

## Old Songs

There is many a simple song one hears,  
To an outworn time, that starts the tears;  
Not for itself—for the buried years.

Perchance 'twas heard in the days of youth,  
When breath was buoyant and words were truth;  
When joys were peddled at Life's gay booth.

Or maybe it sounded long a lane  
Where she walked with you—and now again  
You catch Love's cadence, Love's old sweet pain.

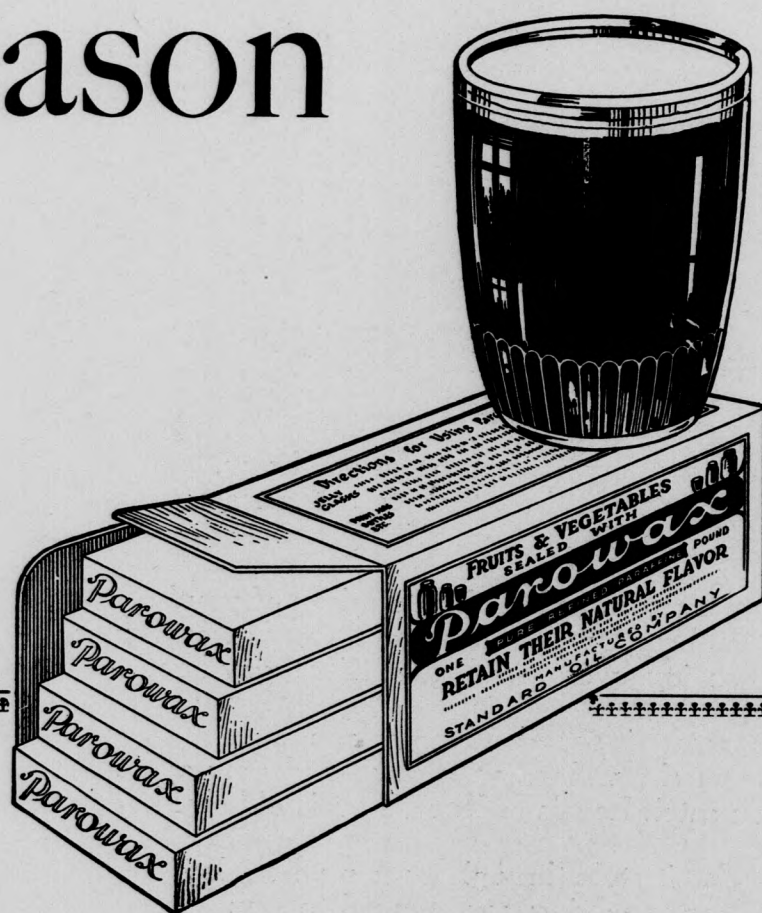
Or else it stole through a room where lay  
A dear one dying, and seemed to say:  
"Love and death, they shall pass away."

It rises out of the long ago,  
And that is the reason it shakes you so  
With pain and passion and buried woe.

There is many a simple song that brings  
From depths of living on viewless wings,  
The tender magic of bygone things.

Richard Burton.

# 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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# MICHIGAN TRADESMAN

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 27, 1926

Number 2249

## MICHIGAN TRADESMAN

E. A. Stowe, Editor

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THE TRADESMAN COMPANY  
GRAND RAPIDS, MICHIGAN

(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.

### Subscription Price.

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Four dollars per year, if not paid in  
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of Grand Rapids as second class matter  
under Act of March 3, 1879.

### MEN OF MARK.

#### W. E. Foster, President American Sugar Refining Co.

W. Edward Foster is the recently  
elected president of a \$120,000,000 cor-  
poration.

When he was sixteen years old, at-  
tending high school in Brooklyn, his  
father died, and he entered business as  
an office boy at the rate of \$3.50 a week.

"It pays to plug, to stick to your  
job," he says, "and to refrain from  
worrying about the money you are get-  
ting. Only when you are bigger than  
the job you hold, you have proved that  
fact to your superiors, will they ad-  
vance you, and then in the new position  
you will get more money. With the  
firm which I now head as president I  
have been bookkeeper, transfer agent,  
auditor, controller, treasurer, vice-pres-  
ident and finally president. Plugging  
steadily hasn't hurt me a bit. And  
like Johnny Walker, I am still going  
strong."

That is indeed the impression which  
one receives of this quiet, efficient man  
who is known generally in his home  
town, Hackensack, New Jersey, as "Ed  
Foster." He has kept his eyes open  
and worked hard for more than forty  
years. For the first thirty of them he  
had few vacations, but no one could  
call him a slave to business after seeing  
the flowers he grows in the yard about  
his home, planting and trimming most  
of them with his own hands.

A friend and neighbor has said of  
him, "When I want to buy some new  
roses or lay out an asparagus bed, I  
ask Ed Foster for advice. Those who  
make plans for the hospital, church, or  
golf clubs always consult him first. He  
is a finished and effective public speak-  
er and in raising money for a good  
cause is as effective in getting it out  
of people's pockets as a bandit, but  
uses more pleasant methods."

Perhaps this latter ability is due to

his fooling a real bandit in the Yellow-  
stone National Park some years ago.  
W. Edward Foster is a lover of peace  
and of flowers, but he is no namby-  
pamby sort of person. His conduct in  
facing and outwitting the highway rob-  
ber referred to is but one instance of  
his quiet courage and unobtrusive  
force. Seven stage coaches, carrying  
many persons of nation-wide note were  
held up by one highwayman, boasting  
a black mask and a heavy, ferocious  
rifle of threatening proportions and  
convincing caliber.

Stationed at a bend of the road a

last coach the bad man disappeared  
into the hills, where he had a horse  
hidden and on which he made good  
his escape.

"None of us in the coaches were  
armed, there having been a rule  
against that in the National Park,"  
Mr. Foster recalls, "so wits had to be  
used against force if any tourists were  
to keep hold of their possessions. I  
had more than \$400 in my pocket, and  
had no desire to lose it. In fact, I  
intended not to. The fellow poked his  
gun up against my chest where my  
wallet containing the money was, but

Another instance of his calm forti-  
tude occurred long, long ago in the  
great blizzard of March, 1888, when  
many persons lost their lives in New  
York City and State. Mr. Foster was  
one of the three men to reach the office  
of the American Sugar Refining Com-  
pany, of which he is now the president,  
at 117 Wall Street. He had walked  
four miles from Brooklyn to Wall  
Street, crossing the Brooklyn Bridge.  
His hard-as-flint determination had  
carried him through where men with  
bigger stature would have succumbed.  
This president of a corporation, one of  
the world's biggest, is of about medium  
height but slenderly built, weighing in  
the neighborhood of 130 pounds. In  
spite of which fact he says, "For thirty  
years I never lost a day from work  
on account of sickness."

After three years of work with the  
concern to which a newspaper adver-  
tisement had brought him there came  
a crisis in his career. True, he had  
been advanced steadily in salary, rising  
from \$3.50 a week to \$18, which in  
1883 was quite a sum for a lad of  
nineteen years. The crisis was brought  
about by his distaste for the business  
he was in, for, connected with the  
liquor trade, it was at variance with  
the principles of the Methodist church,  
which he had joined. So he quit his  
job at \$18 a week for one as an office  
boy again, this time at \$6 a week, with  
the firm he now heads.

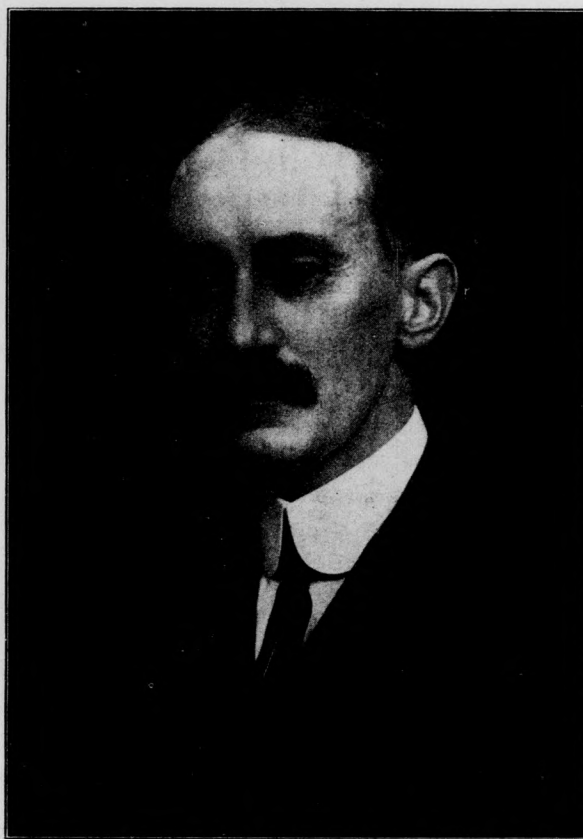
"On finding my boyhood ambition  
of attending Yale unrealizable at the  
death of my father, I did not give up  
hope of becoming an educated man,"  
he says. "Instead of letting events  
dictate to me in this respect, I joined  
the Chautauqua home correspondence  
courses, then a popular novelty and  
probably the first of their kind in  
history."

"In this way I acquired the equiva-  
lent of a four-year college course. We  
had to pass examinations just like  
students on a campus. Starting in  
1883, I finished in one of the first  
classes, that of 1887. Many persons  
in Brooklyn took them at the time.  
We used to meet together at the New  
York Avenue Methodist Church to talk  
over common problems and to meet  
socially."

Mr. Foster, it was learned at the  
offices of the mighty corporation he  
heads, believes in promotion from with-  
in the ranks. His own elevation to the  
presidency came as a popular choice,  
not only with his associates and sub-  
ordinates of many years but in the  
sugar industry generally, where he is  
widely known and popular with all.

His theory on how to progress is to  
prepare for the job ahead when that  
seems desirable, and in any case to be  
ready for whatever advancement may  
be offered. Whatever you do, where-

(Continued on page 32)



W. Edward Foster.

few miles distant from Old Faithful  
Inn, at a spot where he was invisible  
from either direction the bandit lined  
up the passengers of first one coach  
and then the other until those in all  
seven had been robbed of their purses  
and jewelry. He obtained more than  
\$6,000, which at that time was con-  
sidered quite a haul.

As Mr. Foster remembers him, the  
nervy criminal was about fifty-five  
years old and weighed about a hundred  
and forty pounds. He wore a vest and  
coat of mixed blue-and-gray goods and  
blue overalls. After holding up the

at the moment the man next to me  
dropped a twenty dollar gold piece in-  
to the dust of the road, and it rolled  
toward the bandit.

"This contains all that I have," I  
said as he carefully stooped to pick  
up the coin, keeping a careful eye on  
us, and I tossed to him my purse, con-  
taining less than five dollars. He  
thought, as I believed he would, that  
the gold piece had dropped from my  
purse, for that was heavy with small  
coins, and so he passed me on, with  
my \$400 still securely in my pocket  
rather than his."

### When On Your Way, See Onaway.

Onaway, Oct. 26—Although the resort season has apparently been short this year (late in opening and early to close) it has been remarkably pleasant. Northern Michigan in the vicinity of Onaway appears to be the favorite selected territory for return calls and repeat orders, owing to the demand for resort lots and real estate transfers at Black Lake. This beautiful body of water with its probably thirty or more miles of shore line is becoming the favorite haunt of seekers of out door life owing to its exceptional 152 acres of State park, fully equipped with every convenience, abundant natural shade, spring water and parking and tenting space. A recent visit to the lake reveals the fact that Hongore Bay, extending to five mile point, is practically taken up and studded with modern and rustic cottages, comfortably located among the majestic pines, oaks, white birch and other varieties of native trees. The Stewart beach, also noted for its excellent bathing, has rapidly become the home of hundreds of summer callers occupying their new cottages then extending along the Bonz beach, already thickly built up with expensive residences clear to the Stone quarry at State Park. Next comes the Codde beach, front lots all sold and building up on back lots; this takes us to the mouth of Rainy River, the habitation of many beavers with their marvelous engineering feats of dam building. This stream is also a favorite fishing water and duck hunting spot. Then comes the Roberts Brothers beach, extending for miles and receiving the water from Cold Creek, appropriately named, nearly ice cold during hottest months. The rate this frontage has been sold this summer indicates a rush of new population another year. Continuing for miles along the Cully shore, Lafolette Bay, Lower Black River and return to the mouth of Upper Black River, transactions have taken place of late which assure success and happiness to nature loving people seeking recreation that is real and void of anything artificial. And all of this only a few minutes drive from Onaway, furnishing a good trading point capable of supplying all the necessities for a real outing.

