Every Meal

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

Another Quaker Leader

**WORDEN GROCER COMPANY**

Wholesalers for Fifty-seven Years

Ottawa at Weston

Grand Rapids

The Michigan Trust Company Receiver

## FINANCIAL

### Importance of Futures Trading in Grain Market.

Although agitation in agricultural sections of the country against trading in futures on commodity exchanges has dwindled away in the last few years, there are thousands of persons who still believe these exchanges are maintained for nothing more nor less than gambling.

The suggestion is heard from time to time that these exchanges are a tremendous burden to the farmer as well as to the public, for it is insisted the producer and consumer must shoulder the economic loss in commissions and profits of speculators.

In support of this argument it is pointed out that the volume of transactions in wheat futures in the Chicago pit, for instance, has averaged in the last several years about four times the country's actual wheat crop.

Because of the widespread prevalence of this viewpoint, a discussion of trading in commodity futures in the National City's Bank September bulletin is worth reprinting.

The bank points out that it is "of no more consequence that the volume of grain futures sold exceeds the total crop than that the amount of bank clearings every year far exceeds the amount of real cash in the country.

"The important thing," the bank goes on to say, "is that each individual contract be met at maturity and that a broad market exists at all times, not simply for commodities needed for immediate consumption but for commodities in which there may be temporarily a surplus and which must be carried by some one pending their final distribution. The futures market performs this function.

"Were it not for this market and the large body of professional grain dealers who are willing to assume the risks of carrying products until they are needed for consumption, the farmer would be obliged to assume these risks himself or see his markets melt away from him under glut of the seasonal movement of commodities that occurs in the fall of the year.

"One of the most important functions of a futures market is in connection with 'hedging' operations. Hedging is a device whereby the purchaser of some such commodity as wheat or cotton protects himself against fluctuations in the price of his raw material during the time it is in the process of manufacture into flour or cloth, as the case may be. Its importance to the manufacturer can hardly be exaggerated.

"A flour miller, for example, at the time of buying his cash grain at a price which he thinks will enable him to make up his flour and sell it at a profit, 'hedges' this purchase by a sale of grain for future delivery. If, then, the market for wheat declines and he is forced to take a loss on his flour, he is in a position to offset this loss by going into the market and 'covering' his short sale of wheat at the lower prices then current.

"Thus the business of flour milling is made much less speculative and the

miller is enabled to do business on a smaller margin, which means the farmer gets more for his grain and the consumer pays less for his flour."

[Copyrighted, 1926]

### Intrigued By Foster-Catchings Theory of Depressions.

A good way to avoid depression is to begin to think about it during periods of prosperity and that is what two authorities widely known in the financial district, William Trufant Foster and Waddell Catchings, are helping us to do. A new theory on the causes of hard times that they launched in a recent book entitled "Profits" they now discuss in a World's Work article headed "Business Under the Curse of Sisyphus."

The theme of their argument may be found in an old Greek legend about Sisyphus who was condemned to go on for all time pushing to the top of a hill a stone that always rolled down again. That, say these men, is the way with business. In its upward swing every period of prosperity gathers the forces that bring subsequent depression. The reason is that we are able to produce more than we can consume. By modern inventive genius machines have been contrived that enable one man to do what in former years it took two or five or even ten men to do. Our capacity to produce, goods has increased faster than our capacity to consume them.

If we could go on indefinitely building up business and at the same time providing employment to all at good pay the increased output would be offset by increased demand. "How," ask Mr. Foster and Mr. Catchings, "can we conserve prosperity and sustain employment? Clearly, there is one means without which all other means are largely futile. We must see to it that the people receive enough income (as wages, interest, dividends, and the rest) week in and week out, in addition to what they save, to buy all the finished products of industry about as rapidly as they are ready for sale. In the future we must provide as effectively for financing consumption, as in the past we have provided for financing production. The gist of the matter is this: Since underconsumption is the chief cause of our troubles, adequate consumer income is the chief remedy."

That people would consume more if they had the money with which to pay for more goods may be plainly seen—and this the commentators emphasize—by the rapid spread of the movement to buy on the installment plan. If it is true under the present system that industry must look to consumers as the sole source of income it is equally true that consumers have no source of income except industry. "Consumers can pay for the goods no more money than they received from these same producers and distributors of goods," runs the argument, and the gap between money in industry and what flows back through consumer hands is what checks each wave of prosperity. Precisely how consumer income can be so increased as to give industry constant stimulation is a problem that Mr. Foster and Mr. Catchings raise and on which they have made some valuable and original

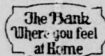


#### Main Office

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



OLDEST SAVINGS BANK IN WESTERN MICHIGAN

#### OUR OBLIGATION

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

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

On this basis, may we serve you?

"The Bank Where You  
Feel At Home"

## Grand Rapids Savings Bank

#### OFFICERS

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

## Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

**\$1,500,000**

**GRAND RAPIDS NATIONAL BANK**  
GRAND RAPIDS, MICH.

## Kent State Bank

"The Home for Savings"

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

suggestions. It will be interesting to follow them as they proceed in their economic journey.

Paul Willard Garrett.  
[Copyrighted, 1926]

#### America's Foreign Investments Yield About \$700,000,000 Annually.

Although the average person knows that the United States in the last fifteen years has emerged from a debtor to a creditor nation, there are perhaps few who realize the enormous change that has taken place in the financial position of this country or what this change is apt to mean.

The Philadelphia Chamber of Commerce bulletin for August contains data which should help materially in the visualization of this highly important financial readjustment.

It says that our investments abroad in 1900 were probably not more than \$500,000,000, whereas the aggregate foreign investments in American enterprises at that time was about \$6,000,000,000 or \$7,000,000,000. During the next decade our investments abroad increased, but even by 1913 they had not reached more than about \$2,500,000,000.

During the war Europe sold American investments to buy our products, and between 1914 and 1918, according to the bulletin, we bought back, roughly, \$3,000,000,000 of our securities and in addition either loaned or advanced to the outside world approximately \$9,000,000,000.

At the present time our investments abroad, exclusive of war debts, are estimated at approximately \$12,000,000,000. These investments are secured by tangible property, and interest on them, amounting probably to \$700,000,000, is being received annually. This interest is equal to nearly \$7 a year for every person in the United States.

The United States has more money invested in South America than in any other continent. Investments there are placed at \$2,600,000,000. In Canada we have investments aggregating \$2,500,000,000; in Europe, \$2,000,000,000; in Mexico and Central America, \$1,500,000,000; in Asia, \$1,000,000,000, and in Australia, \$100,000,000.

Our investments in Russia and Africa are small in comparison with other divisions of the world. The exact total, however, is not revealed by the map which was prepared by the Chamber of Commerce.

Many investment houses in the financial district are advising their clients to purchase certain foreign securities at the present time. Harrison, Smith & Co. is one of these. That company says of foreign investments:

"It is becoming increasingly plain that American investments in foreign fields must continue to grow and that a large part of the debt must be refunded from period to period as it matures. So large an amount cannot be paid easily or quickly in goods, and our debtors, for the most part at least, are not in position to pay with gold. Some of the most attractive opportunities on the investment lists to-day lie in this field, and investors can greatly improve their return without assuming unnecessary risk by acquaint-

ing themselves with a type of security that is here to stay."

[Copyrighted, 1926]

#### Cotton Crop Still May Be Altered By Weather.

A cotton crop of 15,166,000 bales now is indicated for 1926, but that Government figure should not be accepted even at this late period of the season as final. Favorable growing conditions still could swell the production substantially and unfavorable influences would diminish the output. The official estimators frankly say so. They refer to the records for the last 10 years to show how subsequent developments may alter the September calculations. They reckon that on this basis it is possible that the present crop may be reduced to 14,104,000 bales or raised to 16,379,000.

About all that can be said then is that the outlook is for a heavy picking of the commodity and whether the final total runs somewhat above or below present expectations is not important to the business man that seeks only to round out his conclusions on 1926 prosperity. Farmer income this year as a whole will not differ greatly from that for last year, but if anything it will probably fall short of that for the earlier season. It must now be plain that the prospect is, for example, that the money income of the cotton growers of the South will not equal that for a year ago. Farmers will have an abundance of cotton to market just as they did in 1925, but apparently they are not going to realize so much on it for the price has fallen sharply.

That is not pleasing, but the Southern planter can better afford to accept a reduction in income than can the Western farmer. Diversification in the South has helped to stabilize industry and the recent growth of that general section of the country is in its favor. These should be an offset if in the balance it is found that the income from cotton sales falls below past years. To the grower who has vision still another fact will find recognition. Cotton growers must inevitably suffer from instability in the cotton goods industry. That industry has been in the doldrums for a long time. It has suffered from many things of which one is a widely fluctuating market for the raw material. A large cotton crop may, by stabilizing the price of the commodity, help the goods industry to move again onto a basis of prosperity. Cheap cotton thus in the end may help most the very section of the country that faces the heaviest immediate loss in income. Paul Willard Garrett.

[Copyrighted, 1926]

#### Hides, Pelts and Furs.

|                        |        |
|------------------------|--------|
| Greer No. 1            | 07     |
| Greer No. 2            | 06     |
| Cured No. 1            | 08     |
| Cured No. 2            | 07     |
| Calfskin, Green, No. 1 | 12     |
| Calfskin, Green, No. 2 | 10½    |
| Calfskin, Cured, No. 1 | 13     |
| Calfskin, Cured, No. 2 | 11½    |
| Horse, No. 1           | 3 00   |
| Horse, No. 2           | 2 00   |
| <b>Pelts.</b>          |        |
| Lambs                  | 50@75  |
| Shearlings             | 10@25c |
| <b>Tallow.</b>         |        |
| Prime                  | 07     |
| No. 1                  | 07     |
| No. 2                  | 06     |
| <b>Wool.</b>           |        |
| Unwashed, medium       | @35    |
| Unwashed, rejects      | @25    |
| Unwashed, fine         | @30    |

\$650,000

## B. F. KEITH'S EMPRESS and REGENT THEATRES

(Owned by Grand Rapids Operating Corporation.)  
Grand Rapids, Michigan

### First Closed Mortgage Serial 6% Gold Bonds

Dated July 1, 1926 Due Serially January 1, 1928, to January 1, 1942

Tax Exempt in Michigan.  
Legal Investment for Michigan Savings Banks.

GRAND RAPIDS TRUST COMPANY, Trustee, Grand Rapids, Mich.

Coupon bonds in denominations of \$1,000, \$500 and \$100, payable principal and semi-annual interest (January 1 and July 1) at Grand Rapids Trust Company, Grand Rapids, Michigan, without deduction of the normal Federal Income Tax up to 2%; registrable as to principal; callable in whole or in part in inverse order of maturity on 60 days' notice at 103 on or before July 1, 1931, and 102 thereafter except at 100 in the last six months plus accrued interest to date of redemption in each case.

### SECURITY

These bonds are direct obligations of the Grand Rapids Operating Co. and are secured by a closed first mortgage on the land, buildings and entire equipment of the Keith's Empress Theatre and their newly acquired Regent Theatre. These are the two largest theaters in Grand Rapids, having a combined seating capacity of 3,558. They are ideally located in the downtown business section being readily accessible to the important hotels. Every street car line passes within one block of the entrances. Both theatres are prepared to accommodate vaudeville, legitimate attractions and motion pictures.

The Grand Rapids Real Estate Board appraises the value of the physical properties as follows:

|                                   |             |
|-----------------------------------|-------------|
| Land                              | \$ 285,000  |
| Buildings and Permanent Equipment | 1,016,035   |
| Total Valuation                   | \$1,301,035 |

Fire insurance in an amount of not less than the total bonds outstanding at any time and "use and occupancy" insurance not less than \$75,000 will be maintained.

### EARNINGS.

The B. F. Keith interests assumed the active management of the Empress Theatre in 1924, although their vaudeville productions have appeared there for a period of years. Net earnings as certified by Ernst & Ernst, for the Empress Theatre, for the year ended May 29, 1926, after allowance for depreciation, amounted to \$97,884.19. The earnings from the Empress Theatre alone would be sufficient to cover the entire interest charges for this loan more than 2½ times. The B. F. Keith Corporation estimates net earnings from the Regent Theatre for the first year of \$75,000 which would make a total net earnings of \$172,884.19. This is approximately 4.5 times the maximum interest charges on this issue of bonds and is 2.5 times the maximum interest and principal requirements.

### MANAGEMENT

The B. F. Keith interests have been pre-eminently successful in operating a large number of theatres located in practically every important city in the United States. A management contract has been entered into between the B. F. Keith Corporation and the Grand Rapids Operating Corporation which assures their able direction over the full term of the bonds.

### MATURITIES

|                            |                          |
|----------------------------|--------------------------|
| \$30,000 January 1, 1928   | \$35,000 January 1, 1935 |
| 30,000 January 1, 1929     | 35,000 January 1, 1936   |
| 30,000 January 1, 1930     | 35,000 January 1, 1937   |
| 30,000 January 1, 1931     | 35,000 January 1, 1938   |
| 30,000 January 1, 1932     | 35,000 January 1, 1939   |
| 35,000 January 1, 1933     | 35,000 January 1, 1940   |
| 35,000 January 1, 1934     | 35,000 January 1, 1941   |
| \$185,000 January 1, 1942. |                          |

### Price 100 and Accrued Interest to Yield 6%

All legal details pertaining to this issue have been approved by Messrs. Travis, Merrick, Warner & Johnson of Grand Rapids, Michigan.

**Grand Rapids Trust Co.**  
GRAND RAPIDS, MICHIGAN  
Telephone 4391

**Guardian Trust Co.**  
DETROIT, MICHIGAN

Statistics and information contained in this circular, while not guaranteed, have been obtained from sources which we believe to be reliable.

**Reports of the Arson Committee.**

According to the report of the Incendiarism and Arson Committee of the National Board of Fire Underwriters arrests for arson made by local authorities at the instance of the Committee totaled 462 for the year 1925. From these arrests 219 convictions resulted either on the charge of arson or intent to defraud the insurance companies. "We are impressed with the fact," said the Committee, that the moral hazard during 1924 and 1925 has been most pronounced. In our judgment, however, this is not due to careless underwriting or loss adjustment in any greater degree than has heretofore prevailed. The real cause for this condition, in our opinion, is the prevalence of lawlessness throughout the country during the past few years. This condition still prevails and is reflected to a great extent in any increase there may have been in the crimes of incendiarism and arson.

"We are fully convinced that crime cannot be prevented by propaganda and that the only restraint of the criminal is the restraint of the law. We believe that the only means by which this situation can be overcome is by a thorough investigation of the individual offense and a vigorous prosecution of all those against whom sufficient evidence can be developed. We have endeavored to meet this situation with the utmost energy, and believe that the crime of arson has not increased in the same ratio as other forms of commercial crimes."

Among other specific accomplishments of the committee during the past fiscal year were, first, a personal investigation of 1,290 fires reported as being of incendiary or suspicious origin; second, the organization of special arson squads in the police department of the larger cities, this being a continuation of work begun some time ago; third, the constant promotion of interest in the adoption of a model arson law and the strengthening of existing statutes defining arson in various states.

In regard to this third activity, the committee had the following significant comment to make: "At the present time arson trials are more carefully and intelligently conducted than has been the case in past years. As a consequence, verdicts of conviction returned in trial courts are now more uniformly sustained by the higher courts and the opinion rendered by the latter in cases which have been reviewed have established some important and sound principles of law. While in the past prosecuting attorneys have been somewhat timid in approaching the trial of an arson case because of the many technicalities and loopholes which are encountered they now realize that it is no more difficult to secure a conviction in a properly prepared arson case than in any other criminal action."

In the nine years in which this committee has operated under the present plan, special agents have submitted reports covering the investigation of 6,007 fires. It is interesting to note that in connection with these particular losses police authorities have instituted criminal actions against 2,494

persons and have obtained the conviction of 1,214 of them.

**Work an Essential Feature of Heaven.**

I believe that after a short term of rest in Heaven we will find ourselves engaged in everlasting activities of one sort or another. I think it would be terrible to have nothing to do.

Exactly what sort of work we shall have I cannot say. When I was young one preacher used to insist that after death all men and women would be employed in the same sort of work they had been engaged in during their life on earth. Architects would plan the heavenly mansions and bricklayers would build them. But this conception is hardly practical. What, for instance, would doctors and lawyers do in a land where no one was ever ill or quarreled?

Another doctrine I used to hear preached in my childhood was that the saints in Heaven would spend their time watching the work they had done on earth and possibly directing it. But this seems to me rather spookish and uncomfortable.

And then not every one is successful and so could not look down with any pride from the balconies of Heaven upon his work.

I wonder if there is not a sense in which our works go with us. If we do skimpy work here, will we not suffer for it in the next world? They say that Christ was silent for eighteen years after his first fame as a child. He was not. He was working in his father's carpenter shop. It is perhaps significant that the ratio of work days and Sundays is exactly the same as the ratio of the number of years Christ worked, and the number he preached, which was three.

In the words of the poet, God is found by lifting the stone and cleaving the wood—by work, in work. Not in solitary, unproductive lives, such as lazy hermits and parasitic recluses practice, but in labor. Every time God has chosen a man, he has taken a man in the midst of his toil. The apostles were shepherds and fishermen when Christ told them to follow him. Moses, too, was a shepherd. God is found only through work.

Edwin H. Hughes.

**Orders For Women's Woolens.**

Jerseys are prominent in the business coming from retailers for woolen dress goods for quick delivery. Reorders on these cloths in the sport shades have been actively placed, and the indications are that the retail demand for them in the next few weeks will continue good. Flannels are also in active request, as much use is being made of them for early Fall sports garments. So far the demand for coatings at retail has been confined to the sports weaves, notably tweeds and fancy cloths. Bolivias, suede cloths and cashmeres are just beginning to be offered by the stores. In consequence of the difficulty in getting high-grade ready-made coats this Fall, news of which is said to be spreading among consumers, the chances are said to favor a substantially increased turnover of the better coatings offered by yard goods departments.

**The Man Who Knows**

Experience has taught the man capable of accumulating wealth the difficulty of conserving it. This man, unfortunately, cannot bequeath his business judgment to his heirs.

However, he can come nearest to it by leaving the guidance and management of his estate with an institution of experience and responsibility.

**GRAND RAPIDS TRUST COMPANY**

GRAND RAPIDS, MICHIGAN

**ELEVEN YEARS OF SUCCESS****Citizens' Mutual Automobile Insurance Company**

Eleven years ago, on August 30, 1915, the Citizens' Mutual Automobile Insurance Company started writing automobile insurance and has enjoyed continued success.

1. It wrote 12,000 policies within a year of organization.
2. It had the first pick of the careful automobile owners of the state.
3. It has a high-grade organization to sell insurance and give service, but are instructed not to misrepresent or exaggerate in reference to competing companies.
4. The first members of the company take pride in maintaining their membership as they have found from experience that they can obtain fair and prompt settlements.
5. The company writes more individual policies than any other competing company in the state of Michigan.
6. The company has a state-wide organization of adjusters and agents to bring the service home to the policy holder.
7. The company has assets of \$850,000 and is closing its 11th year of success with the increased confidence and patronage of the automobile owners of the state of Michigan.

If not insured, call on the local agent, who will be glad to write you a policy in this reliable company, which has stood the test and is the pioneer of its class in Michigan, or write to

**The Citizens' Mutual Automobile Insurance Company**

Howell, Michigan

**Mutuality of Insurance.**

These be parlous times for all the insurance interests of the United States of America. Losses and expenses of doing business are increasing while premium rates have been remaining practically stationary so that the lot of the average insurance company executive has not been a particularly happy one. Statistics, compiled from actual experience, show that the great majority of insurance companies, doing business on the cash plan, have been netting a sizable underwriting loss for quite a number of years last past. That this underwriting loss has not cut deeply into the assets and surplus of these companies has been due to the advancing market price of the securities in which the companies have invested their cash assets. These advancing market values have saved the situation notwithstanding the underwriting loss. That this condition of advancing security values cannot continue indefinitely is a foregone conclusion which causes the shivers to run up the spinal column of these same executives. Should the security markets show a decline, equal to the late advances, many of the large companies would be under the necessity of changing their financial arrangements. To guard against this contingency the premium rates of the cash companies are being raised in order to provide more revenue. These cash writing companies are now going strong on the emphasizing of the true mutuality of all insurance. They are telling the insuring public that it cannot expect the insurance companies to continue being eleemosynary institutions by paying out in losses and expenses of conducting the insurance business, more than the public is paying for the insurance protection provided. In other words the premium paying public must pay for losses and expenses and a small profit for the capitalists who are obligingly furnishing their money in order that the insured may feel safe under the protection furnished. The insureds are not to receive any share of the large capital in any particular company but they must pay the full cost of furnishing the company's protection to such applicants as may desire, and be granted, insurance protection in that particular company, which is, however, governed in its underwritings by the rates of premium prescribed for all other companies doing business on the same plan. This makes for longer drawn out fluctuations in the rates of premium than would otherwise be the case. Nevertheless when the business shows an underwriting loss, as it does at the present time, the premium rates must go up to cover the underwriting, or security, losses. Therefore the general increase in rates of premium to reimburse the underwriting, or other losses.

This is essentially and basically the principle upon which all really mutual insurance companies are operated. The insured must pay for all losses and expenses, for the carrying of his insured protection. Sooner or later the insuring public must pay every cent of the expenses and losses of its insurance carriers. That is what a mu-

tual company must have and what a stock company demands, and eventually gets. Stock, capital and surplus can only act as a shock absorber to effect a wider distribution of the payment of losses and expenses. It cannot, and is not expected to, furnish any part of the fund required to keep the insurance business in a flourishing condition. It contributes nothing, in a financial sense to the payment of losses and expenses.

Why then should the stock insurance system arrogate to itself the unction that it is the only safe and practicable system of insurance protection? All insurance is, and must be, mutual in principle.

**The Forgotten Man.**

"The Forgotten Man" is that individual who does an honest day's work, pays his bills, brings up three or four children, indulges himself in a pipe or an occasional cigar, keeps up a small savings account, never asks for charity from anyone, never gets into trouble with the police, never makes a speech or writes a letter to the editor—in short he's the individual who keeps going on his own momentum, good times, bad times, or indifferent times.

When the hat is passed around for the down-and-outers, the forgotten man chips in his mite.

The tax gatherer visits the forgotten man regularly, and collects toll for the upkeep for the police courts, jails, work houses and poor houses—none of which the forgotten man ever uses. He is self-supporting, self-starting, self-sufficient, and being so he is counted in on nothing except the census. But in that document he cuts a big figure because he probably forms the vast majority.

The forgotten man is just the everyday, common, ordinary, plain citizen who does the best he can and makes a pretty good job of it.

He's the man you can count on in times of war or in times of peace, in times of hysterical prosperity or in times of gloomy depression; in times of Republican management or in times of Democratic management.

He's the dependable old horse—broken to harness, and he'll stand without hitching.

Remember there are millions of him, and there isn't much chance that he will ever go crazy even though the whole world about him does seem inclined that way.

When things get too bad he'll take a hand at running them himself, and you can depend upon him to do it in a sensible way.

**Shawls Compete With Scarfs.**

The vogue for Spanish type shawls continues unabated. The demand has grown so, owing to the lower price levels established on the shawls, that they are now offering considerable competition to the higher grade scarfs. For evening wear and formal functions the shawls are being urged upon consumers as highly desirable accessories. Practically all of the merchandise is ornately embroidered in varied high shades, which contrast with the silk ground. Fringes are the rule, the variation occurring mostly in the color and length of the fringe.

**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.

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MICHIGAN

**Merchants Life Insurance Company**

WILLIAM A. WATTS

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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

**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

### Combining Sales of Coffee and Condensed Milk.

Making two sales grow where only one grew before. This is the gist of an advertising and merchandising plan which the Borden Co. is offering to grocers everywhere. The idea is this: a combination drive on coffee and Borden's Eagle brand condensed milk whereby grocers, with practically no effort, can increase their sales on condensed milk and on their featured brand of coffee, as well.

This plan takes the form of a wide National advertising campaign featuring the use of condensed milk in coffee. The first advertisement will appear in all of the leading women's magazines in September. In addition, there is street car card and poster advertising, backed up by an intensive selling drive.

A recent investigation by the Borden Co. in which it interviewed thousands of housewives all over the country is responsible for this new campaign. Though the representatives of Borden talked to these women particularly about milk, they also unearthed much valuable information about coffee. For instance, they found that it takes more than good coffee to make a cup of coffee good. The brewing makes all the difference in the world. Then it is essential that good rich cream go into it. The investigation reported that not more than 10 per cent. of the people actually use cream in their coffee. Instead, they use milk, varying in richness—sometimes fresh, sometimes not so fresh. Just as the quality and age of the milk varies, so does the quality of the coffee vary with the result that people blame their coffee, jump from one brand to another and cause the grocer a lot of trouble.

The new Borden plan offers the grocer a way to avoid this trouble, enables him to please his customer with the quality of coffee he sells her. It insures her getting the real rich flavor of cream in her coffee at one-third the cost of cream, and at the same time, makes another sale for the grocer.

From their country-wide investigations the Borden people have found that one of the biggest uses of condensed milk is in coffee. They have found that there are a limited but rapidly-growing number of people in the United States who have discovered that condensed milk offers them the one sure way to get a delicious, always uniform cup of coffee, without cream. These people actually prefer it to cream, are convinced that it gives richer flavor and more body to their coffee than full cream. They are satisfied customers for the Borden Co., for the coffee manufacturer whose product they use and the grocer they patronize. Naturally it is to everybody's advantage to increase the number of such satisfied customers. This the Borden Co. has set out to do by means of a big National advertising campaign, as above stated. They will reach the coffee-users of America over and over again. This advertising will cause customers to try condensed milk in coffee. Once they learn how convenient, economical and uniform it is, the way is paved to sell two products where he formerly sold but one. The Borden salesmen have been instructed to get their customers to make a special condensed milk-coffee drive to tie up with the National advertising and at the same time push their own favorite brand of coffee. They will endeavor to have the grocer make a special on it—a can of coffee and two or three cans of Borden's Eagle brand condensed milk in a combination offer. The Borden Co., 350 Madison avenue, N. Y., has prepared attractive window pasters which will assist the grocers to take full advantage of the new plan.

### Michiganders Have an Ideal County Organization.

Montcalm county boasts of one of the very few county hardware associa-

tions in the United States and one that is almost a model of organization. Started in March, 1916, with eighteen charter members, it has grown in ten years until twenty-nine stores out of the thirty-one in the seventeen towns in the county are members.

Meetings are held at the call of the president, and at first this meant about two gatherings a year, but as the interest has developed the meetings have become more frequent, and last year there were eight. Usually the meetings, which are preceded by a dinner, are held in Greenville, which is the largest town in the county, with a population of about 4500.

These meetings have proved very interesting and instructive, with each dealer frankly stating his problems and receiving advice from some other dealer who has met and overcome the same difficulty. Store methods and new kinks are discussed as well as questions important to the whole county, such as the Farm Bureau, county agent, organization of boys and girls' calf clubs and cow-testing associations. If any dealer is overstocked on certain merchandise, it is brought out at the meetings, and usually the surplus is taken over by some other dealer.

A great deal of local credit information is exchanged both at the meetings and on the trips to them and home, for one dealer in a community, as a rule, transports the neighboring dealers in his car, and in the course of the ride they frankly exchange a surprising amount of valuable credit tips.

An annual picnic is held at one of the lakes in the county, and on that day every member locks the door of his store, puts a "gone to the picnic" sign in his window, and takes his clerks and his family out for a holiday. The traveling men calling on the various dealers are invited to attend, and most of them accept. A hotly contested baseball game between the retailers and the wholesalers has become an annual event.

The present officers of the Montcalm County Retail Hardware and Implement Dealers' Club are: President, L. M. Sagendorf, manager of the Greenville Hardware, Greenville; Don Larry, of the Larry Hardware Co., Howard City, Vice-President, and Howard C. Prevette, manager of the Reliable Hardware Co., Greenville, Secretary and Treasurer.

### Notions Show Little Change.

Recent reports from wholesale markets indicate little change in notions, according to the current market letter of the National Wholesale Dry Goods Association. Sanitary goods and certain rubber items continue prominent in the demand for staples, it says, although the demand for dress shields appears to be lightening somewhat. Garment hangers, school bags, wash cloths and similar items, which are in some cases considered foreign to the regular notions field, are listed among the novelties for which an appreciable call is noted. Buttons and buckles continue to receive mention for Fall, although buying thus far, both for Fall and the holiday season, is apparently light.

## THE OLD NATIONAL BANK

### BANKING HOURS

Weekdays, - 9 A. M. to 3 P. M.

Saturdays, - 9 A. M. to 3 P. M.

*A Bank for Everybody*

MONROE AT PEARL

NO BRANCHES

### 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

**\$155,000. Medina Co., Ohio, 5½% Water and Sewer Improvement bonds maturing Oct. 1, 1929-46, denomination \$1,000, principal and interest Apr. and Oct. 1 payable at the office of the County Treasurer, Medina, Ohio.**

### FINANCIAL STATEMENT

|  |                 |
|--|-----------------|
| Actual Valuation (est.)                        | \$80,000,000.00 |
| Assessed Valuation (1925)                      | 62,499,670.00   |
| Total Bonded Debt                              | 1,223,581.32    |
| Population (1925)                              | 26,067          |
| Population (est.)                              | 27,000          |
| Opinion, Squire, Sanders & Dempsey, Cleveland. |                 |

Price: 1929-30, 4.30 basis  
1931-36, 4.35 basis  
1937-46, 4.40 basis

These bonds are full county obligation and we believe are attractively priced. 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

## Michigan Shoe Dealers

### Mutual Fire Insurance Company

LANSING, MICHIGAN

### PROMPT ADJUSTMENTS

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

### Oil Industry's Position Much Stronger Than in 1925.

In spite of the disappointing action of most of the oil shares in the general market recovery of the last several months, there is little question but that the industry's technical position has been greatly strengthened.

Fears are expressed in some quarters that the recent expansion in drilling operations will result in renewed overproduction of crude oil, but leaders in the industry say this movement has come too late in the year to have any material effect on market conditions and that prices will likely hold firm through the remainder of 1926.

Consumption of gasoline continues to point upward, Government figures for July showing more than 1,000,000,000 gallons consumed. This was the first month of the year in which figures had been surpassed. As a result gasoline in storage was reduced 104,032,000 gallons and stocks on hand now are probably as low as at this time a year ago, while consumption is estimated to have increased by at least 10 per cent.

In view of the increased demand for crude oil and the prospects for a greater demand for fuel purposes this winter it is generally felt in the trade that stocks are unusually low. In July, for instance, the demand for crude and refined products exceeded the new supply by 5,126,000 barrels, a daily average of 165,000 barrels of oils. The deficiency had to be met from storage.

In June the deficiency was 4,268,000 barrels, or a daily average of 139,000 barrels. The daily average in May was 84,000 barrels, revealing a steady increase in consumption in excess of production through the summer. Heavy demand for gasoline last month and this month will in all probability greatly increase the deficiency. After September, however, the trend will be in the other direction.

The improvement in the industry is revealed by a comparison with last year's figures, which show that against a deficiency this year of 165,000 barrels a day there was a surplus of new oil over that consumed of 41,000 barrels a day in July, 1925.

[Copyrighted, 1926]

### Your Influence in Your Community.

How much influence have you? How many votes do you control? How many people do you bidding? How much weight is attached to your words? Can you persuade a man to action? Can you move an audience with eloquence or many readers with a push of your pen? How much influence have you?

In any organized community the test of a man is likely to be his influence with other men. If he worked entirely alone, like a Robinson Crusoe, it might be merely his industry, special aptitudes and skills. But in any civilized community everything he does is measured by relations with other men. Politics has sometimes given influence an evil name. Yet anything motivated for evil is evil to that extent.

Your success depends upon your influence—your influence depends upon many things, not the least of which is playing your games according to the

rules—fairly and squarely and earnestly and humanly and honestly. To do this you have to know the rules.

In one of his virile verses Rudyard Kipling has said that the strength of the wolf is the pack and the strength of the pack is the wolf. True, and the wolf must play its part in accordance with the rules of the pack—or be a lone wolf.

As men grow older, as they accumulate experiences, as they contemplate the reasons back of the stories of their failures, as they study the lives and achievements of other men, the more do they usually become convinced of the truth that influence with men is a great factor in success.

Most men, whether they realize it or not, have potential power and influence with men, which they do not husband to advantage, do not focus, do not mobilize, do not use. They too often are inclined to overlook or ignore the rules of the game. They too often underestimate both the importance of influence and the power for influence which they have. They too often, if in business, overlook the necessity of knowing business law and other rules of business.

Influence counts. If you are determined to succeed, do not dissipate, do not destroy, do not misuse, and do not fail to build your influence with the right kind of men.

### Worsteds to Compete With Silks.

One question to which the mills making women's wear worsteds would like to have an answer deals with the competition that silks are likely to give worsteds during the next spring season. That considerable competition is again expected is indicated by the efforts the mills are making to produce worsteds of very light weight or gossamer type. The reasoning is that the lighter the worsted can be made the more attention will consumers give it in the finished garment. In addition, the mills are centering their attention on sheen worsteds rather than the staple twills. More colors will be available in spring coat and dress worsteds than probably ever before.

### Men's Wear Fall Fabrics.

Prompted by the approach of the fall retail season, clothing manufacturers during the last week have been placing additional orders for fall suitings and overcoatings. The business has not been large, and some mills are not in position to take it, but the call is serving to reduce stock goods in some quarters. Worsteds are wanted mostly in the blue shades, which are counted on to continue their popularity through the fall. In overcoatings the late business calls for through-and-through weaves in blue and brown shades. Considerable of a last minute demand is looked for in overcoatings, which selling agents believe will be made manifest when cold weather arrives.

A merchant should be able to hand down his business to his son with the same pride as the lawyer, doctor or clergyman in passing his profession on to his heir or successor.

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



ABOVE PHRASE included in a will is assurance that the estate will have the same careful, skillful and friendly service that has been given by this company for nearly forty years.

Our fees for the administration of estates are small and are no greater than are allowed individuals.

So any estate, small or large, may have the service of this strong and experienced Trust Company at no more cost than if it were turned over to someone with perhaps no previous experience in estate matters.

We would like to send you a copy of our booklet, "Descent and Distribution of Property."

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

*The first Trust Company in Michigan*

## 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.

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

## 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.

### Current Comment From Dry Goods Association.

Lansing, Sept. 14—Before another bulletin is issued from this office it is probable that many of you will be starting up your stoves or furnaces "just to take the chill off." How is the chimney? Does the furnace need repairs? Is the immediate outside surroundings of your store such that a spark from a chimney or a lighted cigarette would start a fire? A little work now and continual care during the fall and winter months may reduce the total fire loss in Michigan thousands of dollars. In fact, it might be the means of avoiding a personal loss on your part. Let's clean things up and get ready for winter now.

We reported recently the capture of a pair of colored women for stealing from the Lansing stores. We regret to report that this epidemic is not over, that goods are still being stolen and presumably by crooks from Detroit who are being looked after by the Detroit police. Some Flint stores have recently reported trouble of the same kind. Our members are advised to keep on the lookout and report losses to this office as well as to each other.

Americans as a rule are considered good credit risks for installment sales, but there are certain occupations which seem to draw the irresponsible, the drifters or those who cannot, for any one of a number of reasons, be depended on. In general, these may be grouped as follows, and credit asked by such persons should be granted only after careful investigation:

- Barbers
- Waiters
- Book salesmen
- Theatrical people
- Life Insurance solicitors
- Journeyman painters and printers
- Salesmen who depend entirely on commissions.

Between single and married persons the figures are startlingly in favor of the latter, one authority stating that married people are five times as good credit risks as single ones. The single man or woman—but particularly the man—finds it easy to leave a town or a job that does not suit him and is difficult to trace. The married man, on the other hand, establishes his connections, not only through his job and his house, but also through his family and their contact with neighbors.

One of the most delightful men personally whom it has been my pleasure to meet as I have called on the dry goods men of Michigan was W. L. Kishlar, of the firm of Davis & Kishlar, of Ypsilanti. We have a letter from his partner, Guy E. Davis, telling us of his death, stating that he was a member of the firm for thirty-eight years. We have no further particulars regarding Mr. Kishlar's passing. A more extended notice will be given through our official communications later.

Jason Hammond,  
Mgr. Mich. Retail Dry Goods Ass'n.

### Negligee Makers Are Doing Well.

While, with many firms in the negligee business, holiday orders will not be placed on the books until late this month or early next, orders for Fall delivery are proving more than satisfactory to manufacturers represented in the membership of the United Underwear League of America. This applies to all grades of merchandise, from corduroy robes to the high-priced lines made of imported fabrics. In the

latter, metal cloth is again being used, but the present fabric is softer and more supple than that of previous seasons. Some of it shows floral patterns in pastel colors on a silver background. Soft white fur is used on some of the more expensive models, and these garments are also trimmed, sometimes with ostrich feathers. In bands and borders, as well as in the form of ribbon, quite a little use is seen of less expensive metal cloth of domestic manufacture.