Jacob Berlin, dry goods merchant of Onaway for the past fourteen years, has sold his entire business, the new purchaser taking immediate possession of the store and \$40,000 stock.

This week shows an exodus of our many teachers for a two day attendance at teachers' institutes being held in Petoskey and Alpena.

There is no reason why we cannot present a clean-cut appearance from now on. Long hair and rough face will not be tolerated judging from the display of barber signs along the street. Together with the present number, Ethan Alvord has returned and will occupy the former Jenkins shop. Roy Badgero has re-engaged the Roberts building and Fred Light the Warnock room. Ladies first, "you're next."

Red coats and caps will be the style next week when the hunters begin to arrive. Birds and rabbits are reported plentiful. Deer are taking advantage of the sex protection and expose themselves without fear. Bears are now partly domesticated.

Squire Signal.

### Late News From a Live Town.

Howell, Oct. 26—E. K. Johnson & Son have leased the Hovey block and will move their drug and book store there in the spring. Just who will occupy their present store after they move has not yet been determined. There are two chain store companies who are reported to have tried to get into Howell of late and this may prove to be the chance for one of them. Mrs. E. P. Gregory owns the building.

Mrs. Henrietta Hovey has decided to close out her bakery business and has leased the building. Present plans are that as soon as he gets the new post office building off his hands Harry Williams will build a small building for her, just across the alley from the rear of the new post office, and Mrs. Hovey will do special lines of baking, etc., with her celebrated fried cakes as the foundation.

Sheehan's dry cleaning works is soon to multiply itself by about three. That is, he has arranged to lease the building now occupied by Cook & Reed's creamery, which is about twice the size of his present quarters. The rear of this building is close to the rear of the present quarters and the new building is just to be added to the capacity of the present works. New machinery has already been purchased to add a hat cleaning and blocking department. An altering and repairing department is also planned and perhaps others. A new truck has been purchased to take care of their city delivery work leaving their present truck for the outside business.

Harry Moore, who has maintained a small machine shop just beyond the South city limits, on Pinckney road, has formed a partnership with Omer Moors and they have leased quarters from R. E. Barron, which are being fitted up for them at the corner of Walnut and Sibley streets. They will make some additions to the present equipment and specialize in the repair of farm machinery.

James A. Glasgow, the new ford man at Brighton, this county, is just putting a new roof on a garage, 40 x 155, and will move in as soon as possible.

A. Riley Crittenden.

### Holland Grocers Guests of Vanderschel Bros.

Wyoming Park, Oct. 23—A very splendid banquet was given the merchants of Holland and vicinity last Wednesday evening at the Warm Friend Tavern. The hosts were the Vanderschel Bros., who conduct the Holland Baking Co. and who took this means to become better acquainted with the trade and to show their appreciation of the patronage accorded them by their customers.

T. Warner was toastmaster and he carried the part very well. Mr. Warner is the President of the Quality-Service Stores of Holland, a very flourishing group of co-operators.

Wynand Wichers, Cashier of the First State Bank, was the first speaker, choosing as his subject "The Community Dollar," picturing it as a wonderful discovery for community growth and progress. He gave as the three elements for success in business the three C's—Capital, Capacity, Character. Mr. Wichers is a very witty and forceful speaker and his message was an inspiration.

The writer was also honored by being on the program. I gave a talk on "What I have Learned from the Chain Stores," pointing out to the merchants assembled some things we can learn by closely observing these stores. We also can discover their weaknesses in the same way.

Remarks were made by Dick Miles, Secretary of the local Association and by a number of others.

It was altogether the most delightful supper I have attended recently.

If any of the towns of the State want to put on something of this kind and would like an officer of this Association to speak I am sure we will be pleased to help you out. You can get President Bailey or John Affeldt, Jr., or if it is to be something real high class, you might invite Charles Christensen, our former President. Of course, your humble Secretary will always come when invited.

Paul Gezon,  
Sec'y Retail Grocers & General Merchants Ass'n.

## HART BRAND

The Choice of the Land

Fancy

Fruits



Quality

Vegetables

Look for the RED HEART

On The Can

W. R. ROACH & CO.

General Offices

Grand Rapids, Michigan

## 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

### Where James R. Hayes Monument Should Be Located.

Frank S. Verbeck is about to solicit from hotel keepers of the State a sum of money needed to provide for the purchase and erection of a suitable bust to perpetrate the memory of that popular gentleman—that exemplar of all that was best in the management of hotels—James R. Hayes. It has been suggested that the proposed memorial be placed on or near the summer home of Mr. Hayes on Mackinac Island.

Mr. Hayes spent his boyhood and early manhood in Grand Rapids. His first employment was in a minor capacity in the service of T. Hawley Lyon, proprietor of Sweet's Hotel. Later he succeeded Mike Powers as its steward. Mr. Lyon preferred young men to assist in the management of the house, and among those who served him as clerks were John Winters, J. Mortimer Rathbone, George Woodbury and Tom Keating. In the course of time Winters resigned, moved to Chicago and Mr. Hayes was chosen to fill his place in the office. Several years later Mr. Hayes entered the employ of A. V. and J. Boyd Pantlind, and finished his training for management at the old Morton House. An opportunity was presented to Mr. Hayes to open the Wayne Hotel, in Detroit, on his own account, about 1880, which he accepted and moved to that city, where success rewarded his enterprise. During his life Mr. Hayes was the manager of hotels at Hot Springs, Ark., and at Mackinac Island and Sault Ste. Marie, but the enviable reputation he gained and the popularity he enjoyed was won in Detroit.

Seemingly the fitting location for the proposed memorial is either in Grand Rapids or Detroit. At Mackinac it might be observed more or less by disinterested tourists in the summer seasons. In either Detroit or Grand Rapids it would serve to recall to the memory of thousands of former friends and patrons a man who served mankind honorably, faithfully and well. However, the question of location is one that the gentle, beloved wife of the deceased should be permitted to decide.

Arthur S. White.

### Corporations Wound Up.

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

- Link Co., Jackson.
- Alma Strand Land Co., Alma.
- Lincoln's, Royal Oak.
- Whiteville Threshing Co., Ltd., Mt. Pleasant.
- Blauvelt & Beebe Co., Jonesville.
- Big Four Shoe Co., Grand Rapids.
- Mercier Investment Corp., Detroit.
- Weeks' Drug Stores Co., Jackson.
- Johnston Land Co., Detroit.
- Wire Wheel Corp., of America, Detroit.
- Pere Marquette Land Co., Manistee.
- A. J. Henry, Inc., Jackson.
- National Credit & Adjustment Bureau, Grand Rapids.
- Arwood S. Bedell, Inc., Detroit.
- Republic Machine & Tool Co., Detroit.
- Purdy Boat Co. of Michigan, Trenton.
- Standard Manufacturing Co., Jackson.
- Boardman River Electric Light & Power Co., Traverse City.
- Valley Ice & Fuel Co., Bay City.
- Gordon-Pagel Co., Detroit.
- Wagner Building Co., Detroit.
- Model Laundry, Grand Rapids.
- Auto City Land Co., Inc., Detroit.

Peoples Market, Inc., Detroit.  
 Liberty Foundry Co., Detroit.  
 Frischkorn-Warren Avenue Development Co., Detroit.  
 White Bros. Lumber Co., Boyne City.  
 Reading Hardware Co., Detroit.

### Linen Buyers Are Getting Busier.

With three good linen months ahead, buyers of this merchandise for retail stores are busier than they have been for some time. November, with Thanksgiving, is a good retail linen month, as are December, with the holidays, and January, with its special sales. Retail stocks being none too full, efforts to prepare for the usual consumer demand are resulting in an active movement here of towels, napkins and other household linens. Fancy sets for gift purposes are also selling well.

### "I RECOMMEND YOUR YEAST TO MY CUSTOMERS"

One grocer, who had a bad case of boils, was advised to take yeast. He says: "Inside of a month I was absolutely clear of boils and am now in the best of health. I faithfully recommend your yeast for boils and run down condition, and take every opportunity in doing so to my customers and friends."

Recommend Yeast for Health to YOUR customers. Healthy customers are bigger buyers of everything and they come to your store regularly for their supply of yeast.

### FLEISCHMANN'S YEAST

service



### This Railroad Plant of Ours and What it Means to You

**A**merican railroads are hauling more freight than at any time in their history.

They have averaged over a million loaded cars per week during the current year.

This service consists in moving commodities from the point of production to the one of consumption.

It is a tremendous work that has been done and it establishes a new high transportation record for the world.

That service has been performed with regularity, uniformity and dispatch.

Through these, the business of the country has been given added impetus.

It has been estimated that through the improved service a saving of one and a half billions of dollars per annum has accrued to the people of the United States over the service that obtained in 1920.

This sum represents the advantages gained through the orderly manner in which our railroads are now functioning.

Our railroads have attained the highest record for the average daily movement of freight cars ever reached, and, likewise the best performance in use of fuel.

So much for the new record of the railroad of the United States.

**T**he plant, which comprises the railroads that serve Michigan's varied industries, has contributed its share in this proud national achievement, and in the saving of one and a half billions of dollars, through lessened inventories carried by our business institutions and made possible by the accelerated service. This has been achieved, too, while facilitating the even flow of production as well as the orderly diffusion of commodities.

Michigan has received great tangible benefits, since it is now a veritable beehive of industrial activity.

Michigan will continue to progress only so long as its railroads continue to enjoy the undivided support of the communities they serve.

Michigan people, as a whole, farmer and manufacturer, preacher and teacher, office employee and laborer, are cashing in through this new outlook on transportation, so vital to the public weal and welfare. Our people will continue to cash in only so long as this understanding is maintained.

We have much to gain—the people and the railroads alike—in prolonging this understanding.

We can keep Michigan in the vanguard of economic importance only through the continued expansion of our industries and by keeping our railroads just ahead of the country's transportation needs.

**MICHIGAN RAILROAD ASSOCIATION**

**MOVEMENTS OF MERCHANTS.**

Kalamazoo—The J. B. Baking Co. has increased its capital stock from \$35,000 to \$60,000.

Grosse Point Park—The Jefferson Savings Bank has increased its capital stock from \$60,000 to \$100,000.

Detroit—The Sales Outfitting Co., 743 Beaubien street, has changed its name to the Sales Equipment Co.

Gables—Fire damaged the store building and stock of O. P. Hudson to the extent of about \$1,000 recently.

Kalamazoo—The Thomas M. Orrell Co., 719 West Main street, has changed its name to the Trio Motor Sales Co.

Detroit—The Michigan Fixture Co., 3000 East Jefferson avenue, has changed its name to the Michigan Store Fixture Co., Inc.

Detroit—Goetz-Mittleman, Inc., 1448 Woodward avenue, shoes and shoe furnishings, has changed its name to I. Miller Stores, Inc.

Lansing—Alva Bair, who conducts a general store at Delta, has sold his stock and store fixtures to a Mr. Tyler, of Milwaukee, who will take possession Nov. 1.

Bangor—Mrs. J. L. Barrett has purchased the Barrett & Barrett cider mill which has been idle for some time, owing to financial difficulties and opened it for business.