### New Percale Prices a Surprise.

The new and slightly higher prices on percales that were sent to the trade by the leading printers last week came as something of a surprise, although such action had been expected. The surprise lay in the promptness with which the prices were put out after the Government's report on the condition of the cotton crop, a delay of at least a day or two having been looked for. The new quotations, which carry a discount, are 14½ cents for 64-60s, 16 cents for 68-72s and 19 cents for 80 squares. In some cases they cover September-October shipment, while in others October-November delivery is specified. The higher cost of gray goods was given as the reason for the advance, which was so small that it is expected to be acceptable to the trade. Prices on dyed-ground dress fabrics have been put up half a cent a yard.

### Popular Jewelry Doing Well.

An increasing amount of business in novelty jewelry is being placed by retailers. Young girls and women to-day are said to be providing a steadily expanding demand for this type of merchandise. The "repeat" buying by the average consumer is good, as the wearer tiring of one item readily purchases another. For example, two or more sets of earrings are being bought each season by the same consumer, and this condition is also said to hold true of other kinds of popular priced jewelry. Flexible bracelets are also in active call at present. Rhinestone effects in necklets and similar items are being featured by many manufacturers and are said to be taking well.

### Handbag Buying Is Active.

The early Fall demand for women's handbags is very active, leading many wholesalers to anticipate exceptionally good buying for the holiday season. As things are now, a number of manufacturers are several weeks behind on their deliveries. Leather bags have the bulk of present orders, with comparatively little buying of silk ones. Both the pouch and flat under-arm varieties are called for, and the indications are that this split-up demand will continue through the Fall. In colors the popularity of the high shades has dwindled, although there yet remains some call for blond and red. About half of the color demand is now said to be for black, followed by brown and tan.

For Quality, Price and Style

**Weiner Cap Company**

Grand Rapids, Michigan

## SHUR-FIT BLOOMER

The Bloomer of Comfort

PLENTY  
OF  
FULLNESS  
IN SEAT  
—  
A SMOOTH  
WAIST  
LINE  
ALWAYS



GOOD  
WEAR  
PERFECT  
WORKMAN-  
SHIP  
—  
COSTS NO  
MORE  
THAN ANY  
ORDINARY  
BLOOMER

A patented feature of SHUR-FIT bloomers assures plenty of fullness in the seat, and a smooth snug waist line always in place no matter what the posture of the wearer. Every bloomer made 31 inches long, giving plenty of freedom over the knee.

### IN FABRICS FOR FALL AND WINTER WEAR.

|      |  |              |
|------|--|--------------|
| 950  | —Fine Sateen, Regular sizes            | \$ 8.50 Doz. |
| 960X | —Fine Sateen, Extra Sizes              | 10.50 Doz.   |
| 981  | —Glydon Non-cling cloth, Regular sizes | 9.00 Doz.    |
| 982X | —Glydon Non-cling cloth, Extra sizes   | 11.00 Doz.   |

IF YOU HAVE NOT AS YET STOCKED THIS QUICK SELLING AND TRADE BUILDING BLOOMER, LET US SEND YOU A SAMPLE DOZEN EACH OF THE ABOVE NUMBERS IN AN ASSORTMENT OF THE GOOD COLORS.

**EDSON MOORE, & COMPANY**

1702-1722 West Fort Street  
**DETROIT**

## Holder of German Mark Bonds of German States and Cities

It is important that you communicate with us at once for the latest developments in these issues.

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INVESTMENT SECURITIES

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**GRAND RAPIDS**

## Fenton Davis & Boyle

BONDS EXCLUSIVELY

Chicago  
First National Bank Bldg. Telephone 4212  
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Grand Rapids National Bank Building  
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## GRAND RAPIDS PAPER BOX Co.

Manufacturers of  
SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

### Interesting Sidelights on the Manufacture of Yeast.

It was Louis Pasteur, born in 1822, who was the first man to really know yeast. Everyone knows the valuable researches Pasteur has contributed to modern medicine, but few know that his work in this field was the product of his losing battle to teach the French to make better beer than the Germans. He it was who discovered the cause of ferments both in dough and in beer and wine. It was this famous man who first isolated yeast and found it to be a microscopic plant something like a mushroom.

To-day yeast is such a common product that one would hardly connect with it an interesting history or process of manufacture. Yet the opposite is true. For yeast is so small that it would take about thirty-six hundred plants, side by side, to make an inch. And yeast, like all living things, must breathe. A yeast cake deteriorates rapidly if it reaches a warm temperature for any length of time, for the cells are breathing too fast and are using up their energy at a time when they have no food to live on. When yeast is kept at a low even temperature it is inactive, and therefore may be compared somewhat to an animal which hibernates and remains unactive during the winter.

A yeast manufacturer is really a scientific farmer. He is scientific in the sense that he can control all the conditions relative to his crop. His business is to grow yeast under such favorable conditions that every one of his billions and billions of yeast buds turns out to be a prize-winning plant.

Yeast grows by budding. That is, each bud sends out new ones until there is a chain of some thirty or forty. The buds are not ripe until they break off and float about singly. They must, of course, have food to live on, and while yeast plants may be found growing in a wild state on broken grapes or apples, when it is scientifically fed in a great factory the preparation of the food is one of the most important factors. Yeast plants grow and ripen in a nutritious liquid which contains all the elements needful for the proper growth of the budding plants.

When the plants are fully ripe, they are separated from this liquid by centrifugal separators. At this stage they have the appearance of thick cream. Then the rest of the liquid is squeezed out in big presses and what is left is pure fresh yeast, ready to be packed and delivered.

There is romance behind the manufacture and merchandising of every product upon the grocer's shelves. And the story of yeast, the living microscopic plant, from the researches of Pasteur to the medical discoveries of the present day, from the make-shift product of a century ago to the marvelously perfect yeast of to-day, the National health food, is a series of events as absorbingly interesting as the best fiction.

The man who sings his own praises, usually has the right tune but the wrong words.

### Finer Rayon For Undergarments.

Increased use of the finer deniers of rayon for underwear fabrics is serving to cut down the number of complaints which consumers and retailers have made about popular priced rayon undergarments. Utilization of rayon having more filaments insures a stronger garment with a greater degree of elasticity. Complaint is also being voiced by some manufacturers about the unfair competition they are meeting from other makers who skimp in

the cut of their garments, particularly around the bust. Such tactics serve to meet a price demand, but eventually will give rayon merchandise a "black eye," according to opinions expressed yesterday. Besides rayon garments, the present retail demand includes those of glove or Milanese silk. "Short" bloomers, vests, chemises and dance ensemble sets constitute the types in most active call.

Is It So Bad as That?  
Mr. and Mrs. E. A. Stowe, of Grand

Rapids, were in Lawton last Saturday. Mr. Stowe is editor of the Michigan Tradesman, which he has published for more than forty years, his magazine being read by merchants and business men in every town in the State. Mr. Stowe is a fearless writer. He is out and out for right and justice and the faker and schemer cringe when he applies the lash.—Lawton Leader.

Plenty of Mormonism can be found without going so far away as Utah.

## LONG DISTANCE TELEPHONE SERVICE CHANGES

Effective October 1, 1926

### Reductions in Long Distance Rates to Points Outside Michigan

To points outside Michigan that are 150 miles or more distant, Long Distance rates will be reduced substantially—the greater the distance, the greater the reduction. For example, from Detroit to St. Louis the basic station-to-station rate will be \$2.30 instead of \$3.00; to Denver, \$5.25 instead of \$7.40; to San Francisco, \$9.30 instead of \$13.45; to New York, \$2.40 instead of \$3.15. Reductions in rates from this city will be in like proportions.

Rates for distances between 24 and 110 miles will be adjusted, in many cases, to make the schedule consistent throughout, but in these cases any increase of the basic station-to-station (Anyone) rate will be only 5 cents.

### Reversed Charges on Station-to-Station (Anyone) Calls

Heretofore the reversal of charges has been available only on person-to-person (Particular Person) calls. As a further convenience to the public, this privilege will be extended to station-to-station (Anyone) calls where the rate is 25 cents or more, both to points outside of Michigan and between points within the state.

### Longer Reduced Rate Period

Reduced rate hours for station-to-station (Anyone) calls, both to Michigan points and to outside points, will begin at 7:00 p. m., instead of 8:30 p. m. as formerly. Between 7:00 p. m. and 8:30 p. m., the discount will be approximately 25 per cent of the day station-to-station (Anyone) rates; from 8:30 p. m. to 4:30 a. m., the discount will be about 50 per cent of the day rates. These discounts will apply where the day station-to-station (Anyone) rate is 40 cents or more, with a minimum reduced rate of 35 cents. Because of the unsatisfactory conditions which it brought about, the midnight discount still in effect on calls to points outside Michigan will be discontinued.

The net result of these rate changes will be a saving to the telephone users of the United States of approximately \$3,000,000 a year. The service changes are made in the interests of public convenience, to relieve the burden now imposed by the congestion of business at midnight and to furnish still better long distance service.

*Reductions and adjustments in long distance rates between points within the state became effective July 10*

MICHIGAN BELL



TELEPHONE CO.

## 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.

### Maritime Grocer Studies Advertising Seriously.

Written for the Tradesman.

So often grocers ask questions and, when the information is given as pointedly as my limited space makes necessary, I hear nothing further; or if I hear, what I get is objections or protests—that it is pleasing to find a grocer who accepts what I tell him in good faith. This man sent me a circular a time ago. It was necessarily printed in French and English. The English is a foreign language to him. Consequently he made some unfortunate mistakes. I pointed out his errors and indicated how I thought his circular as a whole might be improved. Now he writes that he is glad to have the suggestions; that now he pays \$25 per week for circulars and postage; that on this basis the printer will run cuts but little reading matter. He asks how it would do to issue it every other week, paying \$6 more per issue, and then having the privilege of running in much more descriptive matter and quoting more separate items of merchandise. He also asks the unusually intelligent question:

"What effect would a semi-monthly circular have on our trade after having sent one out every week for the last eighteen months?"

This last question is intelligent because it shows this grocer thinks carefully of the effect to be expected from any change in policy or method. It also shows that he thinks of advertising as it should be considered—as a work to go on as long as one is in business.

It is intelligent to consider and be careful of any radical change. Every good business man knows that. But in this case I feel safe in recommending that the circular be issued every other week.

Your readers will hardly notice the fact that it comes less frequently because you will be able to give more thought to each issue and make it so much more complete that it will mean more to every reader than it has meant hitherto. The one thing to make sure of is that the extra seven days you will have for preparation be used so that the work really will be improved. I say this because it would be so easy just to let the extra week drag along and then work feverishly the last seven days. Then the circular would not be improved. Probably it would not be as good as it has been hitherto.

Advertising is selling. As such it is serious work. In selling personally, you tell your customer all about the goods under discussion. If you are talking about a range, you tell everything about it. Follow that painstaking system when writing your circulars. Write out everything in full. Put in every point of which you can think. Then go over what you have written to concentrate it—to cut out needless words and shorten sentences. But cut out nothing that is essential. Follow that system diligently in re-

lation to the entire circular. Do all this the first week after you issue a circular. Be seven days ahead. Then you can polish and complete the work. You can also have it carefully reviewed by one familiar with English. I feel that in this way you will find the semi-monthly, well planned circular more profitable and effective than what you have done hitherto.

Merchants have hazy ideas about credit. Much that is said to merchants increases the haziness instead of clarifying the atmosphere. I heard a serious-minded man, one who has the true interest of the trade honestly at heart, say this recently:

"Remember, a sale is not complete until the money is in your hands. So long as the amount remains on your books, the transaction is not closed."

But that is not at all the logic of the situation. The facts are much more serious than that. For as a fact, the sale is completed—absolutely finished—the minute you have taken the order or wrapped the goods and handed them over the counter. That closes one transaction.

Then you do something else. You invest the amount you got for the goods in the individual credit of the customer. Here begins another transaction. It is immensely serious. It involves the right investigation. For now you are acting the part of a banker. You are in effect reaching into your till and taking therefrom a sum of money which you are lending to your customer, so that she can pay for the goods she has just bought.

This is the true way to think of it. If you regard it that way, you are apt to be vastly more careful than if you mix the two issues or functions sloppily in your mind. For few merchants have the ability to realize that goods are money.

I have talked on descriptions in advertising lately. An investigation quoted by John Coode, of Nashville, during the recent National convention brings out this point. For here we find from answers made by many women the following interesting facts:

Six hundred and eighty-eight wanted a variety of suggestions and 650 wanted pictures. This largest assortment of women—and women do the buying—wanted full descriptions with illustrations.

Five hundred and forty-seven wanted "popular priced" merchandise. I am not sure what that means, but I know that well-known merchandise at correct prices always attracts women buyers. Hence, advertised goods of established character, properly described and illustrated will always lead in sales—at right prices. And I do not say either low or cut prices.

Five hundred and thirty-eight said prices always should be named. Right. Price is the last consideration, but it is the final information and always belongs in any advertisement. Five hundred and twenty specifically mentioned the value of full description. This is emphasis from another angle on my contention.

Are women so "dumb" they do not know service costs money? Do most women think it can be furnished on

(Continued on page 31)

# 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

## ONE GROCER SAYS—

One grocer who was troubled with constipation and stomach troubles says: "Having a grocery store, a customer told me of the help he got from eating Fleischmann's Yeast, so I tried it and feel safe to recommend it to all."—A. V. Collins.

Recommend it to your customers too. It will make them healthy—better customers. And calling daily for their supply of yeast will give you an opportunity to sell other groceries too.

## FLEISCHMANN'S YEAST

service

## Don't Say Bread

— Say

# HOLSUM

## MEAT DEALER

### Value To Consumers of Conscientious Meat Dealers.

In the preparation and handling of meats and meat products it is not possible for consumers to be present to see how things are done and so they must rely on the honesty and capability of those who actually do the work. Whether a time will come when all persons who handle meat in retail shops and men who manufacture meat products in packing houses will be required to show their qualifications for the work they are doing to cities, states and/or the Federal Government is not at all certain at this time, but there is considerable discussion along those lines from time to time, by association members and others. Whether it will be mandatory to show ability and disposition to make meat products and handle meats according to modern accepted standards the fact remains the same as far as the necessity for strict observance of sanitary precautions and ability to make a good product out of the right kind of meat is concerned. The majority of meat manufacturers to-day realize the necessity for sanitary places and equipment and many of them (and the largest in the business) operate to-day under Government supervision. This means that an expert in sanitation and wholesome food is placed in their plants by the Government and this inspector has access to all parts of the building at all times and nothing can be done as far as the meat is concerned that does not meet with the approval of the officials who make regulations and enforce the law. There are many others in the manufacturing end of the industry who do not operate under Government supervision but as far as this section of the country is concerned they are obliged to secure licenses issued by the local board of health and their places are supervised as to sanitation and wholesome methods of manufacture. So we are pretty well protected in the metropolitan area. The best protection, however, is the men in the industry who believe in wholesome methods and who apply them whether supervised or not. There is a disposition on the part of a few in the business to regard the matter of handling and manufacturing meat as a personal one, forgetting that they are only a controlling factor in the cycle of production, manufacture, distribution and consumption. While they pay money for the meat and in a legal sense can it, they do not consume it and in reality they are only holding and handling it for those who will eventually eat it. This class, the consumers, must have their wishes respected.

### Necessity and Meats.

There is an epigram which says "Necessity is the mother of invention," and this has often been found to be true in life as long as things are usual and there is no necessity for change. They are usually allowed to go along in the same old way day in and day out. Perhaps this is as things should be and it may be that those who fuss about things all the time are stirring up a lot of trouble for themselves and for everybody else, but progress has

not been made along those lines and progress seems to hold the center of the stage whether it brings more or less happiness. A friend of mine told me the other day that he discovered a new meat dish through necessity and he asked me to pass it along to others, hoping some would be benefited by his discovery. As usual with useful things, there seems to be nothing especially mystifying about it and as we consider it we wonder why more have not tried it before—if they have not in the numbers that could to advantage. He said he had trouble with his teeth and had to have several extracted. His problem then was to get enough wholesome food of the kind he was used to. He obviously could not chew meat, and yet he was a consistent meat eater. He tried cutting his meat up into fine pieces, but this did not give him the satisfaction he desired in the way of flavor or taste and besides he felt it unsafe to eat meat not properly masticated. So he sought the assistance of his good wife and a steak was bought and broiled. After it was well done his wife ran part of it through a meat chopper twice and then added salt and butter. The result was a fluffy, well seasoned meat dish that could be easily digested. This suggested other similar dishes and the usual meats of his choice took their normal order in his diet. During the period of treatment he found he suffered no discomfort as far as eating was concerned and feels he has discovered a new idea in cookery. It may be that this same thing has been done in thousands of cases, but it is also pretty certain that all that could receive benefit from such a plan have not done so. It also suggests the same kind of treatment of meat for normal persons. So-called hamburger steak is very often rather hard when cooked and seems to be too compact for best digestive purposes unless mixed with pork or in some way kept soft. On the other hand, the meat that is cooked and then chopped is sure to be soft and digestible.

You can hardly expect to garner a wildly enthusiastic mob of customers, if every time you start to wait on them they catch you brushing an inch of dust off the goods you want to show them.

The finest endowment policy ever bestowed upon a man is the ability to work, and the enjoyment of work.—Brownell.

### Zion Fig Bars

Unequalled for  
Stimulating and  
Speeding Up  
Cooky Sales

Obtainable from Your  
Wholesale Grocer

Zion Institutions & Industries  
**Baking Industry**  
Zion, Illinois

## Guaranteed Pure California Grape Juice

Place your order today  
**D. L. CAVERA & CO., Grand Rapids**  
Phone 80-451, 64-468

## Yellow Kid Bananas all year around

Bananas are the year 'round fruit. They are clean, wholesome, nutritious and delicious.

"Yellow Kid" Bananas are uniformly good. Send in your orders.

**The Vinkemulder Company**  
GRAND RAPIDS, MICHIGAN

## Always Sell LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

**VALLEY CITY MILLING COMPANY**  
Grand Rapids, Michigan

## THE TOLEDO PLATE & WINDOW GLASS COMPANY

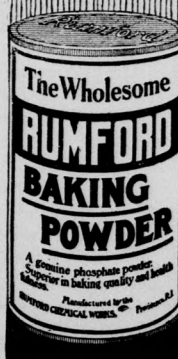
Mirrors—Art Glass—Dresser Tops—Automobile  
and Show Case Glass

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



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.

## Peak Sales this year



You are entitled to a generous profit on each and every sale of Rumford. It is the product that makes contented customers because it is pure and wholesome. Rumford is a steady seller and gives you consistent profits.

B 98 26  
**RUMFORD CHEMICAL WORKS**  
Providence, R. I.

## HARDWARE

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

### Records Which Help the Hardware Dealer.

Written for the Tradesman.

Small leaks have scuttled many a ship, and small leaks will have the same destructive effect on the hardware business if they are not located and stopped. One of the most dangerous features of a small leak is its very smallness. It is difficult to detect. At first it is not even apparent, and by the time it is noticed, it is hard to deal with effectively.