Kalamazoo—Roy Fessenden has taken possession of the Chicken Sandwich shop, 139-141 Exchange Place, which he recently purchased and has changed the name to Roy's Place.

Howell—Nelson Smith has sold his interest in the grocery stock of Foland & Smith to Paul Brogan, formerly merchant at Chilson. The firm will now be Foland & Brogan.

Corunna—The Corunna Lumber & Coal Co. has been incorporated with an authorized capital stock of \$30,000, of which amount \$13,000 has been subscribed and \$12,000 paid in cash.

Kalamazoo—The DeBoer & Bosker Roofing Co., 223 Alcott street, has been incorporated with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and paid in cash.

Grand Ledge—The Shane Jewelry Co. has completed remodeling its store building and now has one of the most attractive, conveniently arranged sales and display room in this part of the State.

Grand Rapids—The Grand Rapids Creamery Co., 305 Scribner avenue, has increased its capital stock from \$60,000 and 500 shares no par value, to \$60,000 and 1,000 shares no par value.

Ludington—Mrs. J. Kosma, who has conducted a millinery and fancy goods store at 127 West Ludington avenue for some years, has sold her stock and store fixtures to Mrs. Floyd Walker, who will continue the business at the same location.

Grand Rapids—The Wilson-Neher Art Shops, South Division avenue, has been incorporated to deal in wall paper and art goods, with an authorized capital stock of \$1,100 all of which has been subscribed \$550 paid in cash, \$550 in property.

Detroit—Carl J. Eberly, Inc., 11-237 General Motors building, has been in-

corporated to deal in auto parts and accessories, with an authorized capital stock of \$1,500, all of which has been subscribed and paid in, \$350 in cash and \$1,150 in property.

Jonesville—L. W. Sibald, who has conducted a dry goods and grocery store here for many years, has sold his stock and store building to the Loudon Bros. Department Store Co., of Montpelier, Ohio, who will convert it into a modern department store.

Detroit—The Acme Fish Co., 1320 Napoleon street, has been incorporated to deal in fish at wholesale and retail, with an authorized capital stock of \$5,000, of which amount \$4,000 has been subscribed and paid in, \$2,000 in cash and \$2,000 in property.

Grand Rapids—The Le Jeune Smart Shoppe, Inc., Robinson Road and Lake Drive has been incorporated to deal in women's apparel with an authorized capital stock of \$3,000, all of which has been subscribed and paid in, \$200 in cash and \$2,800 in property.

Flint—The Carey-Cable Bread Co., 915 Kearsley Blvd., has been incorporated to conduct a wholesale and retail bakery, with an authorized capital stock of \$50,000, of which amount \$49,500 has been subscribed and \$15,000 paid in cash. The company will specialize in bread baking.

Sault Ste. Marie—The Soo Creamery & Produce Co., 811 Ashmun street, has merged its business into a stock company under the style of the Soo Creamery, with an authorized capital stock of \$71,000, all of which has been subscribed and paid in, \$51,000 in cash and \$20,000 in property.

Hubbardston—Schneider & Smith succeed Brunn & Son in the hardware business. Charles Brunn has purchased the Sam Webber farm near Lyons and will manage it from his home in Hubbardston and Carl Brunn will remove to Ionia, where he is affiliated with his brothers in the Brunn Implement Co.

Detroit—Bernard J. VerHoven, 13-801 Van Dyke avenue, automobile accessories, parts, etc., and garage, has merged his business into a stock company under the style of B. J. VerHoven, Inc., with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and paid in in property.

Grand Rapids—The Chown & Caukin Dental Depot, 512 Ashton building, dental and hospital supplies, has merged its business into a stock company under the style of Chown & Caukin, Inc., with an authorized capital stock of \$10,000 common and \$10,000 preferred, of which amount \$13,000 has been subscribed and paid in, \$3,000 in cash, and \$10,000 in property.

**Manufacturing Matters.**

Greenville—The Universal Garment Co., local branch of Kling Bros., of Chicago, will soon suspend operations indefinitely.

Hillsdale—The Hillsdale Manufacturing Co., manufacturer of clothing, has let the contract for an addition to its plant, 50x134, at an estimated cost of \$40,000.

Iron Mountain—The Reversible Glove Manufacturing Co. has been in-

Trenton—Seth C. Davis, who has incorporated with an authorized capital stock of \$10,000, of which amount \$1,000 has been subscribed and paid in in cash.

Muskegon—The Moraine Box Co., has been incorporated to manufacture boxes, with an authorized capital stock of \$225,000, of which amount \$150,000 has been subscribed and \$15,000 paid in in cash.

Detroit—Radioade, Inc., 762 Penobscot building, has been incorporated to manufacture and deal in radio parts, with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Flint—The Merrell Co., Harriett and Industrial avenue, has been incorporated to manufacture and deal in electrical appliances, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Detroit—The Wolverine Tool Co., 2013 Franklin street, has merged its business into a stock company under the same style, with an authorized capital stock of \$30,000, \$24,600 of which has been subscribed and paid in in property.

Detroit—M. Rabinowitz, Inc., 1605 Lee Place, has been incorporated to manufacture and sell at wholesale, women's ready-to-wear garments, with an authorized capital stock of \$5,000, all of which has been subscribed and \$3,000 paid in in cash.

Negaunee—The Negaunee Manufacturing Co., 517 Iron street, has been incorporated to manufacture gloves and other leather goods, with an authorized capital stock of 500 shares at \$10 per share, \$5,000 being subscribed and paid in in cash.

Detroit—The Aeronautical Industries, Inc., 2214 First National Bank building, has been incorporated with an authorized capital stock of 20,000 shares at \$10 per share, of which amount 7,500 shares has been subscribed and \$10,000 paid in in cash.

Jackson—The Handley Brown Heater Co., 650 South Park avenue, has been incorporated to manufacture gas and electric apparatus, with an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed and paid in, \$4,800 in cash and \$3,200 in property.

Marshall—The Flint Foundry Co. bid in the plant of the Marshall Foundry Co. for \$65,000 at the receiver's sale held last week. The purchasing company held a \$66,000 mortgage on the property of the Marshall foundry. Roy Ludlum, of Battle Creek, is the receiver.

Detroit—The City Glass Co., 11405 Shoemaker street, manufacturer and dealer in glass in all forms, has merged its business into a stock company under the same style, with an authorized capital stock of \$150,000, \$120,000 of which has been subscribed and \$12,000 paid in in cash.

Detroit—The Waterman Corporation, 686 East Fort street, manufacturer of machinery and automotive parts, has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, of which amount \$70,000 has been subscribed and \$20,000 paid in in property.

been connected with boat concerns in Sandusky, Detroit and Algonac, has bought the boat plant at this place, recently vacated by the Purdy Boat Co. Mr. Davis has associated with him several Detroit men and the new concern will be known as the Davis Boat Co. From fifteen to twenty men will be employed.

Saginaw—The Industrial Radio Service, manufacturer of radio sets and electrical specialties, has merged its business into a stock company under the style of the Industrial Radio Corporation, Rust avenue and Newton street, with an authorized capital stock of \$20,000, \$13,000 of which has been subscribed and paid in, \$3,000 in cash and \$10,000 in property.

St. Johns—Increased business and a constant supply of orders at the St. John's Foundry Co. plant has made necessary the hiring of additional men. All available working space in the factory is being utilized and an addition is planned to enlarge the company's working quarters. Castings and machinery dies for the Chevrolet factory, at Flint, constitute the greater part of the company's production. A. J. Manley is manager of the St. John Co.

Manistee—Negotiations have been completed here for the purchase of the Manistee Shoe Manufacturing Co. by the Advance Woolskin Shoe Co., of Chicago. Both companies make sheepskin moccasins exclusively. C. L. Peth, secretary-treasurer of the corporation, who has taken over the management of the Manistee plant, said that after January 1 the entire output of the company would be manufactured in Manistee, while only a sales office will be maintained in Chicago.

**Rain From All Directions.**

Boyne City, Oct. 26—We have been having some rain up in this neck of the woods. It rains with the wind in the East, changes to the South and rains some more, gets around in the West and rains, swings to the North and rains and snows, a regular merry-go-round—all but the merry. Farmers can get in a little work between gusts, but it is bad work and every day it gets a little colder and the time for a freeze-up is closer. Crops have been good, but for the past month the conditions for harvesting them have been almost impossible. Late planting in the spring has not seemed to delay the ripening and the yield has been good. We have not had very heavy frosts and there has been no serious freeze but, especially on heavy ground, the continuous rain has interfered seriously with the harvesting. The streams, however, do not show that the depletion of the water supply by the shortage of the past three years has been repaired. The small lakes have not yet recovered their normal height, nor are the streams showing their normal flow. Possibly another season will see the damage made good.

Boyne City merchants are preparing to give the mail order people a good run. Headed by F. M. Walker, golf goods and furniture, they are preparing a fall catalogue for distribution to their district showing what they have to sell. Also the price and quality to show how much the people can save by coming to Boyne City for their supplies. Boyne City merchants have enjoyed a very satisfactory season in spite of the closing of most of our lumber industries. Good service, good roads and fair prices have attracted good trade.

Charles T. McCutcheon.

### Essential Features of the Grocery Staples.

**Sugar**—Jobbers hold cane granulated at 6 3/4c.

**Tea**—The market during the week has been fairly active, without any material change. Prices on everything desirable continue firm. China green teas are strong and so are high grade India teas. The general feeling is steady to firm, with a fair demand.

**Coffee**—The market has worked up a very small fraction during the week on account of firmer news from Brazil. The difference, however, between quotations on Rio and Santos coffee, green and in a large way, as compared with last week is only a very small fraction. Mild coffees show no particular change for the week. The jobbing market for roasted coffee has not changed in any material way since the last report. The consumptive demand for coffee is about normal.

**Canned Fruits**—Odd lots of California fruits are available on the Coast, where a canner has a surplus over his contract orders and moves the goods to avoid carrying charges. Such offerings are being picked up but general buying at the source is not heavy. Distribution of spot stocks is good for the season as retail sales are of favorable volume.

**Canned Vegetables**—The major vegetables vary from steadiness in tomatoes to weakness in peas and despite the shorter pack of tomatoes this season it is possible to buy Southern goods if the dealer pays going quotations. Corn varies with packer and variety, while peas are more or less of buyer's market. Tomato and corn production is unknown, but the output of the former could soon be checked up if packers released their statistics to the National Association, since virtually canning is over in all sections except California. Last year there was needless delay in announcing the 19,000,000-case pack because of the fear among some canners of its effect upon the market. Some guesses are that the 1926 output will be about half of that of 1925, but other factors look for a larger showing. There is equal doubt as to the corn figures for 1926 but there seems little likelihood that they will approach the record of 1925.

**Canned Fish**—Salmon is very unsteady and very weak, although red Alaska salmon is a little steadier than it was. The supply of red and pink Alaskas, however, is going to be large this season and everybody knows it, therefore nobody has any incentive to buy. The packing season for Maine sardines is about over and prices have advanced 10c on mustards and 25c on oils. California sardines unchanged. White meat tuna fish in halves and pounds is scarce and very high. Shrimp is also firm.

**Dried Fruits**—Dried fruits for forward shipment are not in demand. There is talk of a boom in raisins and rumors are going around that Coast buying for local account has increased materially during the past few days but no substantiation of this report can be had. Those who are mentioned as having bought at the source deny

any increase in bookings. Nevertheless the raisin market has been steadier in California. Spot stocks are light as old crop seeded have been cleaned up and seedless is in no surplus. In fact, new crop seedless is being readily absorbed and sales have been made out of cars to arrive. The quiet prune market has caused an easier undertone and part of the gain made earlier in the month has been lost since wholesalers did not give the market the expected support. Some independent packers have become uneasy and are inclined to shade their f. o. b. prices. Locally there is little change in prices as goods held here were secured mostly at the peak of values and since there is a better consumer demand jobbers are not competing to unload as packers have done. While firm, peaches and apricots have not been conspicuous. Imported figs and dates are seasonably active and are being distributed throughout the country to take care of fall and approaching holiday outlets.

**Beans and Peas**—Beans have been a little weaker during the past week, especially pea beans and California limas. Red and white kidneys are about unchanged. Black eyed peas are also a little easier.

**Cheese**—Cheese has been in light demand during the past week, without any important change in prices. Practically everything in hog and beef products remains unchanged.

**Nuts**—The California walnut harvest, which will continue for several weeks, has progressed far enough, packers assert, to clearly demonstrate that there will be a shortage of the best grades to the extent of short deliveries on contracts. How much this will amount to cannot be determined. Stricter grading than last year is being observed. European crops do not make up the deficit in the California yield, as the foreign productions are also shorter this season than last year, causing a bullish market in nut meats and nuts in the shell. Shellers predict that there will be no cheap shelled nuts until 1927 crop. Almonds, Brazil nuts, filberts and other varieties are more active in the jobbing field. Distant interior markets have begun to order and call for prompt shipments. A healthy situation exists in all nuts in the shell.

**Rice**—The domestic rice market has settled at a basis which is more encouraging to trading than the range in effect during the earlier part of the new crop season. Ideal weather conditions have prevailed and the bulk of the crop in the South is in first class condition. Planters are inclined to sell to meet the demands of the trade and not force liquidation at the expense of sharp cuts in prices. The spot market is holding up well in the face of increased receipts but the demand is largely against the actual needs of the moment.

**Salt Fish**—The general demand for salt mackerel is very good. Prices are within the reach of anybody and the quality seems to be excellent.

**Syrup and Molasses**—The production of sugar syrup is light and the

demand excellent. Prices steady to firm. Compound syrup is moving steadily, with unchanged prices. Good grades of New Orleans molasses are wanted at steady prices. The general situation of molasses is strong.

### Review of the Produce Market.

**Apples**—Strawberry, Wagners and Wealthy command 60c@\$.125 per bu. Bananas—8@8 1/2c per lb.

**Beans**—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$5.65  
Light Red Kidney ----- 8.55  
Dark Red Kidney ----- 8.55  
Beets—\$1 per bu.

**Butter**—The jobbing demand during the past week has been very fair and the receipts only moderate. Prices have, therefore, advanced 2c per lb. Jobbers hold fresh packed at 47c, prints at 48c and June packed at 44c. They pay 25c for packing stock.

Carrots—\$1 per bu.  
Cauliflower—\$2 per doz.  
Celery—40@60c per doz.  
Cocoanuts—90c per doz.  
Cranberries—\$.475 per 50 lb. box  
Cape Cod.

**Cucumbers**—\$2 per bu.

**Eggs**—The supply of fine fresh eggs has continued small during the past week and in consequence there have been advances in this grade of about 3c per dozen. Local jobbers are paying 45c this week for strictly fresh.

Egg Plant—\$1.50 per doz.  
Garlic—35c per string for Italian.  
Grape Fruit—\$.675 per crate for Seal Sweet from Florida.

**Grapes**—Calif. Emperors, \$2.50 per crate. Niagaras, \$2.50 per doz. 4 lb. baskets; Delawares, \$3 ditto.

**Honey Dew Melons**—\$3 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. --- \$.450  
Hot house leaf, per bu. ----- 2.00

**Onions**—Home grown, \$2.25 per 100 lb. sacks; Spanish, \$2 per crate.

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

100 ----- \$8.50  
126 ----- 8.50  
150 ----- 8.50  
176 ----- 8.50  
200 ----- 8.50  
216 ----- 8.50  
252 ----- 8.50  
288 ----- 8.50  
344 ----- 8.50

Sunkist Red Ball, \$1 cheaper.

**Peaches**—Gold Drop and all other varieties, \$1.50 per bu.

**Pears**—\$3 per crate for Calif.; \$2 per bu. for Flemish Beauty; Kiefers, \$1.25 per bu.

**Peppers**—Green, \$1.25 per bu.  
**Pickling Stock**—20c per 100 for cukes; \$1.50 per 20 lb. box for white onions.

**Plums**—Green Gages, \$1.25 per bu.; Blue, \$1.50 per bu.

**Potatoes**—Home grown \$1.15@1.25 per bu.

**Poultry**—Wilson & Company pay as follows this week:

Heavy fowls ----- 22c  
Light fowls ----- 15c  
Springers, 4 lbs. and up ----- 22c  
Broilers ----- 17c  
Turkeys (fancy) young ----- 33c  
Turkey (Old Toms) ----- 28c  
Ducks (White Pekins) ----- 20c  
Geese ----- 14c

Radishes—15c.  
Spinach—\$1.25 per bu. for home grown.

Squash—\$1.25 per bu. for Hubbard.  
String Beans—\$2.50 per bu.

Sweet Potatoes—\$3.25 per bbl. for Virginia.

**Veal Calves**—Wilson & Company pay as follows:

Fancy ----- 16 1/2@17c  
Good ----- 16c  
Medium ----- 14c  
Poor ----- 10c

Wax Beans—\$1.75 per bu.

### Austin, Nichols & Co. Close Branch Houses.

Rumors afloat for some time that Austin, Nichols & Co. are gradually withdrawing their branch house activities and consolidating their business at big Greenpoint plant in Brooklyn, are confirmed by formal announcement of the closing of the Chicago house and the liquidation of its stock. This branch was formerly well known as the W. M. Hoyt Co., but six years ago became a Western branch of the big New York house.

About the same time the concern also took over and operated branch houses at Utica, Watertown and Ogdensburg, N. Y., and at New Haven, Conn. Pursuant to the expansion of the company in canning and other producing activities, the New York up-State houses have already been closed, but the New Haven house will continue as heretofore.

Incidental to closing the Chicago house, Austin, Nichols & Co. have been liquidating the stock and distributing the personnel. A recent offer of canned goods was made to the local Chicago trade at attractive prices for almost half a million cases of canned foods.

R. G. Kleiner, manager of the canned foods department for the Chicago branch, has resigned and has accepted the position of sales manager for the reorganized firm of Durand, McNeil & Horner Co. Frank Clark, formerly sales manager for Durand, McNeil & Horner Co., has accepted a position in the same capacity with Franklin McVeagh & Co. and it is reported that Bert Dickens, vice president and general manager of the Austin, Nichols & Co.'s Chicago branch, is to be transferred to New York city for an important position in the parent house.

### Forty-Third Anniversary Edition.

The forty-third anniversary edition of the Michigan Tradesman will be published Dec. 1. The list of contributors is longer and stronger than in any previous edition the Tradesman has had the pleasure of presenting to its readers and advertising patrons.

## IN THE REALM OF RASCALITY.

## Cheats and Swindles Which Merchants Should Avoid.

LeRoy, Oct. 23.—There was a time when his honor, the American journalist, oft quoted the phrase, "The eyes of the nations are on the terrible Turk." This, as we understood, was concerning the Turk's treatment of the Armenians. Then no sane person would have accepted as truthful a statement from the Turkish press that was in any way harmful to the Armenian cause.

In last week's issue of the Michigan Tradesman a bitter attack was made on this institution. The editor, without considering, readily accepted a statement from the pen of one who must have been our enemy. We had not the opportunity to defend ourselves.

We work for the cause of the Negro. slight difference—Armenians and Turk—certain Caucasians and Negroes. We do not blame the LeRoy correspondent for the narrow, spiteful, prejudicial statements concerning "Cosmopolitan Academy or its founder." He or she was ignorant of the Academy's affairs. Ignorance can be excused, though we would hardly expect one who is evidently uninformed to follow the course of the LeRoy correspondent and dare to act as critic (self appointed) when knowledge was lacking.

Surely the honorable editor realizes how deeply the plant of prejudice is rooted within the hearts of certain mortals. It is a common case of Armenian and Turk. We feel that the Michigan Tradesman should have waited some word from us ere they sent a shell crashing into our structure which is established for the good of all. We do not say for the good of the black man, neither for the good of the Caucasians. Rather we have established for the general welfare of the Nation.

Our project, they say, is meritorious, but we dare to establish in LeRoy. We refuse to follow the beaten path that has been blazed with the torch of prejudice through the forests of injustice—that path which marks the negro's place in the scheme of things. We have dared and when a person of color dares to venture from the beaten path, he is at once placed in the land of "Suspicion," from which he is quickly shunted into the Realms of Rascality.

If the cause is worthwhile, why not LeRoy? It is an American village. We are established to serve the American negro. The cost of establishing here is far less than it would be nearer any city where the negro resides in large numbers. This means not only a reduced initial outlay, but reduced overhead as well.

There are those who have said that we will cause property values to decrease in LeRoy. On the other hand, they admit that it will mean increased trade. We appeal to your sense of reasoning. Will not increased trade have tendency to increase property values?

Concerning the advice that we should have secured the solid backing of the community before embarking on our enterprise. Where would we be welcome? For the Negro or a Negro institution to secure the solid backing of the people in any American village is well nigh impossible. The plant of prejudice is everywhere. It is so deeply rooted that your statesmen are powerless before it. Its tendrils have entangled those who are pledged to support your laws. Its fumes have crazed the minds of your representative citizens, causing them to move with the mob, and by so doing place the cancer of lynch law upon the breast of the Nation.

In your attack you ran true to form. You have displayed an inborn trait.

You are true to the spirit of the mob which blazes the trail. It is a commonly recognized rule in the great American mob to employ brute force in order to mortally wound a Negro or his cause. You, Mr. Journalist, who possesses the great power of publicity would open an artery and smilingly watch the blood of life as it ebbed from the veins of a Negro institution.

We are not surprised. The Negro is never surprised when his white friend comes forth in all power dragging the lyncher's rope. We have long lived within the Nation—even longer than a number of our enemies. We black onlookers and victims know well nigh every rule of your great game of lynching. Your mob spirit has stabbed our institution. We knew and expected that detestable spirit to creep forth. It comes from the depths of your heart like a serpent—a huge gliding, poisonous serpent, possessing the blood lust. It comes forth to slay only those who are weaker than itself. In face of this, knowing that we know of the serpent which slumbers within, you would have us recognize yourself and offspring as the highest representatives of the civilized order. When we discovered that you had so readily placed "Cosmopolitan Academy" in the so-called Realm of Rascality, we at once recognized the serpent.

We do not consider it worth while to answer the LeRoy correspondent. To do so would prove how little actual knowledge he possessed of Cosmopolitan Academy's affairs, and we would not like to embarrass a neighbor. His article was amusing.

You have placed a dart within our heart. You have criticized us because of our need for dollars with which to carry on our work. Let us remind you it is not the beginning, rather, "Finis Coronat Opus." We translate the last phrase for the sake of your LeRoy correspondent, "The End Crowns the Work."

We who control the institution ask naught but a fair hearing. When that is granted, if the editor feels that our institution is worthy of support, let him undo the wrong that he has done. We struggle for existence. Our mission in life is for the purpose of good. We would serve a people who come struggling up from the depths, still bound with the shackles of prejudice. Will you add to the burden of our clinking chains or will you wait and give us a hearing?

We will watch closely for your answer. R. L. Jackson.

There can be no answer to such a screed as Mr. Jackson has seen fit to indulge in. Ridicule and innuendo, based on prejudice, malice, imagination or falsehood, never get a man anywhere, because they effectively close the door to decent discussion. The writer maintains that he was justified in warning his readers against Mr. Jackson's activities in the soliciting line until he first demonstrated that he could make good use of the sums so secured.

The fact that Mr. Jackson is so satiated with prejudice against the white race that he cannot differentiate between friends and foes clearly shows that he does not possess the gift of being a safe teacher and a conservative advisor of the black man.