Perhaps the leak which causes the greatest trouble to hardware dealers is that caused by not properly following up claims for short shipment, or for goods which reach their destination in poor order. No hardware dealer escapes the need of making some such claims. Manufacturers' shipping departments are merely human. Whenever men are employed, mistakes will occasionally be made. It behooves the dealer to take such steps that he will detect these mistakes, and be able to so proceed that he will not suffer loss by reason of them.

A claim is a matter which has to be carefully and promptly handled. The merchant has to be sure of his ground when he writes asking for a rebate. Otherwise, he stands but a poor chance of getting the full amount to which he thinks he is entitled. Nor should claims be made frivolously and without justification.

How is the information which will enable the filing of a proper claim to be obtained? This is a question which has puzzled a good many dealers, and one which has often been left unanswered, so that losses have resulted.

On the other hand, there are merchants who have studied the question carefully; who have, little by little, devised schemes which provide the necessary check on shipments.

The manager of one big city hardware store has worked out a system which, he declares, has saved his firm many hundreds of dollars. For a small store, the method outlined here may seem rather complex; in such a case the proper course is to adapt the method to small store conditions. In practice, in this particular store, the system works smoothly and effectively.

Before the method of checking goods ordered is explained, something may be said of the methods used to determine when ordering is necessary. This is an exceedingly important branch of a business. That dealer is riding for a fall who orders in haphazard fashion. It is sound business to know just what is on hand of any particular line, and to judge from this and from the record of past years what will be required.

In this instance the store manager uses a book to keep him posted on what stock is in hand and what is needed. There is a space for the name of the article, and if desired for the name of the concern for which this article is purchased. Then there are three columns showing the number of

these articles sold in the last three years. Here comes a division, followed by twelve spaces, each one headed with the name of a month. Now each of these divisions for the various months is divided into four squares. In the lower left hand square of each division is entered in pencil the amount of the goods on hand. Above, in the upper left hand square is entered in black ink the amount of goods on order. Then, when the invoice is received is entered in red ink the new goods received. The goods on hand and on order, therefore, are recorded the year through, a new entry being made each month so that nothing but a tremendous run on one line could result in the stock being reduced below the proper level.

The figures of the stock used in the last three years are of course of great value. They enable the manager to determine with great accuracy what he will need in certain staple lines during the coming twelve months. This knowledge, the manager states, has been of great assistance to him in determining the amount of nails, white lead, glass and similar lines he might wisely contract for.

Every staple line sold in the store is traced on these stock sheets. Some specialties sold in the sporting goods department are not so traced. They may sell one year and not the next. The back history of such lines might not be of any great value.

Thus is the need of ordering determined. But here the system followed does not end. The order sent is carefully noted, and steps are taken to make necessary an examination of every package received, so that any mistakes, or discrepancies, will be immediately noted.

Under this system, purchase orders are made out in triplicate, with one exception. Under a white sheet is placed a yellow one and under the yellow one again a pink sheet. Now, carbon paper provides for copying of the original order as it is written on the white sheet, but the carbon paper separating the yellow sheet and the pink sheet is so cut that no reproduction is made under the "quantity" column. In that fact lies the great value of this system.

The white sheet, stating the items wanted and their quantities, is sent to the house from which the goods are ordered. The yellow sheet—an exact copy of the white sheet—is kept on file in the office. The pink sheet, which bears a copy of the goods ordered, but not of the quantities ordered, is sent to the receiving clerk, who places it on file.

Now in the course of a few weeks or a few days, as the case may be, an invoice for the goods ordered will come in. That invoice is carefully kept in the office. The receiving clerk never sees it. But later, when the goods themselves arrive, he takes his old copy of the order—easily selecting the right one by the number in the upper right-hand corner—and opening the package notes the quantity of the various articles. The slip having thus been filled out is sent to the office, where it is compared with the other copy of the original order, which bears

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

Also a number of smaller used boxes.

**G. R. STORE FIXTURE CO.**

7 Ionia Avenue N. W.

## Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting Goods and

**Fishing Tackle**

## BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes  
Automobile Accessories  
Garage Equipment  
Radio Equipment  
Harness, Horse Collars

Farm Machinery and Garden Tools  
Saddlery Hardware  
Blankets, Robes & Mackinaws  
Sheep lined and  
Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

**CEL-O-GLASS**

Write for Circular

**FOSTER, STEVENS & COMPANY**

Grand Rapids, Michigan

not only a list of the items ordered, but also of the quantities of each item. If there is any discrepancy it will be immediately discovered.

And these discrepancies are detected from time to time. Not long ago, one mistake was discovered which would have meant a loss of a considerable sum to the firm. The mistake being brought to the attention of the shippers, with an explanation of the system whereby it was detected, the claim was at once paid.

More recently, a mistake the other way was made. Three gross of a certain article were ordered. The invoice said that three sets were sent, the extension being made on this basis. When the package came, however, it was found that three gross had actually been shipped. This mistake, like those the other way, was promptly brought to the attention of the shippers. The manager considered this action not merely plain honesty, but good business. It gave his firm a reputation, with that particular manufacturer, of honest dealing.

So much for short shipments. Somewhat the same system is adopted in making claims for damaged goods. Each parcel received, it will be noticed, has to be carefully examined. Any flaws in the article sent are therefore going to be noted. The man examining the package notes how the goods are packed. This information is sent with the claim. The shippers will find that this package was so packed. They will be, therefore, immediately impressed with the veracity of the statement.

System will do a certain amount of work, but there is a point at which system fails. The personal equation is still a very large factor in business. The merchant is dependent to a large extent upon the honesty of his employees.

Take small parcels, pen knives, for instance. If there are a few short in a shipment, the shippers might say the shortage had resulted while the goods were being unpacked. To guard against this to some extent, the manager in this case has every small package weighed before it is opened. Moreover, he has the responsibility fixed. If there should be a thought that things were not as they should be, the suspicion would naturally fall on one man.

Furthermore, the manager has established a double system of checking the parcels received, so that they are numbered upstairs and the contents jotted down in a special book. This, of course, makes it easier to prove a claim. Yet with all these checks, the dealer considers his system still imperfect. It has been developed by slow and gradual stages from small beginnings.

With a large city store, systems even more elaborate are often employed. With a small town store, a great deal simpler system should suffice. Each store should work out the system best adapted to its peculiar needs. The great essential is some method, the simpler the better, of keeping track of orders, and promptly and accurately checking up goods received.

Victor Lauriston.

#### Panama Hats Made in Ecuador.

Panama hats, which take their name from a region where they are sold rather than made, are still produced according to primitive methods—slowly, laboriously and at ever-increasing cost, as the workers are drawn away into other occupations which are better paid.

The aristocrat of Panamas is made at Montecristi, in Ecuador, about 600 miles south of the Isthmus.

"Much misinformation is current regarding Panama hats," comments a writer in a recent issue of The Grace Log. "They are not made under water. The hat is woven by the women, who start very early in the morning, to take advantage of the early morning humidity, and stop as soon as the sun gets very hot. If the hat is an exceptionally fine one, the maker may start at 4 o'clock in the morning and only work three or four hours.

"The reason is apparent when you examine the hat and note the fine threads which will crack unless kept at the proper dampness. The climate in Montecristi probably has a great deal to do with its position at the head of the hat trade. The fingers of the weaver are always kept wet. If your Panama hat begins to crack, soak it well in water and the crack will close up.

"An ordinary hat, sold for \$4 or \$5 in Panama—where no Panama hats are made—takes a couple of weeks to make. The maker receives probably 4 or 5 sucres, or 90 cents, for making it. The dealer sells it to the retailer at Panama for \$20 to \$24 per dozen.

"Fine hats take weeks to make, and the very fine, months. As the worker can only work on it for a little while each morning, the finer the hat the shorter the daily work period. The most expensive hat costs about \$50 in Montecristi. Orders must be placed six months in advance."

#### Business Randitry.

Not all the thugs, hold-up men and the whole tribe of banditry are found on the busy end of automobiles. Every industry has its men and concerns who merit that very classification.

What is the difference between a man who deliberately sets out to run a business into the ground, "soaking" any number of creditors, and the fellow who ties a handkerchief over his nose and holds up your automobile? Our opinion is inclined to prefer the latter gentleman, for he at least runs a sporting chance of getting plugged or being sent to prison. How many dishonest failures ever pay penance for their crimes?

Industry has gradually worked out a pretty good method of suppression of the advertising fakir, especially in the big cities. Why can't we develop a system of detecting and deterring the sort of business bandits who deliberately ride for failure?

The mercantile industry sustains a huge loss every year through failures. Many of these are strictly honest; many other are out and out corrupt; some few might have been avoided, if foresight and a subordination of false pride had entered into the earlier calculation.—Shoe Retailer.

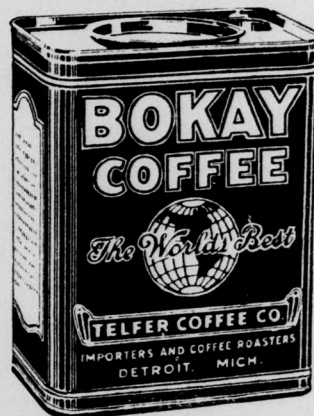
A COMPLETE LINE OF

## Good Brooms

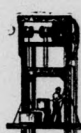
AT ATTRACTIVE PRICES

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

## DELICIOUS



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



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

## Henry Smith Floral Co., Inc.

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

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

## King Bee Butter Milk Egg Mash 18% Protein

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

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

## You Make Satisfied Customers when you sell "SUNSHINE" FLOUR

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

Genuine Buckwheat Flour  
Graham and Corn Meal

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

## Watson-Higgins Milling Co.

GRAND RAPIDS, MICH.

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

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

Western Michigan's Largest Feed Distributors.

## I. VAN WESTENBRUGGE

Grand Rapids - Muskegon  
Distributor

## Nucoa

The Food of the Future  
**CHEESE of All Kinds**  
**ALPHA BUTTER**  
**SAR-A-LEE**

**BEST FOODS** Mayonnaise  
Shortening  
**HONEY—Horse Radish**  
OTHER SPECIALTIES  
Quality-Service-Cooperation

## COMMERCIAL TRAVELER

### Review of the Pantlind and Other Local Hotels.

Grand Rapids, Sept. 14.—The other day on the occasion of a visit to that "entire city block of hospitality," the Pantlind, I discovered on leaving my room in the morning that there was some defect in the lock. This I reported at the desk, following a custom of promptly advising the hotel authorities—not the outside world—of possible defects of this nature. Imagine my astonishment on returning to my room less than two hours after to find that the defect had been remedied. Some quick action that.

And this brought forcibly to my mind the thought that, although the Pantlind was opened to the public nearly a dozen years ago, there is no sign of disintegration anywhere, the result of following up a policy of permanently removing any article or item of wear at the moment of its knowledge coming to the house authorities.

Not only this, but by a system of renewal the entire establishment always has an appearance of freshness and newness.

I could mention hotels of great pretensions in Michigan where known defects have been apparent for months and years, hastening on the decay of expensive construction. Such as a broken tile in the wash room, damaged plastering on walls where the house engineer has been working on a radiator, leaky faucets, elevator bells out of order, phones practically out of use, etc. I have in mind a hotel where the sign "elevator out of order" has appeared almost daily, and the owner has excused himself on the plea that the "motor needs re-winding."

Nothing like this at the Pantlind. Every repair means a permanent renewal, and I predict that at the end of a century, under its efficient system of inspection, this wonderful establishment will have the appearance of being "spick and span" new.

Speaking still further of the Pantlind, I might mention this outstanding fact that whenever a new style or novelty in the furnishing line appears, you will have your attention first called to it. Advance styles in furniture are first shown here and there is a continuous program of refurnishing which is perpetual.

The very newest "trick," however, will be the new sandwich shop which will be opened to the street on the Monroe avenue side of the hotel. While this institution will have a limited seating capacity, its furnishing will be "chic," its equipment for toasting sandwiches will be of the very completest and it will feature Pantlind service which always speaks volumes. A novelty introduced is the lunch counter, which will be table height, provided with ornate but substantial chairs of the ordinary height.

Another improvement most assuredly is a novelty, being no less than a wall covering on the grill room which absolutely deadens all disagreeable sounds. It is being used in banks and other semi-public institutions with satisfactory results. It is known as celetex and if it is what is claimed for it it ought to prove a knock out.

The legions of friends of the "block of hospitality" will be interested in knowing that a recent refunding bond issue of the Pantlind Hotel Co. proved instantaneously popular. One financial man assured me it was the safest and best bet he knew of in the stock market and one of the reasons for the popularity of the stock and bond issues was the physical condition of the property.

Of its management and conduct nothing I could possibly say could add to the weight of public admiration for the man who is responsible for it all, following the traditions of a line of ancestry who accomplished things in

the hotel world. Fred Pantlind adds luster to history and honors those who preceded him.

I hope you sent in your room reservation card to President John A. Anderson, at Hotel Harrington, Port Huron. The annual convention is only a week away, and the hotel men at the convention city have arranged to take good care of every one who comes who is legitimately entitled to enjoy their hospitality, but it makes it much more pleasant and takes the sting out of the rush hour when you arrive and find your quarters have already been assigned. Besides, it enables Mr. Anderson to make a more accurate estimate as to the amount of "pie" which will be required. Don't neglect this matter another moment.

Speaking about the amplex of accommodations at Port Huron. Mr. Anderson advises me that the hotel men there have organized themselves specially to not only see that everyone has accommodations, but that they also have a full measure of enjoyment while there. The slogan is "The more the merrier" and they want every association member to be there and stay until "the last dog is hung." And from the reservations already received it is conceded there will be some gathering.

The full program was published in the Tradesman last week.

While the present has proven the poorest resort season in many years and many hotels depending on summer boarders have had an unusually lean streak, it is noticeable to the writer who visited at several places on his way down from Glen Lake that along the beaten highways there has been a heavy increase in patronage over last year. The Chippewa, at Manistee, has had a bumper year; also the Stearns, at Ludington, and my friend E. R. Swett, of the Occidental, at Muskegon, is happy over the appearance of his balance sheet.

And yet while there has been an almost entire absence of the old-time summer boarder, cottages have been going up with mushroom rapidity at even lakes remote from first-class transportation, and resort property is advancing in value by leaps and bounds. Someone tells me that this is accounted for by the fact that in the larger cities the old time houses, with a shady front yard have given way to the modern "pill box" apartment; that everyone has a desire to own a piece of Mother Earth they can really call their own, and the forests and waters of Michigan have instilled within the temptation to possess a summer home. While the Wolverine State has been amply equipped by nature to supply this necessity, the desirable spots are being taken up with avidity. Hence the resort realtor, in evidence almost everywhere, is doing well for himself and his clientele; without enlisting speculative features.

Dame Nature may have parcelled out some mighty poor land when she dealt the cards to Michigan, but she gave us a fair smattering of trumps in the way of lakes, water courses and forests, and while the disposition of them has been prodigal, there are still myriads of opportunities for such as love the choicest gifts of creation. They are well distributed, but future generations will see her walk into greatness inconceivable.

Hence there is justification for selling yourself on Michigan grandeur, but don't aim too high. There is an intrinsic value for all these resort properties. Above that, you are skating on thin ice.

Every day someone presents to me the problem of dining room losses—losses which, in many instances ought not to be. Some one told me a short time ago that the 50 cent meal—a good one—was a thing of the past. The "war knocked it out," etc. And right on the heels of this comes Alvah Brown, of Hotel Browning, Grand

## HOTEL KERNS

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

## WESTERN HOTEL

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

## WOLVERINE HOTEL

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

## CUSHMAN HOTEL

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

## HOTEL HERMITAGE

**European**  
Room and Bath \$1.50 & \$2  
JOHN MORAN, Mgr.

## Columbia Hotel

**KALAMAZOO**

Good Place To Tie To

## Four Flags Hotel

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

## OCCIDENTAL HOTEL

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

## HOTEL DOHERTY

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

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

## CODY HOTEL

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

## HOTEL RICKMAN

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



## Detroit's Newest Hotel The Savoy

**[CONVENIENT]  
[COMFORTABLE]  
[REASONABLE]**

Opening on or about  
September 15th

Containing 750 rooms with baths and situated just six short blocks north of Grand Circus Park on Woodward at Adelaide, Detroit's newest high-class hotel, the Savoy, opens on or about September the 15th.

The cuisine of the Savoy will be unsurpassed. Club breakfasts, table d'hôte luncheons and dinners and a la carte service at all hours will be offered in the main restaurant, (Bohemian Room) while a 60-chair Coffee Shop and a Food Shop will afford supplementary service and private dining rooms also will be available.

During dinner each evening an excellent orchestra will supply music for dancing and there will be nightly supper dances, at which a nominal cover charge only will be assessed.

Other outstanding features of the Savoy will be, the 20-chair Barber Shop and the 18-Booth Beauty Salon—the walled-in Garden Court—the international Suites (each decorated in the national style of some foreign country)—the emergency Hospital—the Florist's Shop—the Humidor—and the Gift Shop.

The advantages of the Savoy are many and varied, yet the rates are astonishingly low, \$2.50, \$3.00 and \$3.50 per day, with suites and sample rooms from \$5.00 to \$12.00. Make reservations now for your next trip to Detroit.

A. B. RILEY,  
Managing Director

**SAVOY**  
Hotel  
Detroit

Rapids, and shows me that the "other fellow" is mistaken. Meals at the Browning are served table d'hôte, and here is a sample of one of them at fifty cents:

|                            |                                       |
|----------------------------|---------------------------------------|
| Dinner                     |                                       |
| Macaroni Soup              | Radishes                              |
| Roast Pork, with dressing  | Liver and Onions                      |
|                            | Assorted cold meats with Potato Salad |
|                            | Corned Beef Hash, with Poached Egg    |
|                            | Buttered Parsley Potatoes             |
|                            | Escalloped Potatoes                   |
|                            | Creamed Corn                          |
| Cucumber Salad             | Tea Biscuit                           |
| Rye and Whole Wheat Bread  |                                       |
| Apple and Banana Cream Pie |                                       |
| Bread Pudding              |                                       |
| Water Melon                | Beverages                             |

A perfectly well balanced meal, in liberal portions and served appetizingly from an immaculate kitchen, the product of which savors more of home cooking than any I know of.

Naturally, Mr. Brown has to make his showing of profit on volume of business. This he has. While only a stone's throw from the business section, the Browning still offers the advantages of a refined residential district, and these people, in addition to the house guests, are his patrons. The modest price charged for the meal makes it possible for entire families to eat here pleasantly.

The Browning, incidentally, is enjoying a good business at all times. It is alike the home of the commercial man and the permanent kitchenette apartments are available for such as desire them, and there are rooms for the transient at moderate charges.