The grandfather of the writer was a leading member of the underground railway for many years. His father spent four years in the South during the civil war in assisting the North to grant freedom to the negro. The writer has long been regarded as a friend of the colored man and has ex-



# Canned Foods Week

## November 10-20

### A Perfect Understanding----

Canned Foods Week is not a *scheme* of the manufacturer to dispose of his product to the jobber. It is not a *scheme* of the jobber to unload on the retailer.

Canned Foods Week was originally inaugurated for the purpose of educating the consumer to the merits and wholesomeness of Canned Foods, and the movement continues with this objective in view. The relation between the manufacturer, jobber and retailer is amiable in every respect and has but the one purpose.

The manufacturer and the jobber have nothing to gain by loading the shelves of the retailer with Canned Foods, and then doing nothing to assist him in selling them. They are vitally interested in putting these goods in the pantry of the house-wife. That is why they are co-operating in every way possible to make Canned Foods Week a success—naturally the retailer's success is their success.

### Retailers Opportunity----

Canned Foods Week is past the experimental stage. It is a glowing success to the merchant who has entered into the movement with aggressiveness and purpose. Canned Foods Week has been advertised nationally and locally to such an extent that the housewife is now looking for an opportunity to put in her supply. The retailer who fails to enter into the movement, and who does not feature Canned Foods Week, is disappointing his customers.

Here are some suggestions:

Arrange for an attractive Canned Foods window display—

Make up assorted cases of Canned Foods—

Advise your customers in advance about Canned Foods Week)—

Send them hand bills (they will be furnished you free of charge)—

Pep up your clerks—Talk Canned Foods Week to them—

Make special prices if you are in position to do so, and then

Sell — Sell — Sell!

Ask any retailer who has capitalized on the Canned Foods Week idea what he thinks of the movement—then go and do likewise!

pended many thousand dollars in assiting the colored people to establish and maintain churches, hospitals, schools and colonies.

In the face of these facts, to be accused by a young upstart of possessing the "blood lust" does not set well and brings no corresponding advantage to the person who cannot differentiate between an objection based on personal unfitness and wholesale prejudice against an entire race.

The free lot scheme is being worked hard again. By some lottery or chance hoax you are led to believe you have won a free lot. When you claim it there is a fee of \$30 to pay for the deed. If you pay, and later look up the lot and find it worthless, you complain. Then the promoters offer you \$75 or \$100 or more for it in trade for a lot represented to be worth many times more. You pay more cash down on the new lot and agree to pay the remainder in monthly installments. The amount you are to pay on the new lot is, of course, many times its value. You are simply contributing to the monthly income of the promoters. All schemes are alike in principle. You lose; the schemer gains.

Grocers are warned not to buy waxed cardboard food containers, a product of the Eagle Package Co., of New York. These containers are manufactured in various sizes and an advertisement of the grocer is printed on the cover. The salesman who represents this firm has been misrepresenting the prices of these containers to many grocers who were greatly surprised when they received their invoices showing them to cost over four times the price quoted by the salesman.

Detroit, Oct. 25—Sam Horowitz, manager of the George Allen Clothing shop, at 3012 Gratiot avenue, Saturday paid a fine of \$100 for false advertising, and went with a patrolman and Blas Bouriz, 1806 Selina avenue, to his store where Mouriz laughed last, demanded and received his rights.

Mouriz charged that Horowitz advertised a suit for \$22.50 and tried to charge him \$32.50, on October 21. He produced the sign that attracted him into the store. It read: "This \$55 unclaimed suit. Must sacrifice, \$22.50." After Horowitz had taken \$23 from Mouriz, Horowitz told him that \$22.50 was the amount of the discount and that \$10 more was due.

Judge John A. Boyne, after criticizing Horowitz for wilful deception, fined him \$100, sent a patrolman with Mouriz and Horowitz to the latter's store, where Mouriz demanded the suit he had selected for \$22.50, and also demanded and got the 50 cents change.

Arnold Constable & Co., New York, have informed the Realm that their name is being used in connection with a fraudulent scheme which has been worked successfully on several small retailers. Our readers should read the details of this case and guard against being defrauded.

Word has been received from small stores in Bay City (operated by women) that they have been approached by a man who claims to represent Arnold Constable Co. in a plan to ship

garments on consignment to other retailers. A stock of dresses and coats will be sent to the store to be sold on consignment and a settlement made when the garments are sold or returned.

The statement is made that the business is carried on under the name Ailen Constable & Co., but that Allen Constable is a brother of Arnold Constable and a member of the firm. The fact is that Arnold and Constable were two individuals in the old firm of Arnold Constable & Co., which is now operated under entirely different management. There probably never was an Allen Constable in the business. There certainly is not to-day. That store does not sell on consignment.

The salesman carries contract forms and order blanks imprinted with the name given above. He proceeds to collect a \$75 deposit from interested merchants as insurance on the consignment which is selected from photographic reproductions of garments. He will take special orders also for which he requires cash payment.

Once the money is paid to the salesman no more is seen of him nor the merchandise which he has promised to ship.

The salesman or salesmen have used the name "George Pierce" or "Compton." The description supplied us follows: 55 years old; close cut gray mustache; tall and slender; face very wrinkled; false teeth; wore well tailored tweed suit and felt hat with brim turned up all around.

Washington, Oct. 23—The Synthetic Products Company, of Cleveland, Ohio is named in a Cease and Desist Order issued by the Federal Trade Commission to-day. According to the findings the company manufactures under a secret formula a compound for use in softening and rendering rubber more resilient, and designates the compound in its advertisements and business stationery as "Liquid Rubber" when such is not the fact. This practice, continues the findings, has the capacity and tendency to mislead and deceive purchasers of the compound by causing them to believe that the compound is composed of rubber, thereby diverting trade from competitors of respondent who truthfully designate and describe their products.

Nothing will so greatly discourage a prospective buyer as an inadequate out-of-date stock; nothing will more quickly induce him to buy than clean, well assorted merchandise, the range of which includes the bulk of his wants.

## WORDEN GROCER COMPANY

### THE PROMPT SHIPPERS

## Another Quaker Leader

# QUAKER EVAPORATED MILK

The Milk for Every Meal

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

## Customers Know this Brand

## WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

Ottawa at Weston

Grand Rapids

The Michigan Trust Company Receiver

Grape-Nuts is Gilt-Edge stock for both wholesale and retail grocers, because it has been an *assured* profit maker for 27 years. And more people are eating Grape-Nuts, more people are *buying* Grape-Nuts every day.

## Zion Fig Bars

Unequalled for  
Stimulating and  
Speeding Up  
Cooky Sales

Obtainable from Your  
Wholesale Grocer

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



### OUR GOLD RESERVES.

Commodity prices the world over have been falling for two years, but the downward movement has been looked upon commonly as a setback induced by temporary conditions. Even in this country the unprecedented prosperity of the last year has somewhat obscured the anomalous fact that the general price level has been steadily, even if slowly, receding. Ordinarily the stimulus to business that comes from rising prices is necessary to bring on a full-blown trade boom, but in this instance good times have come in the face of an adverse price trend.

The event should make it possible for people to accept the situation as one that need occasion no alarm, but one that deserves study. Business men everywhere will find much to provoke thought in the recent report of the Royal Commission Upon Indian Currency and Finance, from which George E. Roberts has drawn some facts that bear vitally upon the possible movement of commodity prices over a long period.

Prior to the outbreak of war, prices here had been rising as a result of the rapidly expanding production of gold; they had risen 25 per cent., on the average, between 1900 and 1913. In all probability they would have continued upward even had there been no war, and a rise to present levels, around 50 per cent. above the pre-war position, would represent only about what might have been expected from the 53 per cent. world gain in yellow metal since 1913. As the world returns to a gold basis prices will tend to rise and fall with gold production, although other factors enter in. The supply of gold may diminish over the course of years. No new mines have been discovered to offset losses from those now approaching a state of exhaustion.

One-half of the world's new metal is coming from the Transvaal. Mr. Joseph Kitchin, chairman of the Board of the Union Corporation, London, testifying before the Indian Commission, reckoned that production now was at its peak and that the Transvaal output would be down 30 per cent. by 1934. He figured that the annual world production by that time would be \$365,000,000, which, when compared to an estimated 1925 total of \$400,000,000, obviously does not allow for the normal growth in demand. Professor Gustav Cassel of Sweden calculates that the new supplies of gold necessary annually to maintain a stable price level equal about 3 per cent. of the existing stock.

In the absence of new discoveries the facts laid before the commission suggest strongly that the world's annual supply of new gold in future years will be diminished and that this will logically have the effect of making gold more valuable than now in terms of commodities or, to put it the other way, to make commodities somewhat less valuable than now in terms of gold. It is to be borne in mind that changes of this kind come about slowly and a new distribution of our gold reserves may release a larger proportion of the metal. If it be found in future years that the Reserve banks

can perform their functions just as effectively as now on a smaller proportion of reserves, a vast amount of gold can be made available to offset the effects of a declining production.

### DRY GOODS CONDITIONS.

At this season of the year conditions entering into the business situation and the prospects for the ensuing Winter and Spring are usually clearly defined. The extent of the crops is pretty well ascertained, even if all of them have not been garnered, and the industrial outlook is fairly apparent. Both the power and the disposition to buy may also reasonably be conjectured. Here are the factors that enter into the calculations of those who provide for the needs of the population—the manufacturers and the distributors. Just now this is the situation in the business field, although there are certain elements which are a little obscure as yet and which need clearing up. Very fortunately, the matter of prices is not one of these except with regard to cotton and goods manufactured of it. As a general rule, there is a stability in price levels more pronounced than in a long time. The buying power, judging from the reports of savings institutions, continues strong, excepting in the cotton-growing sections of the country. To what extent the conditions in those sections will affect trade in general is yet to be determined. It is generally believed, however, that some relief will be afforded by the adoption of one or more of the measures that have been suggested for the purpose. On the part of producers generally the situation is well in hand. With few exceptions, they have regulated their output to correspond with the demand as it arises under the piecemeal buying methods in vogue, and so have no large surplus stocks on hand. This is particularly true of manufactured garments, in certain lines of which a scarcity may develop should any sudden demand arise.

Many buyers keep going to the primary market, but they are mainly seeking quite a variety of goods for quick shipment. Women's attire of one kind or another figures largely in their orders. Resident buyers are also being importuned by their clientele for goods for filling-in purposes. While individual orders continue to be of small dimensions, the sum total of purchases is fairly large. The restriction in the output of garments caused by the strike of the workers, while embarrassing in many ways to the manufacturers, has some good aspects. For one thing, it has stopped a tendency toward needless multiplication of styles, which in some seasons proved a great annoyance without any corresponding benefit. Then, too, it has prevented the making up of garments for which ultimately there could be no sale except at cut prices. The old-style "bargains" will not be forthcoming later in the season. If anything, those whose orders are much belated are likely to pay more, rather than less, for the goods they are after. The range of buying continues to be quite extensive, including articles of dress and accessories of one kind or an-

other as well as household belongings. If there is a disposition toward securing fine quality goods, rather than those in which price is the main factor, it is not yet very pronounced. The allurements of price has not yet lost its potency, except, perhaps, in the class of articles bought mainly for adornment.