A garage operated in connection with the Browning is certainly a novelty. Individual stalls are provided which are practically burglar proof and can only be opened by the occupant.

Charles W. Taggart, Manager of Hotel Morton, Grand Rapids, has been visiting in Cincinnati and other Ohio cities in the past week, on the still hunt for ideas which, when applied, will make the Morton more attractive than ever.

Ernie Nier, Manager of the Hotel Rowe, is again traveling the highway of health, which is gratifying to his friends. Under his guidance the Rowe has come into its own, deserving the patronage it is receiving.

Frank S. Verbeck.

#### Boyne City To Receive Her Dues.

Boyne City, Sept. 14—After more than a decade the branch trunk line M 57, which has been Boyne City's special protegee, is on the list for completion. Away back in 1914 or 15, E. W. Abbott, then Land Agent for the B. C. & A., was instrumental in having this cut off, connecting Boyne Falls through Boyne City to Clarion, both on M 13, designated as a branch trunk line. After spending a considerable amount of money in securing the right of way for relocation of the old State road between Boyne City and Clarion, the State built 2½ miles of good road in the middle of the stretch of road. Difficulty in securing right of way for widening the old trail around the South shore of Walloon Lake has delayed the completion. Thanks to the persistence of F. D. Thompson, County Road Commissioner and former Secretary of the Boyne City Chamber of Commerce, these difficulties are cleared away and the completion of the road scheduled for this fall and the early spring of 1927. It is expected that the heavy grading will be done this fall and the surfacing completed in time for the tourist traffic of 1927.

When M 13, then called the Mackinaw Trail, was located from Boyne Falls to Petoskey, both Boyne City, at the foot of Beautiful Pine Lake, and Walloon Lake, the gem of Northern Michigan, were left so completely to one side that no one ever saw either one except by making a special trip over very poor roads. The road from Boyne Falls to Boyne City was deep

in sand, and that from Boyne City to Walloon Lake and Clarion, was up and over steep hills and through tortuous gullies. Nobody ever went over them if he could avoid them. The new road is a well built road of few curves and easy grades and opens up the beautiful region to the casual tourist. It has been a long, hard, discouraging siege, but at last, we hope to see our dream realized before the coming season opens.

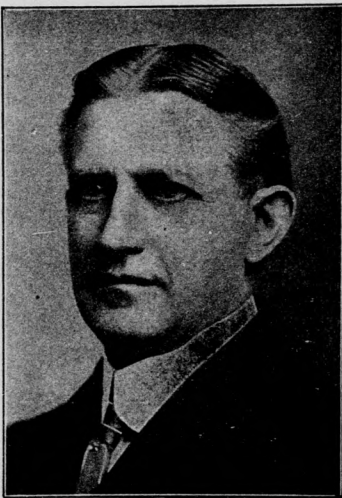
The Co-operative Marketing Association, at a meeting held last Friday evening, Sept. 10, started a reorganization by which it will be incorporated into a stock company. The operation of the Association has been so satisfactory that, in order to do a conservative and safe business, this was deemed necessary. Originally planned as a non-profit association, it has been found that such an organization was cumbersome and not satisfactory. Each subscriber is given an amount of stock commensurate with his interest in the assets of the Association and the business conducted on the basis of any other corporation. The officers, for whom Wesley Dilworth has been Manager for many years, consider that this move will give added efficiency and prosperity to the Association and enable it to give better service to the members and the farming community generally.

Boyne City is looking forward with much interest to the visit of the Grand Rapids wholesalers, scheduled for Wednesday evening next. We expect to have a lot of fun with them and make them think that Boyne City is a pretty lively corpse. The ladies of the business men have all received a special invitation and we judge from comments overheard that they are all going to see the show. When the women are interested the men are pretty sure to tag along.

Charles T. McCutcheon.

#### John A. Hach Leaving For Florida.

Coldwater, Sept. 14—John A. Hach, Michigan and Florida representative for the Cahill Shoe Co., of Cincinnati, has left for Florida. He spent a few days at the Cahill plant to get his new samples, which will be a special line adapted to the requirements of his Florida trade.



John A. Hach, Jr.

Mr. Hach had pleasant business and social relations in Florida last winter, and with his special line this season is very optimistic about Florida business.

Mr. Hach is motoring South with his wife. They will remain in Florida until about April 1, making their headquarters in Tampa.

It generally turns out that a plain woman makes a better wife than a fine lady.

#### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Grand Rapids Dairy Co., Grand Rapids. Clark Brothers, Grand Rapids. Hughart-Carson Lumber Co., Grand Rapids. General Carbonic Co., Detroit. Michigan Oil Development Co., Manistee. Port Huron Drug Co., Inc., Port Huron. Veneklasen Clay Products Co., Hamilton. Olive Co., Marquette. Thad E. Leland, Inc., Detroit. Home Utilities Co., Iron River. Johnson Hospital Clinic, Traverse City. Lenawee County Gas & Electric Co., Adrian. Jenks Block Limited, Port Huron. Central Garage, Inc., Petersburg. George Kinsella Co., Racine. Glendale-Leslie Building Co., Detroit. Pantlind Building Co., Grand Rapids.

The one human right that has not been abridged is the right to pay taxes.



#### Hotel Whitcomb AND Mineral Baths

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

**In Detroit**  
*It is the Tuller*  
**For Value**  
Facing Grand Circus Park, the heart of Detroit. 800 pleasant rooms, \$2.50 and up. Ward B. James, Manager.  
DETROIT, MICH.  
**HOTEL TULLER**

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

#### In KALAMAZOO, MICHIGAN is the famous NEW BURDICK

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

#### HOTEL CHIPPEWA

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



WHEN IN KALAMAZOO  
Stop at the  
**Park-American Hotel**  
Headquarters for all Civic Clubs  
Excellent Cuisine  
Turkish Baths  
Luxurious Rooms  
ERNEST MCLEAN

#### HOTEL BROWNING GRAND RAPIDS

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

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

#### MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

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

#### The Center of Social and Business Activities THE PANTLIND HOTEL

Everything that a Modern Hotel should be.  
Rooms \$2.00 and up. With Bath \$2.50 and up.

## DRUGS

Michigan Board of Pharmacy.  
President—Claude C. Jones.  
Vice-President—James E. Way.  
Director—H. H. Hoffman, Lansing.  
Coming Examinations—Grand Rapids,  
Nov. 16, 17 and 18; Detroit, Jan. 18, 19  
and 20.

### Seen, Heard and Reported in a Drug Store.

Trying to build a successful business by irregular practices or unethical methods is a bit like trying to win a horse race with a spavined nag.

Our junior clerk queried, "When a customer asks for a bottle of Listerine and I say, '25, 50 or \$1,' and she says, 'Yes,' just which size would you wrap up?" I've often pondered over that one myself.

Just because you hear a man "panning" his competitor is not always a sure sign he has anything particular against him, very often it is only an indication that business is not so good.

Don't be discouraged. Play out your hand. Remember that Capt. Lawrence said, "Don't give up the ship," and that other rugged, great-hearted, fighting American, Theodore Roosevelt said, "When you get to the end of your rope, tie a knot in it and hang on."

The customer stepped up to the drug counter and asked for "A bottle of aesthetic salt." A couple of leading questions revealed the fact that he took it the first thing in the morning to "stir up the liver," so it was a fairly safe bet that what he desired was Hepatic Salts.

One of the absolutely essential things in any retail business these days is diplomacy and some wise guy has described diplomacy as being the quality that allows you to pat a man on the back when you have an innate desire to start one straight from your shoulder to his chin.

To the young men who have just been graduated from the pharmacy colleges and who sooner or later will engage in business on their own account, it might not be amiss to say, there are things of more value than money or volume of business. Prestige in pharmacy is a mighty asset and it can only be gained by ceaseless effort and continuous endeavor to do things right. From way back yonder in our school days a quaint old copy book line, if memory serves aright, that said, "Aim High, Then Try To Hit The Mark."

Just ran across a new tooth paste, recently launched on the market, that seems to have it all over the other entries in the utility sweepstakes. Its name begins with a prefix meaning five, and the manufacturer claims it has five (count 'em) points of excellence, viz., cleansing, deodorant, polishing, antacid and antiseptic. There is still a chance for some bright, enterprising chap to make one that will, in addition to the above, be antipyretic, antizymotic, prevent baldness and raise fallen arches.

Some drug shops to-day seem to be conducted with the idea that the alpha and omega of modern merchandising is to put behind the drug counter a crew of "go-getters" or "high-pressure men" to separate the customer from

his money, apparently ignoring the well known, time tested truth that a sincere desire to serve is one of the foundation stones of a permanent business. Sledgehammer methods of salesmanship may mean a more rapid turn over of stock—for a while—but such methods later on are quite likely to mean a more rapid turn-away of customers.

There is one source of satisfaction for the owner of the individual, or small store. He has one asset that the chain store owners can't get: They may add numerous links to the chain, have bigger stores and more expensive locations, but they can't buy personality. From the big stores the individual owner may learn many things about merchandising and these plus his own personality, his intimate acquaintance with his customers and personal contacts with them, give him many advantages over the non-resident owner of the chain store.

There are two sides to the question of cutting down retail drug store stocks and while the secret of success of some stores may be the small stocks carried, some other stores have made a success by carrying comprehensive stocks of merchandise. While in some instances careful study will admit some pruning, this sort of thing can easily be overdone: and it is not possible to do it and meet the requirements of the trade of the neighborhood. I know a man who has a store in the residence section of a small city who makes it a practice to put in a small stock of everything new that comes along—that looks really worth while—in anticipation of a call for the article. He has quite a reputation in his town for being able to promptly supply new goods and he says it not only pays him but that there is much more satisfaction in saying, "Oh yes, we have it," than, "We'll try and get it."

An old line apothecary at a recent pharmaceutical convention had this to say about new pharmacy legislation, "Seems to me we are always tinkering with the pharmacy law and every change made makes it a bit more irksome for the law abiding men in the business. What with local ordinances, State pharmacy laws and National laws, rules, regulations, decisions and re-decisions a man in the retail drug business to-day is obliged to keep a lawyer quartered on the premises in order to know just what to do or not to do. All this may be necessary, but it appears to this old-timer that we could attend to our business better without so much outside interference."

Here's something I ran across not long ago by that level-headed, pharmacist - doctor - lawyer - philosopher, James H. Beal, of Urbana, Ill.:

"Too many pharmacists suffer from an inferiority complex which prompts them to assume an apologetic attitude because some member of the trade occasionally goes wrong. There are numerous preachers in the penitentiaries and doubtless others who should be there, but no preacher thinks it necessary to preface his morning sermon with an apology for his erring brothers. Why then should thousands

of decent pharmacists fall into a flurry because here and there some of their number disobeys the law?"

Seems to me it might be a good idea for some of us to paste the above in a conspicuous place in the store where we'd see it several times every day.

Prescott R. Loveland.

### Backhanded Rules For Dispensers.

The personality of the owner of a fountain usually is reflected in his salesforce. Not infrequently, however, it happens that an owner who has every intention of serving the public in a satisfactory manner will employ a dispenser whose principal job in life apparently is to offend customers at the fountain. The following brief, back-handed rules for dispensers may be studied to advantage by such employees:

1. Never greet a customer with a pleasant "good morning," "good afternoon" or "good evening"—just give her a hard look and mutter "Wat'jer want?"
2. Never call a customer by name; if you know that it is Brown call him Jones—it will please him to know that you have him confused with some one else.
3. Make no effort to learn what customers prefer in the way of flavors. It pleases them to think that you take no interest in them and they are apt to become regular pests if you make their visits too pleasant.

Show impatience when a customer hesitates over making a choice from the items listed on the menu, and do not offer any suggestions. Your apparent wish to have the customer hurry will show that you have other things to do and any suggestion that you might make would only injure the customer by getting her into the habit of relying upon others for aid.

5. Handle all glasses by their rims and, if possible, immerse the tip of your thumb or a finger in the beverage. This will teach customers not to be finical.

6. Always slide the glasses across the counter after setting them down with something of a slam. This makes the day more interesting and customers like the excitement of dodging the splashed-over contents of soda glasses.

### Michigan Board of Pharmacy.

Lansing, Sept. 14—The Board of Pharmacy will hold a meeting for the examination of candidates for registration at the Knights of Columbus auditorium, Grand Rapids, Tuesday, Wednesday and Thursday, November 16, 17 and 18, beginning at 9 o'clock a. m. on the 16th. All candidates must be present at that hour. Applications must be filed with the director at least ten days before the examination.

Applications for examination and blank forms of affidavits for practical or college experience furnished on request.

Fee for registered pharmacist, \$15; fee for registered assistant pharmacist, \$10; fee for re-examination: registered pharmacist, \$3; registered assistant pharmacist, \$2. There is also a certificate fee after passing: registered pharmacist, \$15; registered assistant pharmacist, \$10.

The next examination will be held at the Detroit City College, Corner Hancock and Cass, Detroit, Jan. 18, 19 and 20, 1927.

H. H. Hoffman, Director.

## 6% INSURED BONDS

Hundreds of national, state and savings banks are buying these bonds for their own investment, for recommendation to customers and for trust funds. Strong proof of their desirability.

Payment of principal and interest is guaranteed by the U. S. Fidelity & Guaranty Co., which has assets of \$48,000,000.00.

Tax exempt in Michigan.

## INDUSTRIAL COMPANY ASSOCIATED WITH INDUSTRIAL BANK

GRAND RAPIDS MICHIGAN

## 4% Banking by Mail

Under both State  
and Federal Supervision

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

### Privacy

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

### Unusual Safety Extra Interest

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

Send for free booklet  
on Banking by Mail

HOME STATE BANK  
FOR SAVINGS GRAND RAPIDS  
MICHIGAN

Some instructors think they have explained a process when they have only given it a name.

Keep your mind on your work while you work; the time to dream is after the day's work is done.

Sold From Coast to Coast

**Putnam's**

**MILK MILKIES**

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

## SCHOOL SUPPLIES

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

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

## HOLIDAY GOODS

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

**Hazeltine & Perkins Drug Company**

Wholesale Only  
Manistee MICHIGAN Grand Rapids

Sell  
**ZIPPER**  
the candy bar hit of the year

A.R. WALKER  
CANDY CORP.