### METHANOL AGITATION.

A couple of years or so ago a great pothole was made by certain domestic interests on the subject of methanol, otherwise known as wood alcohol. This, after a respite, has started again. The wicked, though at times ingenious, Germans discovered a cheap process for making this substance out of coke oven gas, and it was declared that they would swamp this country with methanol at so low a price as to put the domestic industry out of existence. Here methanol is obtained in the destructive distillation of wood, the process also yielding certain by-products. What really happened was that, for a very short time, there were increased imports of methanol. Then they began to lessen very materially. Meanwhile the production in this country has kept at a fairly high level, and the stocks on hand have been getting lower. Thus, in August—the last month for which statistics are available—the production of refined methanol was 560,806 gallons and the total for the eight months ended with August was 4,540,827 gallons. A curious thing about the foreign trade statistics on the subject is that exports of methanol are given in the Monthly Summary issued by the Department of Commerce, but imports do not appear unless they are concealed under the title of "alcohols, including fusel oil." Considering, however, all of the latter as methanol, the imports up to the end of July were less than half what they were in the similar seven months' period last year, while the exports of real methanol were about the same. Incidentally, it may be mentioned that the duty is now 12 cents per gallon. The idea is to raise this 50 per cent. under the flexible provisions of the tariff. The proponents say the Germans can land their stuff here at 45 cents a gallon as against a domestic cost of 74 cents. But the duty asked would only amount to 18 cents a gallon, which apparently would only make the German methanol cost 63 cents a gallon. How would this help the domestic manufacturers?

### PRESERVED FOODS.

The annual metamorphosis is going on among canned goods and dried fruits; merchandise is being converted back into money and the process is gaining in headway as the natural fall outlets expand, supplemented by buying of the more or less holiday items which are being stocked preparatory to the Thanksgiving outlets. Liquidation is going on on a wider scale than in many months, which makes the distributing end of a wholesale grocer's business more active. A wide diversity of merchandise is being taken and most orders call for prompt shipment. Large parcels are not generally

favored, but all departments of the market are represented and the aggregate turnover is good, considering that buying is strictly along legitimate lines.

Wholesale grocers are also busy receiving deliveries of merchandise bought earlier in the season. They did not buy in their usual volume in any commodity but covered for known wants during the early fall and winter and being possessed of merchandise, which requires financing now, distributors are inclined to ignore offerings made at primary points.

Spot business is inclined to expand as there are delays in the receipt of contract goods which forces the dealer to cover among second hands until his own stocks are available. The usual troubles over delayed shipping instructions, the inability of packers to get off goods as wanted and other handicaps are being experienced, but there is no real shortage to cause sharp advances in prices.

In a word, the market is featureless as to new business for factory shipment. There is no speculative interest in domestic or export markets and nominal buying is being done for deferred shipment for known wants. Some commodities would be taken for prompt shipment but as that demand cannot readily be satisfied the effect is sentimental rather than actual.

### WOOLS AND WOOLENS.

Results at some recent auction sales of wool abroad have given the impression that prices will not be maintained at their present levels, and it is predicted that this will appear at the next sales to be held in London toward the end of November. But no one believes that there will be any very marked change in prices because the interests concerned are strong enough to carry stocks if adequate bids are not forthcoming. In this country wool buying has recently slackened up somewhat, but the tendency is to keep prices firm. Imports continue to drop. In the week ended with Oct. 16 there came in only 2,854,000 pounds, of which 2,346,222 pounds were carpet wool. Domestic mills are continuing their activity. Orders for men's light-wear fabrics have made a good showing and will be added to materially as the reports come in to clothing manufacturers from their road salesmen. Retail clothiers are taking well to the new Spring offerings, which in many instances show reductions from former prices. Practically all of the openings of women's wear fabrics for Spring have taken place, but the buying is proceeding rather leisurely. Garment manufacturers are not disposed to rush their season, being rather busily occupied with getting out their Winter supplies. The settlement of the strike of the garment workers appears now to be only a question of time. One result of it may be, however, the transplanting of some of the work usually done in New York to other cities.

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

## OUT AROUND.

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

I anticipated that the rain and wind which played havoc with the foliage of our city trees during the past week would have the same effect on the forests in the country, but I was agreeably surprised last Saturday to find that the wonderful coloring of the forest trees on M 54 was still in evidence. I wish this condition could last a month, so that everybody could enjoy the indescribably beautiful handiwork of the Almighty, but such a wish is not likely to be realized if Jupiter Pluvius continues his daily contribution of moisture, which makes the leaves so heavy that they fall easy prey to the strong winds which usually prevail in the fall.

My first stop was at the drug store of Edward A. Webb, of Casnovia, who has dealt out quinine and cosmetics at the same stand for thirty-six consecutive years—three years as clerk for Ed. Farnham, now engaged in business in Marquette, and thirty-three years as owner of the establishment. During this time he has acted as custodian for Uncle Sam's mail for sixteen years, eleven years on one stretch and five years on another. Mr. Webb was born on a farm five miles from Casnovia, in what is known as the Champion district, Oct. 4, 1868. Tradition records that he was a diligent student back in the red school house days, that he graduated from the public school at Casnovia with credit to himself and with satisfaction to his tutors and that he spent one year at the Normal School at Ypsilanti. He espoused a business career at 22 years of age and is at it yet. The contour of the poorhouse has never cast a shadow over his doorstep. He is a member of the Masonic fraternity up to the 33d degree and could possibly be prevailed upon to consent to wear a 33d degree ring. He is a member of the B. P. O. E., holding a card from Grand Rapids Lodge, No. 48. He is also affiliated with the Maccabees, Woodmen and Foresters. When I asked him if he had ever been in jail, he candidly admitted that he had; that when a delegation of Casnovia Masons visited Muskegon some years ago to witness Sheriff Neumeister take the 3d degree, the latter invited the entire party to the county jail and found places for them to sleep in good beds behind the bars. I wish every merchant who takes the Tradesman was as loyal to the publication and as happy in his daily life and surroundings as E. A. Webb.

At Bailey I learned that the proposed transfer of the general stock of Oscar Muma & Son to Geo. E. Seaman did not materialize. In the meantime the Mumas erected a new building in which they expected to engage in the sale of auto accessories. They have carried that plan into execution just the same, conducting both stores with an entrance between.

On nearing Newaygo I was pleased to note that a mile of new pavement had been completed and opened to the public, which correspondingly shortens the detour which has been used for

three months or more; also that about another mile of pavement is apparently completed and the temporary covering removed, which leads to the belief that Newaygo will soon be able to boast that she has cement road all the way to Grand Rapids except the four mile stretch between Grant and Bailey.

In one respect the abandonment of the detour will be a disappointment, because it will deprive the motorist of the beautiful views of the Muskegon River which are available on the detour, which is now in good condition all the way to Hess Lake. Newaygo people are to be congratulated over the improvement of this thoroughfare to their favorite lake resort. The regular entrance to Newaygo on M 54 from the top of a high hill on the South has always afforded a view of the beautiful valley on the left, which will probably not be diminished by the reduction of the steep grade which has been the cause of much grief during periods of icy roadways.

At Newaygo I expected to find William Ansorge, local executive head of the Newaygo Portland Cement Co., at his summer cottage at Hess Lake, but the damp and somewhat dismal weather had induced the family to return to their beautiful home in Newaygo. I occasionally find a man who declines to transact any business on Saturday afternoon, but Mr. Ansorge is too big in his ideas and too broad in his methods to refuse to listen to a business proposition any time between sunrise and bed time. That's one reason why I like him and have always held him up as an excellent example of the up-to-date business man.

I have called at the office of the Fremont Canning Co. many times in the past, but I never enjoyed a complete inspection of the cannery until Saturday, when I was made acquainted with every feature connected with the preservation of foods in a model establishment. How the management succeeded in installing so much machinery in the space devoted to preparation and processing the various varieties produced is more than I can understand. The cannery is now running on Merrill squash and red kidney beans, both of which products have created a strong demand for themselves in the districts where these lines are consumed. Canned squash, of course, goes almost exclusively to Boston, which is the only market of any consequence which takes that product in almost unlimited quantities. I distinctly recall the record made by the late Lafayette Ladd, of Adrian, who was the first canner in America to put up canned squash in tin and who made a determined effort to create a market for the product elsewhere than in New England, without achieving any marked degree of success. Mr. Ladd was a progressive canner forty years ago who would have made a high place for himself in the history of food preservation if his career had not been suddenly ended by the bullet of a burglar.

The Fremont cannery is increasing its output at the rate of \$100,000 yearly and is constantly increasing the variety of food produced and reaching

out for new markets. The Gerber family have proven to be one of the most successful combinations in the canning industry and I expect to see them augment the good names they already enjoy as active factors in supplying the public with high grade food products, preserved under conditions which preclude the possibility of there being any doubt as to their wholesomeness.

Dropping in on L. D. Puff, the Fremont hardware dealer, I was given a great treat by being shown his remarkable collection of guns, revolvers, stone axes and arrows and other relics of past ages. One of his choicest selections is a series of copper implements evidently made by the Mound builders, a lost race which was exterminated by the Indians. Mr. Puff's collection of guns is not as complete or extensive as that of Ira Adams, of Charlevoix, but he has many fine pieces which ought to be carefully catalogued by the owner before he reaches an age where the memory is not likely to be as keen as it is in middle age. As Mr. Puff has no well defined ideas as to what disposition he should ultimately make of his collection, I am going to make a suggestion which he can accept in the spirit in which it is made or consign to his ridicule chest. It costs him nothing either way.

When I was in Charlevoix last summer I was so impressed with the value of Mr. Adams' collection that I wrote an article for the Tradesman, urging the good people of Charlevoix to acquire that collection, either by purchase or gift, and make it the nucleus of a city museum which would be sufficiently educational to warrant the expense of erecting a fireproof building to house it permanently. Such a collection, with such additions as could be made to it from time to time, would prove a great attraction for the thousands of resorters who visit Charlevoix during the summer season. The suggestion appears to have fallen flat because of the absence of public spirited leadership to carry the plan into execution.

Fortunately, Fremont is not devoid of leadership; in fact, every man in Fremont is a leader, judging by the way the city put over the community house, the community hotel and a number of other municipal projects which could not possibly have been accomplished except for that remarkable something which I can best describe as the FREMONT SPIRIT. If Mr. Puff will consent to give his collection outright to the community, in consideration of the community agreeing to house it in a fireproof structure, to be known forever as the L. D. Puff Museum, I believe that three times as much good material can be obtained from the citizens of Fremont and the country round about and that the leading citizens of Fremont will underwrite the cost of a structure which will bring more fame to the city than any public function ever undertaken by the metropolis of Newaygo county. In working out this plan, I wish it plainly understood that the suggestion is not patented and that the only way the citizens of Fremont can realize on the suggestion is to put it

into execution at the earliest possible moment. It is possible that former residents of Fremont might be prevailed upon to assist in an undertaking of this kind, but I think such action on their part would be a handicap instead of a help, because the people of Fremont insist on doing things their own way in their own time and with their own money. By steadfastly adhering to this policy in all their undertakings they have created a sturdy citizenship, a reputation for progressiveness and a standard of civic righteousness which enable them to accomplish anything they set their hands to do.

E. A. Stowe.

## Seventeen Points of Citizenship.

1. To acquaint myself with the fundamental principles of the Constitution and laws of the United States and of the state of which I am a citizen.
2. To inform myself on public issues and the character of candidates; then to speak and act as a patriot.
3. To vote in all elections according to the dictates of an enlightened conscience.
4. To become an active member of some political party pledged to the highest and best in public service; to hold my duty as a citizen high above all party ties.
5. To hold the faith "That right makes might" and in that faith dare to do my duty as I understand it.
6. To play no favorites; to stand for the vigorous and impartial enforcement of all laws.
7. To obey all laws myself and expect others to do it; to uphold officers in the enforcement thereof.
8. To work openly and vigorously for the repeal of all useless and unjust statutes.
9. To stand as a ready soldier, an honest taxpayer, a willing and impartial juror, a faithful though inconspicuous public servant.
10. To know my Government; to impart that knowledge; to realize what that Government does for us all, and to understand what we should do for it.
11. To encourage good men to enter and remain in the public service. To serve myself when called.
12. To stimulate patriotism, good feeling and loyal co-operation among all classes of our citizens.
13. To strive against all efforts to arouse race, religious, class or sectional prejudice.
14. To let my knowledge and interest follow my country's affairs around the world.
15. To know that I am bound to my state, my Nation and to humanity and they to me.
16. To openly oppose and publicly denounce the traducers of my country's institutions and the slanderers of her public servants.
17. To carry to the foreign born and affiliated, within our shores, the message of Americanism.

Here lies a young salesman named Phipps,  
Who married on one of his trips,  
A widow named Block,  
Then died of the shock,  
When he saw there were six little chips.

## SHOE MARKET

### Milwaukee Shoe Retailers Pulling Together.

Fall is here. There is much work to be done. There are many business problems to be seriously considered and discussed. With style as big a factor as it is, and with merchandising becoming a faster and faster game, it behooves every shoe merchant in Milwaukee to not only join the Milwaukee Shoe Retailers' Association but to attend its meetings.

Make collections easier. That's something all merchants want to do. A keen boy in the upper part of the state changed his habit of sending out statements at the first of the month. He now sends them out on the 15th, requesting payment by the 25th. Payments are more prompt because the statement gets to people when they are more "flush" with money.

Thank you. A modern shoe store in another state uses a very unique manner of saying "thank you" to its customers and building up a good will for the firm. In each package that leaves the store there is placed a colored slip saying "Our Mr. Smith took care of you. We hope that his service has pleased you, and that your shoes will give you all the comfort, wear and satisfaction desired. If they don't, bring them back and Mr. Smith will be glad to see that you are thoroughly satisfied." The store has worked up a personal trade—and it is personal trade that counts.

Winterweights. It takes time for an idea to get enough supporters to make it a big thing—even though the idea may be a good one. In the shoe field there hasn't been a better idea in years to increase the sale of men's footwear, than the summerweight and winterweight shoe idea. True. It's a new idea and many merchants are not sold on it. But in time summerweight and winterweight shoes will be thought of in the same light as straw and felt hats.

United we stand. The other day a shoe merchant showed us a suit of clothes he bought from a firm selling direct to the consumer. He showed us some ties he had bought from a similar firm. Then he told us that he had just ordered some shirts from a house-to-house salesman who came into his store. We wondered if he didn't buy his shoes from some house-to-house peddler. Retailers must buy from retailers. If retailers support the house-to-house canvasser, what can they expect in time? Remember, Divided we fall—United we stand.

Don't be a "copy-cat." That's sound advice for every merchant has a different method of doing business. There is something different about every merchant's reputation. No two business firms have the same personalities. You can't step into two shoe stores and find both stocks exactly alike. No two cities, towns, or villages, are alike. Neighborhoods are different. Know how the other man gets his business and use that knowledge in going after your business, but don't be a "copy-cat."

Hold your old customers. Too many of us are giving all of our attention to getting new customers—and are for-

getting about the old customers. It's a sad mistake. We must be sure to hold the good will and trade of our old customers. It's all right to go after new business, but it shouldn't be done at the sacrifice of losing the steady trade which has been established. Keep catering to your old customers—and hold them.

### Public Suffers By Bootblack's Errors.

An expert in his line, having devoted many years in research in an effort to offer to the public a polish that would not only shine and clean shoes but prove beneficial to the shoe leather as well, has a few good pointers to offer the progressive merchants as a beneficial service to them. A dressing has been perfected composed of the finest ingredients possible, including vasoline, olive oil and other soft oils and eliminating such substances as potash which, he says, are apt to dry and crack any leather.

"In using such materials," continues this authority, "the polish serves three purposes at one time. It not only shines and cleans the shoes but it enters the pores of the leather thereby helping in its preservation. There is a feature relative to a polish of this kind which often slips past the average person. In one case it is often the polish that is shined. A hard polish will form a film over the shoe leather closing the pores, and leaving only the polish to be shined. On the other hand, a soft polish that penetrates leaves the leather surface to be shined. Often, a bootblack uses his brushes and cloths so strenuously that he burns the leather and the shoe manufacturer is blamed. A soft oily polish will prevent this to a great extent.

"The product which I have invented, neutral being a cream, cannot possibly interfere with the color of a leather, for it can be used on any shade of leather and any kind of tannage. Many polishes tend to discolor a leather due to properties of coloring used in the polish itself. The oils in dressing prevent it from drying up, the oils prevent dressing from freezing, the lack of any specific color makes it invaluable as a polish to keep on hand for use on any kind or shade of leather."

### Smaller Leather Items Sell.

Business in leather goods could be considerably better than it is, although some improvement was reported yesterday. The heavier articles, including various types of trunks, traveling bags, etc., are not in active call, but there is a gradual picking up in the demand for smaller items. Among these are novel vanity cases and boxes in high colors and a variety of leathers and imitations. The most active "numbers" range in price from \$24 to \$90 a dozen. With the approach of the holiday season a steady increase in their sale is looked for.

### Market's Status Improved by Each Fresh Decline.

A question that every investor wants answered is: Will the foundation of the stock market soon fall as it did in March or will it hold? In a general way the commentators have assured their readers that the market is

in a stronger position than it was early this spring, but not enough emphasis has been given to the essential points of difference or similarity in the market then and now.

From a technical standpoint the market at the beginning of March was weak, but the underlying business situation was strong; at the present time the stock market is in a better technical position than it was early in the year, but the outlook for continued expansion in industry immediately ahead is not so promising as it was then. Precisely what course the stock market will follow in the future is not revealed as yet but in this little comparison is enough to explain the character of the present recession.

The stock market has been declining persistently since early in September, but to date the selling has not on any day become disorderly or erratic enough to force the story to the front pages of the newspapers. The March break was precipitous; the present decline has been irregular. In the last six weeks stocks have lost ground on the whole plainly enough, but smart setbacks have been followed by rallies. These rallies are stimulated by the purchases of speculators to cover their short positions to an important degree which is to say that they reflect a good technical condition. No precipitous drop in the stock market can occur so long as the bull and bear forces both remain strong.

To say that the prospect for further expansion in industry is not so reassuring as it was in March does not mean that the prospect now is unfavorable. Business this autumn has been maintained at a high pace, but the prophets are, perhaps rightfully, becoming just a little more cautious in their prognostications than formerly. They cannot put their fingers on anything that indicates bad times ahead, but they fail to see how business for the time can expand much if any from present levels. It might even fail to hold its present momentum, but that thought is not new or alarming.

Paul Willard Garrett.  
[Copyrighted, 1926]

### Hard on the Boy.

"What are you crying for, my lad?" "Cause father's invented a new soap substitute an' every time a customer comes in I get washed as an advertisement."

### Is Your Stock Complete on Laces, Polish, Insoles, Grippers and Shoe Sundries?

The lack of one of these necessary items may cost you a customer.

We are waiting your order, our stock is complete.

**BEN KRAUSE  
COMPANY**  
20 S. Ionia Ave.  
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## JOHN COMER

is wearing  
**Beaver Grain  
Oxfords**  
this fall!



Our factory is working at capacity to fill orders on:

**STYLE 952. Men's Tan  
Beaver Grain Blucher Ox-  
ford with flanged sole and  
fancy quarter lining. C  
and D widths in stock.**  
\$3.60

**STYLE 953. Same in the  
Blue Black Beaver Grain.**



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Everybody's  
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## The Best One of Its Kind

THE Putnam Factory of the National Candy Co. has been in business since 1865. Putnam goods have always been quality goods and have won for themselves an outstanding reputation for popularity.

This policy and experience have enabled them to develop **Malty Milkies**. There is no other chocolate flavored malted milk candy lozenge on the market equivalent in quality and repeating power. **Malty Milkies** sell all the year 'round, summer and winter, and sell at a profit.

It has taken four years to develop **Malty Milkies** to its present standard of excellence.

It's a big value for 5c—17 pieces for a nickel. Get **Malty Milkies** in your line.

**Malty Milkies** can be purchased from any of the following factories of the National Candy Co.

Buffalo	Dallas	Louisville	Minneapolis
Chicago	Duluth	Detroit	Nashville
Cincinnati	Kansas City	Mt. Clemens	St. Louis
			St. Paul

**PUTNAM FACTORY**  
**NATIONAL CANDY CO. INC.**  
Grand Rapids, Mich.

## FINANCIAL

### Two Factors Now Diversely Influencing Money Market.

Hope for a large volume of business activity for the remainder of the year is held out by the National Bank of Commerce in its new monthly bulletin published to-day but the events of the month have not encouraged the economists of that bank to anticipate any further expansion. Such destructive influences as the Florida hurricane, losses in the Mid-West section of the country from flood and storms and the recent extended decline in cotton prices are cited as outstanding developments that have come as a cloud on the business horizon. That the country will remain prosperous for the immediate future is not questioned but doubts prevail whether from present levels much of a gain can be made.

In a general way everybody knows that at this time of year the seasonal demand for funds is near its peak and the general conclusion of most commentators has been that dearer money will result. At the National Bank of Commerce they are not so sure of this. They recognize that the demand for commercial funds has been expanding since mid-summer, of course, and that such a movement is an influence towards higher money rates. They even allow for the draft on credit that must be made in financing the present cotton crop. But there is another influence at work to release funds, the declining stock market.

The liquidation of stocks that began early in September and which has since become marked unquestionably is reducing the amount of money required by the speculative markets. Contraction of late in the loan figures reflect this changed position. It is recognized that normally money rates at this season of the year should rise until the peak of the commercial demand has been reached. In the opinion of some bankers in the financial district, however, the release of funds from the stock market will be enough to offset the seasonal trend. At least it is still an open question whether or not, with two diverse forces at work in the money market, rates will change very materially in the weeks that lie just ahead.

Whatever the distant future may hold the prospect still is for a record holiday business by both the wholesale and retail trades and from their vast resources for research the statisticians at the Bank of Commerce see no reason to doubt this conclusion. The new bulletin says: "Buying improved somewhat in September; and reports of activity since the first of October indicate a very large and broadly distributed volume of trade. Shoppers who had noted the air of desertion which had seemed to prevail in numerous department stores have commented on the increased activity which the new season has since brought."

Paul Willard Garrett.

### Finds Weak Spots in Business Factors

Dr. Lewis H. Haney has made a name for himself at New York University, where he is director of the Bureau of Business Research, through

studies he has made on different phases of the business trend. In the Franklin Statistical Service which is one organ that reflects the New York University findings the prediction now is made that the trend of business will be irregular for another month or two after which there may be a moderate recession. After setting down in parallel columns the favorable and unfavorable factors the conclusion is reached by the Franklin economists that the unfavorable factors predominate.

It is the opinion of these authorities, however, "that as long as retail trade continues so large and the money market shows no greater signs of credit strain than has yet existed, there is no reason to expect any severe recession in business. Our conclusion is that business is at peak levels and that no further general expansion is possible, with commodity prices sagging, building activity waning and farm purchasing power greatly reduced." In this connection it is noted that the Government estimates indicate a reduction of about \$400,000,000 from a year ago in the total value of the agricultural crops.

A recapitulation of the favorable and unfavorable forces at work in the business world, as found by Dr. Haney and his statisticians, reveals five bullish and ten bearish signs. The favorable factors are as follows: (1) money is not tight; (2) the large volume of retail trade; (3) the large volume of building contracts; (4) a large number of new enterprises and the small number of failures and (5) the light mercantile inventories. Against these are listed: (1) weaker commodity prices (especially cotton, gasoline and steel scrap); (2) rising money rates; (3) lower bank debits; (4) low farm prices; (5) mail order sales fail to make seasonal gains; (6) declining employment trend; (7) European competition; (8) declining building trend; (9) larger manufacturers' inventories and (10) political uncertainties.

Of these the decline in commodity prices over the last year and more is important in view of some recent evidence of a decline over a long period of years in the amount of gold likely to be mined annually. At least the suggestion is made that the output at the Transvaal, which supplies about half of the world's yellow metal yearly, is at its peak now. Of course at no time in history have all factors been either favorable or unfavorable to business and even in the last year of unprecedented prosperity commodity prices have been steadily declining.