MUSKEGON  
GRAND RAPIDS  
KALAMAZOO  
DETROIT

## WHOLESALE DRUG PRICE CURRENT

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

|                     |             |                       |             |                          |               |
|---------------------|-------------|-----------------------|-------------|--------------------------|---------------|
| <b>Acids</b>        |             | <b>Cotton Seed</b>    | 1 65@1 75   | <b>Belladonna</b>        | @1 35         |
| Boric (Powd.)       | 12 1/2@ 20  | Cubeb                 | 6 50@6 75   | Benzoin                  | @2 10         |
| Boric (Xtal)        | 15 @ 25     | Elgeron               | 9 00@9 25   | Benzoin Comp'd           | @2 65         |
| Carbolic            | 34 @ 40     | Eucalyptus            | 1 25@1 50   | Buchu                    | @2 55         |
| Citric              | 50 @ 65     | Hemlock, pure         | 1 75@2 00   | Cantharadial             | @2 65         |
| Muriatic            | 3 1/2@ 8    | Juniper Berries       | 4 50@4 75   | Capsicum                 | @2 10         |
| Nitric              | 9 @ 15      | Juniper Wood          | 1 50@1 75   | Catechu                  | @2 75         |
| Oxalic              | 15 @ 25     | Lard, extra           | 1 55@1 65   | Cinchona                 | @2 10         |
| Sulphuric           | 3 1/2@ 8    | Lard, No. 1           | 1 25@1 40   | Colchicum                | @2 80         |
| Tartaric            | 40 @ 60     | Lavendar Flow         | 7 50@7 75   | Cubeb                    | @2 00         |
|                     |             | Lavendar Gar'n        | 85@1 80     | Digitalis                | @1 80         |
| <b>Ammonia</b>      |             | Lemon                 | 4 00@4 25   | Gentian                  | @1 15         |
| Water, 26 deg.      | 08 @ 16     | Linseed, raw, bbl.    | @ 95        | Ginger, D. S.            | @1 20         |
| Water, 18 deg.      | 07 @ 13     | Linseed, boiled, bbl. | @ 98        | Gualac                   | @2 20         |
| Water, 14 deg.      | 06 @ 11     | Linseed, bld, less    | 1 02@1 15   | Gualac, Ammon.           | @2 00         |
| Carbonate           | 20 @ 25     | Linseed, rw, less     | 1 08@1 18   | Iodine                   | @ 85          |
| Chloride (Gran.)    | 09 @ 20     | Mustard, artifil. os. | @ 25        | Iodine, Colorless        | @1 50         |
|                     |             | Neatsfoot             | 1 35@1 50   | Iron, Clo.               | @1 25         |
|                     |             | Olive, pure           | 3 75@4 50   | Kino                     | @1 40         |
| <b>Balsams</b>      |             | Olive, Malaga,        |             | Myrrh                    | @2 50         |
| Copaiba             | 35@1 25     | yellow                | 2 75@3 00   | Nux Vomica               | @1 55         |
| Fir (Canada)        | 2 55@2 80   | Olive, Malaga,        |             | Opium                    | @2 50         |
| Fir (Oregon)        | 65@1 00     | green                 | 2 75@3 00   | Opium, Camp.             | @ 85          |
| Peru                | 3 00@3 25   | Orange, Sweet         | 5 00@5 25   | Opium, Deodora'd         | @2 50         |
| Tolu                | 2 00@2 25   | Origanum, pure        | @2 50       | Rhubarb                  | @1 70         |
|                     |             | Origanum, com'l       | 1 00@1 20   |                          |               |
|                     |             | Pennyroyal            | 4 00@4 25   | <b>Paints</b>            |               |
|                     |             | Peppermint            | 13 00@13 25 | Lead, red dry            | 15 1/2@15 1/2 |
| <b>Barks</b>        |             | Rose, pure            | 13 50@14 00 | Lead, white dry          | 15 1/2@15 1/2 |
| Cassia (ordinary)   | 25 @ 30     | Rosemary Flow         | 1 25@1 50   | Lead, white oil          | 15 1/2@15 1/2 |
| Cassia (Saigon)     | 50 @ 60     | Sandalwood, E.        |             | Ochre, yellow bbl.       | @ 2 1/2       |
| Sassafras (pw. 50c) | @ 50        | L.                    | 10 50@10 75 | Ochre, yellow less       | 3 @ 6         |
| Soap Cut (powd.)    |             | Sassafras, true       | 1 75@2 00   | Red Venet'n Am.          | 3 1/2@ 7      |
| 30c                 | 15 @ 25     | Sassafras, artifl     | 75@1 00     | Red Venet'n Eng.         | 4 @ 8         |
|                     |             | Spearmint             | 10 50@10 75 | Putty                    | 5 @ 8         |
|                     |             | Sperm                 | 1 50@1 75   | Whiting, bbl.            | @ 4 1/2       |
| <b>Berries</b>      |             | Tanay                 | 10 00@10 25 | Whiting, less            | 5 1/2@ 10     |
| Cubeb               | @1 00       | Tar USP               | 65@ 75      | L. H. P. Prep.           | 2 05@2 25     |
| Fish                | @ 25        | Turpentine, bbl.      | @ 98        | Rogers Prep.             | 3 05@3 25     |
| Juniper             | 10 @ 20     | Turpentine, less      | 1 05@1 18   |                          |               |
| Prickly Ash         | @1 25       | Wintergreen,          |             |                          |               |
|                     |             | leaf                  | 6 00@6 25   | <b>Miscellaneous</b>     |               |
| <b>Extracts</b>     |             | Wintergreen, sweet    | 3 00@3 25   | Acetalid                 | 47 @ 55       |
| Licorice            | 60 @ 65     | Wintergreen, art      | 60@1 00     | Alum                     | 68 @ 12       |
| Licorice, powd.     | 50 @ 60     | Worm seed             | 9 00@9 25   | Alum, powd. and          |               |
|                     |             | Wormwood              | 9 00@9 25   | ground                   | 09 @ 15       |
| <b>Flowers</b>      |             |                       |             | Bismuth, Subli-          |               |
| Arnica              | @ 30        | <b>Potassium</b>      |             | trate                    | 3 87@4 07     |
| Chamomile (Ged.)    | @ 50        | Bicarbonate           | 35 @ 40     | Borax xtal or            |               |
| Chamomile Rom.      | @ 60        | Bichromate            | 15 @ 25     | powdered                 | 07 @ 12       |
|                     |             | Bromide               | 69 @ 85     | Cantharades, po.         | 1 75@2 00     |
| <b>Gums</b>         |             | Bromide               | 54 @ 71     | Calomel                  | 2 10@2 30     |
| Acacia, 1st         | 50 @ 55     | Chlorate, gran'd      | 23 @ 30     | Capsicum, pow'd          | 35 @ 40       |
| Acacia, 2nd         | 45 @ 50     | Chloride, powd.       | 16 @ 25     | Carmine                  | 7 00@7 50     |
| Acacia, Sorts       | 20 @ 25     | or Xtal               | 30 @ 90     | Cassia Buds              | 25 @ 40       |
| Acacia, Powdered    | 35 @ 40     | Cyanide               | 30 @ 90     | Cloves                   | 50 @ 55       |
| Aloes (Barb Pow)    | 25 @ 35     | Iodide                | 4 66@4 86   | Chalk Prepared           | 14 @ 16       |
| Aloes (Cape Pow)    | 25 @ 35     | Permanganate          | 20 @ 30     | Choloroform              | 61 @ 60       |
| Aloes (Soc. Pow.)   | 65 @ 70     | Prussiate, yellow     | 65 @ 75     | Chloral Hydrate          | 1 35@1 85     |
| Asafoetida          | 50 @ 60     | Prussiate, red        | @1 00       | Cocaine                  | 12 10@12 30   |
| Pow.                | 75@1 00     | Sulphate              | 35 @ 40     | Cocoa Butter             | 55 @ 75       |
| Camphor             | 1 05@1 10   |                       |             | Corks, list, less        | 40-10%        |
| Gualac              | @1 00       | <b>Roots</b>          |             | Copperas                 | 2 1/2 @ 10    |
| Gualac, pow'd       | @1 00       | Alkanet               | 30 @ 35     | Copperas, Powd.          | 4 @ 10        |
| Kino                | @1 10       | Blood, powdered       | 35 @ 40     | Corrosive Sublim         | 1 71@1 92     |
| Kino, powdered      | @1 20       | Calamus               | 35 @ 40     | Cream Tartar             | 21 @ 25       |
| Myrrh               | @ 60        | Elecampane, powd      | 25 @ 30     | Cuttle bone              | 40 @ 50       |
| Myrrh, powdered     | @ 65        | Gentian, powd.        | 20 @ 30     | Dextrine                 | 6 @ 15        |
| Opium, powd.        | 19 65@19 92 | Ginger, African,      |             | Dover's Powder           | 3 50@4 00     |
| Opium, gran.        | 19 65@19 92 | powdered              | 30 @ 35     | Emery, All Nos.          | 10 @ 15       |
| Shellac             | 65 @ 80     | Ginger, Jamaica,      | 60 @ 65     | Emery, Powdered          | 8 @ 10        |
| Shellac Bleached    | 70 @ 85     | powdered              | 45 @ 50     | Epsom Salts, bbla.       | @ 1           |
| Tragacanth, pow.    | @1 75       | Goldenseal, pow.      | @8 50       | Ergot, powdered          | @2 00         |
| Tragacanth          | 1 75 @ 3 25 | Ipecac, powd.         | @8 00       | Flake, White             | 15 @ 20       |
| Turpentine          | @ 30        | Licorice              | 35 @ 40     | Formaldehyde, lb.        | 13 1/2@30     |
|                     |             | Licorice, powd.       | 20 @ 30     | Gelatin                  | 80 @ 90       |
| <b>Insecticides</b> |             | Orris, powdered       | 30 @ 40     | Glassware, less 55%      |               |
| Arsenic             | 08 @ 20     | Poke, powdered        | 35 @ 40     | Glassware, full case 60% |               |
| Blue Vitriol, bbl.  | @07 1/2     | Rhubarb, powd.        | 75@1 00     | Glauber Salts, bbl.      | @02 1/2       |
| Blue Vitriol, less  | 08 @ 15     | Rosinwood, powd.      | @ 40        | Glauber Salts less       | 04 @ 10       |
| Bordea. Mix Dry     | 13 @ 22     | Sarsaparilla, Hond.   | @ 90        | Glue, Brown              | 21 @ 20       |
| Hellebore, White    | 18 @ 20     | ground                | @ 90        | Glue, Brown Grd          | 15 @ 20       |
| Insect Powder       | 40 @ 55     | Sarsaparilla Mexican. | 32 @ 52     | Glue, white              | 27 1/2 @ 25   |
| Lead Arsenate Po.   | 13 @ 21     | Glycerine             | 32 @ 52     | Glue, white grd.         | 25 @ 25       |
| Lime and Sulphur    | 10 @ 22     | Iodoform              | 7 35@7 65   | Glycerine                | 36 @ 56       |
| Dry                 | 10 @ 22     | Lead Acetate          | 20 @ 20     | Hops                     | 70 @ 85       |
| Paris Green         | 20 @ 27     | Mace, powdered        | @1 50       | Iodine                   | 6 @ 65        |
|                     |             | Menthol               | 7 50@8 00   | Lead Acetate             | 20 @ 20       |
| <b>Leaves</b>       |             | Morphine              | 11 13@11 92 | Mace                     | @1 50         |
| Buchu               | 85@1 00     | Nux Vomica            | @ 30        | Menthol                  | 7 50@8 00     |
| Buchu, powdered     | @1 00       | Nux Vomica, pow.      | 17 @ 25     | Morphine                 | 11 13@11 92   |
| Sage, Bulk          | 25 @ 30     | Pepper black, pow.    | 40 @ 50     | Nux Vomica               | @ 30          |
| Sage, 1/4 loose     | @ 40        | Pepper, White, pw.    | 50 @ 55     | Pepper black, pow.       | 40 @ 50       |
| Sage, powdered      | @ 35        | Pitch, Burgudry       | 12 1/2 @ 20 | Pepper, White, pw.       | 50 @ 55       |
| Senna, Alex.        | 50 @ 75     | Quassia               | 12 @ 15     | Pitch, Burgudry          | 12 1/2 @ 20   |
| Senna, Tinn.        | 30 @ 35     | Quinine, 5 oz. cans   | @ 59        | Quassia                  | 12 @ 15       |
| Senna, Tinn. pow.   | 25 @ 35     | Rochelle Salts        | 30 @ 35     | Quinine, 5 oz. cans      | @ 59          |
| Uva Ursi            | 20 @ 25     | Saccharine            | @ 80        | Rochelle Salts           | 30 @ 35       |
|                     |             | Salt Peter            | 11 @ 22     | Saccharine               | @ 80          |
| <b>Oils</b>         |             | Seldits Mixture       | 20 @ 40     | Salt Peter               | 11 @ 22       |
| Almonds, Bitter,    |             | Soap, green           | 15 @ 20     | Seldits Mixture          | 20 @ 40       |
| true                | 7 50@7 75   | Soap mott cast.       | 22 1/2 @ 25 | Soap, green              | 15 @ 20       |
| Almonds, Bitter,    |             | Soap, white castile   | @12 50      | Soap mott cast.          | 22 1/2 @ 25   |
| artificial          | 3 00@3 25   | case                  | @12 50      | Soap, white castile      | @12 50        |
| Almonds, Sweet,     |             | less, per bar         | @1 45       | case                     | @12 50        |
| true                | 1 50@1 80   | Soda Ash              | 10 @ 10     | less, per bar            | @1 45         |
| Almonds, Sweet,     |             | Soda Bicarbonate      | 14 @ 10     | Soda Ash                 | 10 @ 10       |
| imitation           | 1 00@1 25   | Soda, Sal             | 02 1/2 @ 03 | Soda Bicarbonate         | 14 @ 10       |
| Amber, crude        | 1 25@1 50   | Spirits Camphor.      | @1 35       | Soda, Sal                | 02 1/2 @ 03   |
| Amber, rectified    | 1 50@1 75   | Sulphur, roll         | 3 1/2 @ 10  | Spirits Camphor.         | @1 35         |
| Anise               | 1 25@1 50   | Sulphur, Subl.        | 4 1/2 @ 10  | Sulphur, roll            | 3 1/2 @ 10    |
| Bergamont           | 10 00@10 25 | Tamarinds             | 20 @ 25     | Sulphur, Subl.           | 4 1/2 @ 10    |
| Cajuput             | 1 50@1 75   | Tartar Emetio         | 70 @ 75     | Tamarinds                | 20 @ 25       |
| Cassia              | 4 00@4 25   | Turpentine, Ven.      | 50 @ 75     | Tartar Emetio            | 70 @ 75       |
| Castor              | 1 40@1 65   | Vanilla Ex. pure      | 1 75@2 25   | Turpentine, Ven.         | 50 @ 75       |
| Cedar Leaf          | 1 75@2 00   | Vanilla Ex. pure      | 2 50@3 00   | Vanilla Ex. pure         | 1 75@2 25     |
| Citronella          | 1 25@1 50   | Zinc Sulphate         | 06 @ 11     | Vanilla Ex. pure         | 2 50@3 00     |
| Cloves              | 3 00@3 25   |                       |             | Zinc Sulphate            | 06 @ 11       |
| Cocoonut            | 25 @ 35     |                       |             |                          |               |
| Cod Liver           | 1 65@1 85   |                       |             |                          |               |
| Croton              | 2 00@2 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

Canned Tomatoes  
Canned Pineapple

## DECLINED

Flour  
Salmon  
Rice  
Cheese

## AMMONIA

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



## AXLE GREASE

48, 1 lb. 4 25  
24, 3 lb. 6 00  
10 lb. pails, per doz. 8 50  
15 lb. pails, per doz. 11 95  
25 lb. pails, per doz. 19 60

## 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, 16 oz., doz. 31 20  
Rocket, 16 oz., doz. 1 25

## K. C. Brand

100 size, 4 doz. 3 70  
150 size, 4 doz. 5 60  
200 size, 4 doz. 7 20  
250 size, 4 doz. 8 80  
500 size, 2 doz. 8 80  
800 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 2 20  
Sliced bacon, medium 2 20  
Sliced beef, medium 2 20  
Grape Jelly, large 4 50  
Sliced beef, large 4 50  
Grape Jelly, medium 2 20  
Peanut butter, 16 oz. 4 25  
Peanut butter, 10 1/2 oz. 2 90  
Peanut butter, 6 1/2 oz. 1 85  
Peanut butter, 3 1/2 oz. 1 20  
Prepared Spaghetti 1 40  
Baked beans, 16 oz. 1 40

## BLUING

The Original

Condensed

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



## BREAKFAST FOODS

Kellogg's Brands.  
Corn Flakes, No. 136 3 45  
Corn Flakes, No. 124 3 45  
Corn Flakes, No. 102 2 00  
Pep, No. 224 2 70  
Pep, No. 224 1 75  
Krumbles, No. 424 2 70  
Bran Flakes, No. 624 2 45  
Bran Flakes, No. 602 1 50

## Post's Brands.

Grape-Nuts, 24s 3 80  
Grape-Nuts, 100s 2 75  
Instant Postum, No. 8 5 40

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

## BROOMS

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

## BRUSHES

Scrub  
Solid Back, 3 in. 1 50  
Solid Back, 1 in. 1 75  
Pointed Ends 1 25

## 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 1/4  
Paraffine, 12s 14 1/4  
Wicking 40  
Tudor, 6s, per box 30

## CANNED FRUIT

Apples, 3 lb. Standard 1 50  
Apples, No. 10 4 75  
Apple Sauce, No. 10 8 00  
Apricots, No. 1 1 75  
Apricots, No. 2 2 00  
Apricots, No. 3 2 00  
Apricots, No. 10 8 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. 2 2 00  
Peaches, No. 2 1/2 2 25  
Peaches, 2 1/2 Cal. 3 00  
Peaches, 10, Mich. 3 50  
Pineapple, 1 sl. 1 75  
Pineapple, 2 sl. 3 60  
P'apple, 2 br. sl. 2 40  
P'apple, 2 1/2, sli. 3 00  
P'apple, 2, cru. 2 60  
Pineapple, 10 cru. 9 50  
Pears, No. 2 3 15  
Pears, No. 10 4 25  
Plums, No. 2 2 40  
Plums, No. 2 1/2 2 90  
Raspberries, No. 2, blk 2 90  
Raspberries, Red, No. 10 13 50  
Raspberries, 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 25  
Clam Ch., No. 3 3 50  
Clams, Steamed, No. 1 2 00  
Clams, Minced, No. 1 3 25  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. 2 50  
Chicken Haddie, No. 1 2 75  
Fish Flakes, small 1 25  
Cod Fish Cake, 10 oz. 1 25  
Cove Oysters, 5 oz. 1 65  
Lobster, No. 1/4, Star 2 90  
Shrimp, 1, wet 1 90  
Sard's, 1/4 Oil, Ky 6 10  
Sardines, 1/4 Oil, Kless 5 50  
Sardines, 1/4 Smoked 6 75  
Salmon, Warrens, 1/2 2 80  
Salmon, Red Alaska 2 95  
Salmon, Med. Alaska 2 85  
Ealmon, Pink Alaska 1 80  
Sardines, No. 1/4, ea. 10 28  
Sardines, Im., 1/4, ea. 25  
Sardines, Cal. 1 65  
Tuna, 1/2, Albocore 95  
Tuna, 1/2, Curtis, doz. 2 20  
Tuna, 1/2, Curtis, doz. 3 50  
Tuna, 1/2, 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. sli. 1 60

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

## Baked Beans

Campbells, 1c free 5 1 15  
Quaker, 13 oz. 85  
Fremont, No. 2 1 20  
Snider, No. 1 95  
Snider, No. 2 1 25  
Van Camp, small 85  
Van Camp, Med. 1 15

## CANNED VEGETABLES.

Asparagus.  
No. 1, Green tips 3 75  
No. 2 1/2, Lge. Green 4 50  
W. Beans, cut 2 1 45  
W. Beans, 10 7 50  
Green Beans, 2s 1 45  
Green Beans, 10s 7 50  
L. Beans, 2 gr. 1 35  
Lima Beans, 2s, Soaked 95  
Red Kid. No. 2 1 25  
Beets, No. 2, wh. 1 75  
Beets, No. 2, cut 1 20  
Beets, No. 2, cut 1 60  
Corn, No. 2, stan. 1 25  
Corn, Ex. stan. No. 2 1 55  
Corn, No. 2, Fan. 1 80  
Corn, No. 10 8 00  
Hominy, No. 3 1 00  
Okra, No. 2, whole 2 00  
Okra, No. 2, cut 1 75  
Dehydrated Veg. Soup 90  
Dehydrated Potatoes, lb. 45  
Mushrooms, Hotels 37  
Mushrooms, Choice 8 oz. 48  
Mushrooms, Sur Extra 60  
Peas, No. 2, E. J. 1 65  
Peas, No. 2, Sift. 1 85  
June  
Peas, No. 2, Ex. Sift. 2 25  
E. J. 2 25  
Peas, Ex. Fine, French 25  
Pumpkin, No. 3 1 35  
Pumpkin, No. 10 4 00  
Pimientos, 1/2, each 12 1/4  
Pimientos, 1/2, each 27  
Sw't Potatoes, No. 2 1/2 2 25  
Sauerkraut, No. 3 1 40  
Succotash, No. 2 1 65  
Succotash, No. 2, glass 2 80  
Spinach, No. 1 1 25  
Spinach, No. 2 1 60  
Spinach, No. 2 1 10  
Spinach, No. 10 6 00  
Tomatoes, No. 2 1 05  
Tomatoes, No. 2 glass 2 50  
Tomatoes, No. 3 1 90  
Tomatoes, No. 10 6 00

## CATSUP.

B-nut, Small 1 90  
Lily of Valley, 14 oz. 2 80  
Lily of Valley, 1/2 pint 1 75  
Paramount, 24, 8s 1 45  
Paramount, 24, 16s 2 40  
Paramount, 6, 10s 10 00  
Sniders, 8 oz. 1 75  
Sniders, 16 oz. 2 65  
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 20  
Snider, 8 oz. 2 20  
Lilly Valley, 8 oz. 2 25  
Lilly Valley, 14 oz. 2 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 26

Mich. 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 75  
Beechnut Spearmint 70  
Doublemint 65  
Peppermint, Wrigleys 65  
Spearmint, Wrigleys 65  
Juicy Fruit 65  
Wrigley's P-K 65  
Zeno 65  
Teaberry 65

## COCOA.

Droste's Dutch, 1 lb. 8 50  
Droste's Dutch, 1/2 lb. 4 50  
Droste's Dutch, 1/4 lb. 2 25  
Droste's Dutch, 5 lb. 60  
Chocolate Apples 4 50  
Pastilles No. 1 12 60  
Pastilles, 1/2 lb. 6 00  
Pains De Cafe 3 00  
Droste's Bars, 1 doz. 2 00  
Delft Pastilles 2 15  
1 lb. Rose Tin Bon 18 00  
Bons 18 00  
7 oz. Rose Tin Bon 9 00  
13 oz. Creme De Cara- que 12 30  
12 oz. Rosaces 10 80  
1/2 lb. Rosaces 7 80  
1/2 lb. Pastilles 3 40  
Langues De Chats 4 80

## CHOCOLATE.

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

## COCOANUT

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

## CLOTHES LINE.

Hemp, 50 ft. 2 00@2 25  
Twisted Cotton, 50 ft. 3 50@4 00  
Braided, 50 ft. 2 25  
Sash Cord 3 50@4 00



## COFFE ROASTED

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

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

## Maxwell House Brand.

1 lb. tins 50  
3 lb. tins 1 47

## Telfer Coffee Co. Brand

Bokay 48

Coffee Extracts  
M. Y., per 100 12  
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, 8 doz. 4 40  
Carlene, Tall, 4 doz. 3 80  
Carlene, Baby 3 50

## EVAPORATED MILK

Quaker, Tall, 4 doz. 4 65  
Quaker, Baby, 8 doz. 4 55  
Quaker, Gallon, 1/2 dz. 4 50  
Blue Grass, Tall 4s 4 65

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

## CIGARS

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

## Worden Grocer Co. Brands

Master Piece, 50 Tin 35 00  
Canadian Club 35 00  
Little Tom 37 50  
Tom Moore Monarch 75 00  
Tom Moore Fanatella 75 00  
Tom M. Invincible 95 00  
Websteretts 115 00  
Webster Cadillac 75 00  
Webster Knickerbocker 95 00  
Webster Belmont 110 00  
Webster St. Reges 135 00  
Starlight Perlas 90 00  
Starlight P-Club 1 25  
Tiona 30 00  
Clint Ford 35 00

## CONFECTIONERY

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

## Mixed Candy

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

## Fancy Chocolates

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

## Gum Drops Pails

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

## Lozenges Pails

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

## Hard Goods Pails

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

## Cough Drops Bxs

Putnam's 1 35  
Smith Bros. 1 50

## Package Goods

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

## Specialties

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

## COUPON BOOKS

50 Economic grade 2 50  
100 Economic grade 4 50  
500 Economic grade 20 00  
1000 Economic grade 37 50  
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

## CREAM OF TARTAR

6 lb. boxes 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

## Currants

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

Dates  
Dromedary, 36s 6 75

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

Pel  
Lemon, American 34  
Orange, American 34

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

California Prunes  
90@100, 25 lb. boxes 9 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

Med. Hand Picked 05 1/2  
Cal. Limas 13  
Brown, Swedish 08  
Red Kidney 15

Farina  
Bulk, per 100 lbs. 04 1/2

Hominy  
Pearl, 100 lb. sacks 3 50

Macaroni  
Mueller's Brands  
9 oz. package, per doz. 1 20  
9 oz. package, per case 2 00  
Elbow, 20 lb. bulk 2 25  
Egg Noodles, 12 lbs. 2 25  
Egg Noodles, 6 ozs. 2 40  
Macaroni, 9 oz. 2 40  
Spaghetti, 9 oz. 2 40  
Quaker, 3 doz. 3 00

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

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

Sage  
East India 10

Tapleca  
Pearl, 100 lb. sacks 09  
Minute, 8 oz., 3 doz. 4 05  
Dromedary Instant 3 50

FLAVORING EXTRACTS

JENNINGS' FLAVORING EXTRACTS

Vanilla PURE Lemon  
1 35 1/2 ounce 1 25  
1 80 1 1/2 ounce 1 00  
1 20 2 1/2 ounce 1 20  
2 00 3 ounce 2 00  
5 50 4 ounce 5 50

UNITED FLAVOR  
Imitation Vanilla  
1 ounce, 10 cent, doz. 94  
2 ounce, 15 cent, doz. 1 25  
3 ounce, 25 cent, doz. 1 82  
4 ounce, 30 cent, doz. 2 35

Jiffy Punch  
3 doz. Carton 2 25  
Assorted flavors.

FLOUR  
V. C. Milling Co. Brands  
Lily White 9 90  
Harvest Queen 9 80  
Yes Ma'am Graham, 50s 2 40

Fruit Cans  
F. O. B. Grand Rapids  
Mason.  
Half pint 8 25  
One pint 8 35  
One quart 9 60  
Half gallon 12 60

Ideal Glass Top.  
Rubbers.  
Half pint 9 50  
One pint 9 80  
One quart 11 75  
Half gallon 15 75

## GELATINE



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

## HORSE RADISH

Per doz., 5 oz. .... 90

## JELLY AND PRESERVES

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

## JELLY GLASSES

8 oz., per doz. .... 37

## OLEOMARGARINE

Van Westenbrugge Brands  
 Carload Distributor



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

## MATCHES

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

## Safety Matches

Quaker, 5 gro. case ..... 4 25

## MINCE MEAT

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

## MOLASSES



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

## Aunt Dinah Brand

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

## New Orleans

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

## Half barrels 5c extra

Molasses in cans  
 Doves, 26, 2 lb. Wh. L. .... 5 64  
 Doves, 26, 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, Torregona ..... 30  
 Brazil, New ..... 25  
 Fancy mixed ..... 21  
 Filberts, Sicily ..... 28  
 Peanuts, Virginia Raw ..... 09 1/2  
 Peanuts, Vir. roasted ..... 10 1/2  
 Peanuts, Jumbo, rstd ..... 10 1/2  
 Peanuts, Jumbo, rstd ..... 11 1/2  
 Pecans, 3 star ..... 24  
 Pecans, Jumbo ..... 40  
 Pecans, Mammoth ..... 25  
 Walnuts, California ..... 60

## Salted Peanuts.

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

## Shelled.

Almonds ..... 70  
 Peanuts, Spanish ..... 11 1/2  
 Filberts ..... 82  
 Pecans ..... 1 10  
 Walnuts ..... 75

## OLIVES.

Bulk, 5 gal. keg ..... 8 75  
 Quart Jars, dozen ..... 6 00  
 Bulk, 2 gal. keg ..... 3 75  
 Bulk, 3 gal. keg ..... 5 45  
 Pint, Jars, dozen ..... 3 35  
 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, ds. .... 2 50  
 9 oz. Jar, stuffed, ds. .... 3 50  
 12 oz. Jar, Stuffed, doz. .... 4 50  
 20 oz. Jar, stuffed ds. .... 7 00

## PARIS GREEN

1/2 lb. .... 21  
 1 lb. .... 27  
 2 1/2 and 5 lb. .... 39

## PEANUT BUTTER



Bel Car-Mo Brand  
 24 1 lb. pails ..... 8 00  
 8 oz., 2 doz. in case ..... 5 1/2  
 5 lb. pails, 6 in crate ..... 12  
 14 lb. pails ..... 14  
 50 lb. tins ..... 25  
 25 lb. pails ..... 25

## PETROLEUM PRODUCTS

Iron Barrels  
 Perfection Kerosine ..... 16 6  
 Red Crown Gasoline, Tank Wagon ..... 19 7  
 Solite Gasoline ..... 22 7  
 Gas Machine Gasoline ..... 41 1  
 V. M. & P. Naphtina ..... 24 6  
 Capitol Cylinder ..... 39 2  
 Atlantic Red Engine ..... 21 2  
 Winter Black ..... 12 2



## Iron Barrels.

Light ..... 62 2  
 Medium ..... 64 2  
 Heavy ..... 66 2  
 Special heavy ..... 68 2  
 Extra heavy ..... 70 2  
 Transmission Oil ..... 62 2  
 Finol, 4 oz. cans, doz. .... 1 50  
 Finol, 3 oz. cans, doz. .... 2 25  
 Parowax, 100 lb. .... 9 3  
 Parowax, 40, 1 lb. .... 9 5  
 Parowax, 20, 1 lb. .... 9 7

## PICKLES

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

## Medium Sour

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

## Sweet Small

30 Gallon, 3000 ..... 42 00  
 5 gallon, 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  
 Bicycle ..... 4 75

## POTASH

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

## FRESH MEATS

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

## Cows

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

## Veal.

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

## Lamb.

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

## Mutton.

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

## Pork.

Light hogs ..... 19  
 Medium hogs ..... 20  
 Heavy hogs ..... 18  
 Loins, Med. .... 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  
 Frankfurt ..... 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 sets ..... @ 32  
 California Hams ..... @ 24  
 Picnic Boiled ..... 40 @ 44  
 Boiled Hams ..... 46 @ 52  
 Minced Hams ..... @ 19  
 Bacon ..... 37 @ 44

## Beef

Boneless, rump 25 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. .... @ 17 75  
 Sheep, a skeln. .... 2 00 @ 25

## RICE

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

## ROLLED OATS

Silver Flake, 12 Fam. 2 25  
 Quaker, 18 Regular ..... 1 80  
 Quaker, 12s Family ..... 2 70  
 Mothers, 12s, M'nun ..... 3 25  
 Nedrow, 12s, 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, doz. .... 19 1/2  
 Tablets, 1 lb. Pure, 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  
 Milksters, Kegs ..... 1 10  
 Milksters, half bbls. .... 10 25  
 Milksters, 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. fncy fat 24 50  
 Tubs, 60 count ..... 7 25

## White Fish

Med. Fancy, 100 lb. 13 00

## SHOE BLACKENING

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

## STOVE POLISH

Blackline, per doz. .... 1 35  
 Black Silk Liquid, dz. 1 40  
 Black Silk Paste, doz. 1 25  
 Enamaline Paste, doz. 1 35  
 Enamaline Liquid, dz. 1 35  
 E. Z. Liquid, per doz. 1 40  
 Radium, per doz. .... 1 85  
 Rising Sun, per doz. 1 35  
 654 Stove Enamel, dz. 2 80  
 Vulcanol, No. 5, doz. 95  
 Vulcanol, No. 10, doz. 1 35  
 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 Mead, 56 lb. 57  
 Crushed Rock for Ice cream, 100 lb., each 75  
 Butter Salt, 280 lb. bbl. 4 24  
 Block, 50 lb. .... 40  
 Baker Salt, 280 lb. bbl. 4 10  
 100, 3 lb. Table ..... 5 75  
 70, 4 lb. Table ..... 5 25  
 28, 10 lb. Table ..... 5 00  
 28 lb. bags, Table ..... 42



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

## SOAP

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

## Rub No More White

Naptha, 100 box ..... 4 00  
 Rub-No-More, yellow 5 00  
 Swift Classic, 100 box 4 40  
 20 Mule Borax, 100 bx 7 55  
 Wool, 100 box ..... 6 50

## Fairy, 100 box

Fairy, 100 box ..... 5 50  
 Jap Rose, 100 box ..... 7 85  
 Palm Olive, 144 box 11 00  
 Lava, 100 box ..... 4 90

## Octagon

Octagon ..... 6 35  
 Pumino, 100 box ..... 4 85  
 Sweetheart, 100 box ..... 5 70

## Grandpa Tar, 50 sm.

Grandpa Tar, 50 sm. 2 10  
 Grandpa Tar, 50 lge. 3 50

## Quaker Hardwater

Cocoa, 72s, box ..... 2 85  
 Fairbank Tar, 100 bx 4 80  
 Trilby Soap, 100, 10c, 7 30  
 Williams Barber Bar, 98 50  
 Williams Mug, per doz. 48

## CLEANSERS



80 can cases, \$4.80 per case

## WASHING POWDERS.

Bon Ami Pd, 3 dz. bx 3 75  
 Bon Ami Cake, 3 dz. 3 25  
 Brillo ..... 85  
 Climalline, 4 doz. .... 4 20  
 Grandma, 100, 5c ..... 4 00  
 Grandma, 24 Large ..... 3 75  
 Gold Dust, 100s ..... 4 00  
 Gold Dust, 12 Large ..... 3 20  
 Golden Rod, 24 ..... 4 25  
 Jinx, 3 doz. .... 4 50  
 La France Laun., 4 dz. 3 60  
 Luster Box, 54 ..... 3 75  
 Old Dutch Clean, 4 dz 3 40  
 Rinso, 40s ..... 3 20  
 Rinso, 24s ..... 5 25  
 Rub No More, 100, 1 1/2 oz. .... 3 85  
 Rub No More, 18 Lg. 4 00  
 Spotless Cleanser, 48 ..... 3 75  
 20 oz ..... 3 85  
 Sanit Flush, 1 doz. .... 2 25  
 Sapallo 3 doz. .... 3 15  
 Soapine 100, 12 oz. .... 6 40  
 Snowboy, 100, 10 oz. 4 00  
 Snowboy, 24 Large ..... 4 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, Cochon ..... @ 30  
 Mace, Penang ..... 1 10  
 Mixed, No. 1 ..... @ 24  
 Mixed, 5c pkgs., doz. @ 45  
 Nutmegs, 70 @ 90 ..... @ 78  
 Nutmegs, 105-110 ..... @ 70  
 Pepper, Black ..... @ 45

## Pure Ground in Bulk

Allspice, Jamaica ..... @ 13  
 Cloves, Zanzibar ..... @ 46  
 Cassia, Canton ..... @ 24  
 Ginger, Corkin ..... @ 38  
 Mustard ..... @ 32  
 Mace, Penang ..... @ 30  
 Pepper, Black ..... @ 75  
 Nutmegs ..... @ 60  
 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  
 Tumeric, 2 1/2 oz. .... 90

## STARCH

Corn  
 Kingsford, 40 lbs. .... 11 1/2  
 Powdered, bags ..... 4 00  
 Argo, 48, 1 lb. pkgs. 4 05  
 Cream, 48-1 ..... 4 80  
 Quaker, 40-1 ..... 07

## Gloss

Argo, 48, 1 lb. pkgs. .... 4 05  
 Argo, 12, 3 lb. pkgs. 2 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 29  
 Blue Karo, No. 5, 1 dz. 3 11  
 Blue Karo, No. 10 ..... 2 91  
 Red Karo, No. 1 1/2 ..... 2 57  
 Red Karo, No. 5, 1 dz. 3 49  
 Red Karo, No. 10 ..... 3 29

## Int. Maple Flavor.

Orange, No. 1 1/2, 2 dz. 3 02  
 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  
 Walcha, per gal. .... 2 40

## TABLE SAUCES

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

## TEA.

Japan.  
 Medium ..... 27 @ 82  
 Choice ..... 37 @ 47  
 Fancy ..... 54 @ 51  
 No. 1 Nibbs ..... 54  
 1 lb. pkg. Sifting ..... 12

## Gunpowder

Choice ..... 35  
 Fancy ..... 40

## Ceylon

(Continued from page 3)  
**ROADSIDE ENJOYMENT.**

Is it the product of a hopeless visionaire to feel that the time may come when highway regulations shall include the joys of those who want to take advantage of the country highways, that they may become more intimately acquainted with the lessons taught by Nature and that the laws shall not be made simply to protect the swift but shall include in their beneficiaries, the aims and interests of those who want to get the keenest and most permanent joy of the road, which can only come by taking time to see and hear the lovely things that adorn the face of the earth?

We are expending millions of dollars in our State in highway improvement, all of which is under a constructive plan in the interest of rapid and safe transit for automobiles. Nothing is thought of those who want to enjoy the details of country beauty. The pedestrian and the bicyclist are driven from the road and no provision is made for sidepaths.

What can one observe with his eyes and ears when moving at 35 to 50 miles an hour? There are no real joys of the country revealed to him. He catches a glimpse of a flower, a pretty nook or a lovely bird and wonders about it, but the opportunity is gone and question follows question, with no reply, because everything is sacrificed to speed.

It is just as incumbent upon the State to provide for and protect its pedestrians and those who desire to enjoy the attractions of the roadside as it is to aid the traveler who is always in a hurry. Our highway borders are even shorn of their beauty under the cover of statute in the interest of safety for those who want to move at fifty miles an hour.

In all placarding there is no attempt to cater to people who want to enjoy the countryside. All precautions are taken for the swift. My plea is for greater care and wiser thought given through highway construction to the beauty of the roadside, appreciation of the attractions of the country and protection for those who traverse the highways and desire to enjoy the lovely things in Nature with safety to person.

We who love the joys of traversing the countryside forsake the main thoroughfares and betake ourselves to the dirt roads which have not been improved through the destruction of roadside beauty. But even here when moving at a pace so as to see things we are routed out by the honk of a machine the occupants of which cannot be happy except in raising a breeze by rapid transit.

My hope lies in the successful development of aviation so that the fast folks can take to the air. This will admit of thought and care for Nature lovers and especially those who love to walk. The joys of the country roads which contribute to a sympathetic appreciation of the beauty of this world as it comes from the hand of the Creator are worthy of a leading place in all our plans of conservation.

Charles W. Garfield.

**Novel Solution For H. C. of L.**

Four young married couples of Williamsport, Pa., have found a way to solve the high cost of living. Each couple pays just \$60 a month for all living costs—rent, food, fuel, lights, and so forth—and live comfortably, in an excellent residential district. Before they were married they mapped out their plan. They agreed to rent a sizable frame house and share it in common; to furnish it jointly; to pool their food purchases, and to divide all other household expenses in common. The rent costs just \$35 a month. It took approximately \$1,500 to furnish the place. Each couple pays \$10 per week into the joint budget for food, and enough is left over from this fund to pay for lights, gas, water and the winter fuel supply. The four wives have divided the household duties. While one does the marketing, another is in the kitchen, a third does the mending and the washing and the fourth keeps the house clean and tidy. By changing jobs weekly each housewife gets her turn at each duty.

**Improvement in Broad Silks.**

The extent of the improvement in the broad silk market recently is expected to be a feature of the raw silk report for August which the Silk Association will shortly issue. It is figured that last month's consumption figures will be substantially larger than those for July, and, in fact, better than for any since the early Spring. With many mills now adding to their Fall output, the figures for the present month are counted on to show up very well, exceeding the expectation of many in the trade. Satin crepes remain the leading fabrics in point of demand. Moires are likewise selling well, with deliveries somewhat easier to obtain. Showings of Spring silks will be later than usual, owing to the unsettled conditions which have been prevailing.

**Women's Neckwear Is Active.**

The women's neckwear business has been exceptionally good so far this Fall. Buyers in the market a few weeks ago bought a wide variety of styles tentatively, but reorders are now coming through the mails in a very satisfactory way. They show a strong preference for georgette capes and berthas, and also for crepe and georgette vestees to be worn with dresses that open down the front. Cuffs are sold with almost every style of neckwear, the preference being for the rather small, close-fitting type. The sale of yard goods is also a big factor in current Fall business.

**Cape Collars in Demand.**

Women's neckwear is having a rebirth of favor for the Fall because of the adaptability of the present dress modes to such trimmings, according to wholesalers. The buying so far, however, is of the cautious kind, as many of the stores are confining their commitments to samples. One of the popular items at present is the so-called cape collar. The turnover of this item, which retails from \$1 up, has been more active than other types and reorders are already coming through from the stores.

## A Real Whole Wheat Porridge

Most people like the crisp, oven-baked shreds of Shredded Wheat—others like a porridge. The best whole wheat porridge is made of

## Shredded Wheat

by simply placing the Biscuits in a saucepan, adding water and salt, boiling and stirring until it thickens.

If you don't care for porridge, but want a hot dish, heat the Biscuit in the oven to restore crispness and pour hot milk over it.

Get this "hot dish" idea across to your customers. We are getting it across in full color pages in five women's magazines in October, November and December with a total of eight million readers—all this in addition to our newspaper advertising.

## The Shredded Wheat Co.

Niagara Falls, N. Y.



## THE GOODRICH WAY

"Operating Steamships Every Day in the Year"  
**DOUBLE DAILY SERVICE**

|  |  |
|--|--|
| <b>Muskegon-Grand Haven</b><br>Electric Via Grand Haven<br>LEAVE GRAND RAPIDS<br>8:40 P. M. G. R. TIME<br>Day Boat Every Saturday<br>Leave Gd. Haven 10:30 A. M. | <b>Michigan Electric Railway</b><br>Lines Via Holland<br>LEAVE GRAND RAPIDS<br>8:00 P. M. G. R. TIME<br>Day Boat Every Saturday<br>Leave Holland 9 A. M. |
|--|--|

**FARE FROM GRAND RAPIDS \$4.20**

ROUND TRIP \$7.30

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

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

Reservations on Detroit, Cleveland and Buffalo Steamers

**Vacation Trips on All Great Lakes Steamers.**

Four Ticket Offices for Your Convenience as Follows:

Muskegon Electric  
156 Ottawa Ave.  
Dial 80223

**PANTLIND**  
LOBBY

Michigan Electric  
Rear Hotel Pantlind  
Dial 93445

**GOODRICH CITY OFFICE**  
PEARL AND OTTAWA

WITH CONSOLIDATED RAILROAD TICKET OFFICE

**W. S. NIXON, Gen'l Agt.**

DIAL—88428—62343

## Maritime Grocer Studies Advertising Seriously.

(Continued from page 20)

an "accommodation" basis? No, for 436 said service was the most valuable thing an advertiser had to offer. They cited free parking space—lunch room service—day nurseries—use of rest and writing rooms—and willingness to cash checks for customers. This is correct. The one thing for the merchant to note carefully is that he can get paid adequately for all such services. He can get paid for them in added prices on his merchandise. But while he can get paid in this way, cost plus profit, he cannot get paid too much. Here is a most important reason why the merchant must be able to figure with minute accuracy and have the industry to do it.

Valley City, North Dakota, has always struck me as a dreary place. It has seemed to me as about the last place anybody would want to live or do business in. To put it another way, one would have to make plenty of money to compensate for having to live there. But what can the chance traveler—who has to stop over night at a sixth rate hotel—know? Little, evidently. Because the Strauss Clothing Co. not only conducts business profitably there, but likes it well enough to say some mighty wise things about its business. They distill benefits from chain competition, as wise merchants everywhere do. They say:

"Look at the bright side of the chain stores; their efficient executive organization, resulting in careful analysis of a town from a merchandising standpoint, so they locate only where there is promise of success. So if one locates near you, you may feel sure you are in a good trading point.

"We are further confronted with this fact: That the chain store is directly responsible for bringing more people to our trading centers. These people come to buy. They are buyers who ordinarily would patronize mail order houses and peddlers. If you are a wideawake man you realize that the first necessity is to bring the people to a center. If you have on hand seasonable goods, the quality of merchandise they desire, if you make your store clean and attractive, you will have enlarged opportunity to serve these people and without question receive your share of the increased general business."

Paul Findlay.

## Recollections of the Good Old Days.

Grandville, Sept. 14—We read much of present day hotels and of the fine menus set out for the gratification of the tastes of the traveling man. They were not exactly such in the younger days of the State and Nation when no prohibition laws marred the perfect freedom of the individual.

Perhaps it would not be true to say there were no laws prohibiting the sale of liquor. For a number of years what was known as the Maine liquor law was on the statute book of this State, but soon after its adoption it was as dead a letter as the proverbial door nail. Why was this, you ask? Simply from the fact that public opinion endorsed liquor consumption and there is no law under the sun that can be enforced against public opinion. Even as to-day, with public opinion favorable to prohibition, it is a hard matter to get officials who will do their duty in this matter.

The river men inveighed against the proposed Maine law before it was enacted, declaring that men simply could not wade rivers and creeks and drive logs without the stimulus of strong drink, and their argument prevailed to a great extent in the lumber country, extending far out into the fields and byways of the countryside.

All who were on earth in the days of slavery call to mind how futile was the effort to enforce the fugitive slave law in Michigan and other border states. That law was simply repugnant to every feeling of humanity and the people of the North refused to become slave hunters for the South.

Well do I remember when a runaway slave came to our little lumber town, seeking aid to reach Canada, that mecca of every runaway negro. He got the sympathy of the town and found employment with the tavern keeper. Later, when it was bruited about that this slave's master was at Muskegon, looking for Fugitive Joe, the best citizens of Bridgeton met and declared that if any negro hunter came to town he would be thrown out neck and heels. Fortunately for the peace of the community, the slave master did not appear.

Such incidents excited my boyish imagination and gave me an insight into the evils of slavery which carried me in later years into the great anti-slavery movement which culminated in the civil war and subsequent freedom of all slaves under the flag.

The pioneer loved his liquor as a babe loves milk, and nothing was thought of it if he now and then overstepped the bounds of strict sobriety and went on a spree. Now and then an individual carried these sprees to excess and the delirium tremens caught him, after which it was all off with the poor wretch. As a boy I saw numerous instances where the liquor habit overcame and ruined the lives of men.

Good whisky, if it may be called good, was sold for 25 cents per gallon. Housewives used it in making pickles, heating the liquor, pouring it scalding hot over a mass of green tomatoes or cukes, converting them into "nourishing victuals," so to speak.

A wild Irishman from New York City came to the lumber woods to escape the scourge of whisky guzzling. For six months not a drop of intoxicants was brought to the camp, since the proprietor, who had seen the evil effects of drinking in his native state of Maine, forbade such introduction.

In an evil hour, however, the Irishman went to Muskegon, then the hotbed of the liquor traffic, got on a glorious spree which lasted a week. That knocked out all his attempts to sober up. He quit the lumber country, returning to Gotham, whence no account ever came of his future life.

Drinking intoxicants was a common habit. Even small boys sometimes were known to taste the red liquor. The keeper of a wayside inn sold to anybody who asked for it, man, woman or child, and never was he chided for so doing.

That innkeeper afterward became a common sot, ending his days in far off California, which State was the receptacle of the offscourings of the world.

"We'll all drink stone blind; Johnny fill up the bowl."

This drinking song was howled forth at many a grand carousal in the days of free whisky and slack enforcement of law. Despite all this careless regard for the peoples' morals, however, there were far less criminals than flourish to-day, and the drinking to excess was regarded rather as a misfortune than offensively criminal.

How often we hear elderly people speak of "the good old days," and such they were, no doubt, yet nobody would care to have them reproduced at the present time.

I doubt if ever there was a dance or social gathering of any kind, unless,

perhaps, it might be a church gathering, where no trace of liquor was visible. At one time, when one lumberman became incensed against another because a number of pine logs drifted into his river boom and sent a crew of drunken rowdies to cut that boom, one stern, sober man defied the whole crowd and saved the boom. The drunken rabble went howling back, declaring that old Ike and his whole mill crew lay in ambush with loaded rifles to shoot them down if they as much as stepped on the boom. This was not true, but there would have been bloodshed had an attempt been made to destroy the boom.

Wayside taverns were not far apart on the wildwoods roads leading up the rivers and at each of these places whisky flowed freely, both night and day. At one time a clergyman was assailed with strong language while said minister was unwise enough to chide a lot of loggers for partaking of drinks at the tavern bar. The man of God might have been assaulted had not a sedate member of the State legislature happened to be present, and with upraised chair threatened to demolish the drunken crowd.

Old Timer.

The only clock watcher who deserves any real benefit from his habit, is the man who watches his home clock to be sure he gets to his work on time.

## 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

## 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.

ASK FOR

# KRAFT CHEESE

A variety for every taste

## 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.

McCASKEY CREDIT REGISTER, addressing machine, duplicator, multigraph, typewriter, check writer, dictaphones, envelope sealer, adding machine, about half price. Write for details. The Pruitt Co., 117 M. T. N. Market St., Chicago.

TO EXCHANGE—A good farm in Tuscola county on state highway, 80 rods from good market town, for stock of general merchandise. Address No. 376, c/o Michigan Tradesman.

Wanted—Manager for general country store near Big Rapids. Must have \$2,000 to invest. Address Box 39, White Cloud, Mich.

320 acres of unimproved land in Montmorency county on good dirt road, in hunting and fishing territory. Building site on Thunder Bay River. \$6.50 per acre. Chas. A. Haas, Atlanta, Mich.

80 acres of wild land in Montmorency county in hunting territory. Trout stream running through east forty, making good river frontage, and small lake on west forty. Price \$1,000, cash. Chas. A. Haas, Atlanta, Mich.

Wanted—Steady position in grocery, clothing, or general store. Eighteen years' sales experience. Age thirty-five. References. Bert Swix, Shepherd, Mich.

WANTED FOR CASH—Cheap cash register and nail bin. Paul Gezon, Wyoming Park, Grand Rapids, Mich.

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

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.

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.

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.

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—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.

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, Freepoint, Mich.

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

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.

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

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.

### Using Up the Retailers' Treasury.

Mr. Balsiger of the National Retail Grocers' Association, is striking back at his critics—as he always has for that matter, but especially because some of his association critics have lately accused him of spending all the association revenues and eating into its nice fat surplus which he inherited a few years ago. His fulminations in this respect exhibit great bitterness and vindictiveness.

There are a good many grocers (as well as others) who think Balsiger has been busy building up a machine that is creditable as a show but of not much practical use to the grocers. As one man put it: "He has built up a machine that takes all his time feeding it with fuel to keep it running and it doesn't do more than run; certainly does not do us grocers much good."

While this is not quite just—for much of the fault lies in the grocers who fail to use the machine and its potential benefits—it is a fact that many of the apparent enegies have been operated to produce revenues on which to operate for more revenues with which to operate more and—well, so on ad infinitum. Mr. Balsiger frankly says he can't run the association on its dues and has to "supplement the meager revenues." A good deal like a "vicious circle."

But it ought not to surprise him that grocers watch the wheels go around awhile and then quietly ask that time-worn question inherent in grocers: "What do I get out of it?" That it is asked all over the country is undeniable and charging it off to alleged hostility on the part of "Meddlesome Matties" and wicked trade press editors, does not raise a very dense smoke screen, even if it is a popular indoor sport these cool fall days.

What the grocer needs is things he can see and feel and count in the cash register, but they are not easy to produce. A mere big machine won't do it any more than a dead treasury, but the average grocer likes to see returns for his money when he spends it.

### Canners Rid of Dunkley.

The recent purchase of the famous Dunkley monopolistic patents on the lye-peeling and spraying process in the canning of fruit, by the Sprague-Sells Corporation of Chicago, appears likely to be a long step forward for the benefit of the whole canning industry, according to a recent public statement by the company.

There is no question as to the validity of the Dunkley basic patent, covering the use of sprays for washing fruits and vegetables. At all times the courts have upheld the validity of the patents, and there has been a great amount of litigation carried on to determine what price per ton the canners, who infringed these patents, should pay. Judge Wright, master of accounting, determined, after thoroughly investigating and hearing that the Dunkley Company was entitled to 25c per ton. After this decision, litigation was carried further with the object in view of having this price materially increased. The Sprague-Sells Corporation is not involved in any way with the law suits of the past nor the

collection of these past damages, according to its statement.

"It is always the desire of this corporation to be progressive and helpful in its policies and to render a real service to the industry which it serves," President Sells said. "As to the future, it will not be our policy to force the payment of high royalties, and neither will it be our policy to prevent the canners from using sprays on their old-type peach-washing equipment, providing that license contracts are made with us permitting the use of this patented equipment. These license contracts will be issued on a basis which will be fair and equitable."

### The Two Sales.

Did you ever stop to think that every person that goes out of your store, after making a purchase, takes, or should take, with him two bundles? One, of course, contains the merchandise which he bought of you. The other, and the one which we in business of merchandising are all far too prone to forget and overlook, contains, or should contain, customer satisfaction.

If it were only possible for you, Mr. Retailer, to be "sold" on two points: namely, the worth of the goods bought and the worth of your establishment, in its honest and sincere endeavors to please and serve, you could not do other than be successful.

Army generals who win battles make certain that, as far as they progress, they leave strong and defensible positions behind them, from which they cannot be dislodged. In other words, they consolidate their advances. You, as a retailer, want to make progress the same way. Sell thoroughly those you sell at all. Incorporate them into their advancing merchandising positions. Make them your friends, and boosters through merchandise that gives satisfaction and the willing services you and your employees render and they will form themselves into your Reserve Army, capable of rendering you very tangible support in time of need and a very solid feeling of support and security at all times.

### Not Represented on Trade Extension Excursion.

The twentieth annual trade extension excursion conducted under the auspices of the wholesale dealers of Grand Rapids is in progress this week, starting Tuesday morning and continuing until Friday evening. The Tradesman has not been represented on these trips for several years, because it covers the field more thoroughly than it could by the brief stops afforded by the railway circuit through its Out Around week-end trips, which enables it to get in close touch with each merchant called on and gives it sufficient time with him to discuss matters of a business character on which he seeks the opinions of others in the same line of business. Barring one illness, the senior editor of the Tradesman has never been absent from his post of duty Tuesday or Wednesday, which are important days in the preparation of the Tradesman each week. While others devote their Saturdays to golf and other amusements,

the writer seeks relaxation in calling on his friends in trade all over the State and believes his plan the best possible one which can be devised to meet conditions as they exist. No department of the Tradesman has ever met more hearty appreciation and commendation than Out Around.

### Extend Your Vision.

The retail salesman whose vision extends no farther than the minute, the hour or the day of his allotted task, has passed the first milestone on a journey that has no destination. After twenty years of service he may know how to copy an order correctly; how to wrap a package neatly and methodically, and how to tie a string in a certain set form. He may even know how to sell certain items of merchandise in an intelligent manner.

But—He will have no conception of the duties of the man from whom he receives hourly instruction. He will have solved no advance problems; he will have mastered no thoughtful creative system for improving his work, or

bettering his condition in life. He will have progressed only in years, and will have left behind him the impetus of youth, and the forceful period of manhood. He will have drawn heavily on his reserve of strength, and his ambition will have been displaced by the lethargy of non-achievement. He will have lost forever the desire and the possibility of creating something new or doing something really worth while.

It will be said of him: He faced a future fraught with possibilities, but he saw only a package and a coil of string—a few feet of counter and the face of a clock.

Calumet—Edward Ulseth has merged his lumber and fuel business into a stock company under the style of the Edward Ulseth Co., Inc., 104 Fifth street, with an authorized capital stock of \$300,000, all of which has been subscribed and paid in in property.

One term as assessor will shake any man's faith in human honesty.

## The United Light and Power Company

ILLINOIS MERCHANTS BANK BLDG.  
CHICAGO, ILL.

The Board of Directors of The United Light & Power Company have declared the following dividends on the stocks of the Company:

A quarterly dividend of \$1.63 per share on Class "A" Preferred Stock, payable October 1, 1926, to stockholders of record on September 15, 1926.

A quarterly dividend of \$1.00 per share on Class "B" Preferred Stock, payable October 1, 1926, to stockholders of record on September 15, 1926.

A dividend of 60c per share, payable in cash on November 1, 1926, to all holders of the OLD Class "A" and Class "B" Common Stock of record on October 15, 1926.

A dividend of 12c per share, payable in cash on November 1, 1926, to all holders of the NEW Class "A" and Class "B" Common Stock of record on October 15, 1926.

The earnings of the company have shown steady improvement for the first seven months of this year. The Board of Directors, however, have reached the conclusion that the interests of the stockholders will be best served by discontinuing the policy of declaring stock dividends in fixed amounts at regular stated periods. Accordingly the Board of Directors did not declare a dividend payable in Class "A" Common Stock at their meeting held today.

Chicago, September 13, 1926.

L. H. HEINKE, Treasurer.

**\$14,500,000**

## Central Power and Light Company

### First Mortgage 5% Gold Bonds, 1956 Series.

Dated August 1, 1926.

Due August 1, 1956.

Denominations \$1,000, \$500 and \$100.

These bonds are listed on the Boston Stock Exchange.

In the opinion of counsel these bonds will be a direct obligation of the Company, and are secured by an absolute first mortgage on all permanent property, rights and franchises, now owned or hereafter acquired. Additionally secured by deposit with the Trustee under the mortgage of all capital stocks and bonds at any time outstanding of the subsidiaries specified in the Mortgage.

These bonds constitute the Company's only funded debt and represent less than a 55% mortgage.

Net Earnings over three times interest requirements on funded debt.

PRICE 96 and INTEREST yielding over 5.25%.

## HOWE, SNOW & BERTLES

(Incorporated)

Investment Securities.

GRAND RAPIDS

NEW YORK

CHICAGO

DETROIT

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.

# Telephone Selling cuts TRAVELING EXPENSE

Aided by Long Distance Telephone calls you can materially cut down traveling expenses. Calls to customers and prospects will build business and retain good will without the necessity of frequent personal visits.

The telephone is one of your most valuable sales allies—economical, personal and efficient.

Make Your Own Comparisons  
in This List:

| Town             | Long<br>Distance<br>Rates | Cost of<br>Going in<br>Person |
|------------------|---------------------------|-------------------------------|
| Cleveland, Ohio  | -----                     | \$1.50                        |
| Rockford, Ill.   | -----                     | \$1.25                        |
| Newberry         | -----                     | \$1.30                        |
| Sault Ste. Marie | -----                     | \$1.40                        |



**MICHIGAN BELL TELEPHONE  
COMPANY**

One System      One Policy      Universal Service

# BEECH-NUT Prepared Spaghetti



**Ready to Serve!**

The ideal quality product for the progressive Grocer to sell. Display it, thus telling your customers you have it. It is nationally advertised.

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



**Be Ready for  
Fall Trade**

Order Now:

**Franklin  
Golden Syrup**

The  
**Franklin Sugar Refining Company**  
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use."



# The Mill Mutuals Agency

Lansing, Michigan

A. D. BAKER Secretary and Treasurer

*Representing the*

Michigan Millers Mutual  
Fire Insurance Company

*and associated companies*

*Combined Assets of Group \$33,389,609.28*

*Combined Surplus of Group 12,306,262.36*

Fire Insurance—All Branches

Tornado

Automobile

Plate Glass

**20 to  
40%**

**SAVINGS MADE  
Since Organization**