Paul Willard Garrett.

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### Telling the Truth.

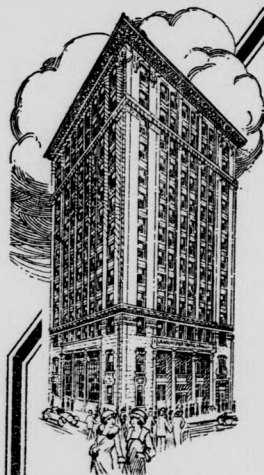
Some day we will tell the truth in death certificates," says London Life, "and the reports will be made out like this:

"Died after thirty years of over-eating.

"Smothered to death; worked and slept in unventilated rooms.

"Killed by high living.

"Poisoned by his wife, who used wrong cooking methods."



### 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 Burtop



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

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## 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.

### How To Save Time By Spending It.

Ever since I have been able to recognize an excuse I have been hearing the phrase, "If I had the time."

There is such a thing as time poverty; there are only twenty-four hours in a day. And there are time spend-thrifts. And time misers, too.

You cannot put additional hours into a day, but you can use the twenty-four in such a way that you'll get your time's worth in return for the hours you spend.

Strictly speaking, you cannot save time. It goes, whether you want it to or not. You have to spend it. And since it must be spent, why not study ways and means to get a lot for what you spend?

The reason why so many people haven't time is because time cannot be saved.

Time is not like money.

If you have five cents to-day you can hold on to it until you get another nickel. Then you'll have ten cents. And you can keep on saving nickels until you have a dollar. Then you can go out and buy a dollar's worth of something all at once.

But if you have five minutes to-day and five minutes to-morrow, you cannot hold on to them until you scrape together an hour and then go out and spend that hour all at once. No, indeed! Each day's minutes must be spent the same day.

That is why we will accomplish nothing if we wait until we have the time. Time doesn't accumulate; it flies.

The answer is that whatever is accomplished must be done a little each day—five minutes for this, ten minutes for that, a quarter of an hour for the other thing, and so on.

That's how I've been trying to live my days. And I may as well be truthful about it and admit that it is not at all easy. Habit says: "What's the use? You can't do anything in ten minutes. Let it alone until you get an hour; then go ahead and finish it up."

Sometimes I yield to the tempter and wait for the hour—and the thing remains unfinished.

Now, let's consider a few things that can be accomplished over a long period of time on the few-minutes-a-day plan. Friendship-building, for instance.

To help me in remembering people I keep a little book, labeled "Personally Acquainted," to which I devote about ten minutes every day. This book is divided into cities and towns and states or even larger divisions. In this little book goes the name of every individual with whom I achieve more than a nodding acquaintance. I filled up most of it at the start by taking the telephone directory, starting with the first name on page 1, and writing down the names of the people I know with similar names. A big job? Yes, if done all at once. But if done in ten minute periods it is not so bad. And the little book is really useful.

I use the little-bit-at-a-time method in my daily work as an editor and personnel man, and this insures that nothing can be neglected for more

than a day or two. Once a thing is started, it is pretty certain to get some attention every day until it is finished.

At the beginning of each business day I pile up on my desk all matters left over from the previous day. To this pile I add incoming mail and memoranda.

Ordinarily, with a bunch of stuff of equal importance confronting one, the difficult question comes up of what to tackle first. Under the little-bit-every-day plan you can start at the top of the pile with perfect assurance. The first time through, you handle only those matters that can be disposed of in ten minutes or to which you have decided to give ten minutes on that day. The ten-minute stuff out of the way, you tackle the twenty-minute stuff, then the thirty-minute or more cases. By this time the pile is very much reduced, for most of the things that reach a busy man's desk can be disposed of in less than half an hour.

Practically everything concerning the work of my office is found in our files. To look all these files over at one time would probably take several days. But by taking a few folders at a time (ten minutes a day) I am able to make a complete survey of the files two or three times a year.

The same thing applies to the book-cases. Every business man accumulates books and booklets right along and he lays them aside to read "when he gets the time." He never "gets the time." Eventually he forgets that he ever received a particular book or booklet and would not know where to look for it if he wanted it in a hurry.

It is the same way with training children. I ought to know—I'm trying to train six. I have learned that you will never find the time to take a week off and train them in the many things they ought to know. You've got to do it a few minutes at a time. Most of us would like to be considered well-read individuals, able to talk intelligently on many subjects. But where shall we find the time? The answer is that the time must be found bit by bit. Suppose, for instance, we decide to read the lives of great Americans. The first thing to do is to get hold of a book and start. Decide how many pages you can read a day and then read that many. If you don't get time to do it during the day or in the early part of the evening, do it just before you go to bed.

And so it goes. There are hundreds of things for which you haven't time if you desire to do things in the regular way, but which may be done by the use of this system.

Oliver Martin.

### Why Salesmen Die Young.

Salesman—(Wiping the perspiration from his brow) I'm afraid, madam, we've shown you all our stock of linoleum, but we could get more from our factory.

Customer—Well, perhaps you had better! You see, I want something of a neater pattern and quite small. Just a little square for my bird cage.

A mentally lazy man never produces a good idea.

**\$6,000. Whitehouse, Lucas Co., Ohio, 6% Waterworks Extension Notes due Feb. 10, 1928, denomination \$1,000, principal and interest due Feb. and Aug. 10, payable at the Village Treasurer's Office, Whitehouse, Ohio.**

#### FINANCIAL STATEMENT

Assessed Valuation	-----	\$993,370.
Total Debt (including above)	-----	50,660.
Less Water Debt	-----	\$23,100.

Population, 1920 Census ----- 513  
Opinion, Squire, Sanders & Dempsey, Cleveland.

Price to net 5.00 %

These notes are a general obligation of the Village of Whitehouse, Ohio, and we believe they provide an attractive short term investment. 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

## THE OLD NATIONAL BANK

"Easy come, easy go" doesn't apply to the easy money which accumulates in your savings account.

*A Bank for Everybody*

MONROE AT PEARL

NO BRANCHES

## Mr. Stowe Says

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

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

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

## Merchants' Creditors Association of U. S.

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

## GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

## 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

## GRAND RAPIDS BANKS.

## Changes Which Consolidations Have Brought About.

The mortality rate among Grand Rapids banks has been high the past few years; the birth rate has been low.

Since March 10, 1922, five Grand Rapids banks, with \$1,025,000 capital, \$663,161 surplus and profit, \$13,909,581 total deposits and \$16,285,711 total resources have dropped off the map; only one new bank has come upon the scene. The bank disappearances in Grand Rapids have not been of the North Dakota type, nor the Iowa style, nor the more recent fashion found in Florida. There have been no accompanying wailings by the stockholders or grief for the depositors. The Grand Rapids plan has been to buy at a fair price and close the doors, and so far as heard from everybody, or nearly everybody has been satisfied.

Following are the Grand Rapids banks which have been closed in the last four years:

The City Trust and Savings were a subsidiary of the Grand Rapids National, with all its stock held by the stockholders in the latter. It was absorbed back into the parent bank without publicity as to terms, but to the obvious advantage of everybody concerned.

The Peoples Savings bank was purchased by the Kent State at \$200 per share or \$400,000 and the Kent State at the same time took over the Commercial Savings at \$175 per share or \$525,000. Grand Rapids Savings purchased the South Grand Rapids at \$1,000 per share, the highest price ever paid for a Grand Rapids bank stock, or \$250,000. These three transactions came in a bunch in November, 1924. In March last Joseph H. Brewer and Dudley E. Waters, for the Grand Rapids National, purchased the Fourth National, paying \$350 per share for 2455 shares and \$450 for 545 shares, a total of \$1,104,500. The four banks purchased had total capital of \$825,000 and surplus and profits of \$653,355, equivalent to a bank value of about \$180 per share for the stock. The total purchase price was \$2,279,500 equivalent to about \$275 per share as an average. The transaction in each instance was spot cash on delivery of the stock certificates—just such dealings as most business men enjoy. In each instance also the assets of the bank purchased were taken over in mass and the liabilities assumed and the patrons of the bank whether depositor or borrower scarcely knew the difference.

Some of the stockholders in the closed out banks no doubt were grieved, but it is not recorded that any of them went broke selling \$180 book value for \$275 cash, but how stockholders may have felt is, in fact, entirely subordinate to the public interest. What has been the public response to the banking curtailment? What effect has fewer banks had on money supply, loans, deposits and other important details? Here are some interesting comparative statistics bearing on this phase of the subject, as given in the bank statements as of March 10, 1922, and June 30, 1926:

	March 10 1922	June 30 1926	Increase	% gain
No. of Banks	9	5	*4	—
Capital	3,825,000	3,550,000	*275,000	—
Surplus profit	3,899,925	3,726,781	*173,144	—
Total resources	69,151,439	90,882,920	21,731,481	31
Loans & discount	34,394,859	41,225,755	6,830,896	20
Investments	16,095,633	26,401,787	10,306,154	64
Cash resources	10,508,600	13,965,022	3,456,422	34
Savings and Certificates	30,873,962	43,177,480	12,303,518	41
Commercial	20,988,643	27,852,389	6,863,737	32
Due to banks	3,276,290	4,699,767	1,423,477	43
Total deposit	56,378,512	78,662,021	22,283,509	40
*Decreases				

The Grand Rapids style of bank elimination may have caused some shifting of accounts, but the comparative statements do not indicate any shrinkage of assets or loss of business. On the contrary, the four year period has few parallels in the financial history of the city for substantial gain all along the line. We have five banks where we had nine before and there has been some small shrinkage in bank capital and accumulated profits, but total resources show 31 per cent. gain, loan and discounts 20 per cent. gain, investments mostly home building real estate mortgages, 64 per cent. and cash resources 34 per cent. In deposits commercial show 32 per cent. gain, savings and certificates 41 per cent. gain and total deposits 40 per cent. gain. It will hardly be claimed that the handsome increase in business is the direct result of fewer banks, but it seems to be apparent that reducing the number of banks has not crippled business in Grand Rapids.

The five banks sold and closed had \$13,909,581 total deposits and the total deposit gains in four years have been \$22,283,509, a total of \$36,193,090 and it may be natural to ask where all this money has gone to—who are its present custodians? The following figures from the bank statements of June 30, 1922, and June 30, 1926, will answer this question in part at least:

	June 30, 1922	June 30, 1926
Old National—		
Commercial	\$5,315,333	\$6,365,551
Sav. & Certificates	4,445,530	5,249,866
Total deposits	11,239,208	13,700,636
Grand Rapids National—		
Commercial	3,629,945	6,668,872
Sav. & Certificates	3,601,413	7,910,489
Total deposits	7,991,113	16,864,501
Grand Rapids Savings—		
Commercial	4,964,211	8,405,270
Sav. & Certificates	7,607,705	13,187,362
Total deposits	13,316,989	22,646,928
Kent State—		
Commercial	3,222,967	6,055,518
Sav. & Certificates	8,445,142	12,614,370
Total deposits	12,357,617	20,779,291
Home State—		
Commercial	70,244	357,166
Sav. & Certificates	276,356	4,215,391
Total deposits	349,069	4,670,663

The figures seem to indicate that banks buying others have been able to hold the business acquired and all have participated in the gaining of new business. The Home Bank for Savings, the only new bank started in the four year period and which opened for business June 1, 1922, it will be seen gathered in \$4,670,663. This is a remarkably good showing, but it is dwarfed by the gains of several of the older banks.

Has the merger policy been profitable to the banks remaining? The comparative bank statement does not afford a conclusive answer to this question, because some of the transactions are entirely too recent to serve as

## A Good Reputation

There perhaps is no institution that develops any faster from a good reputation than a trust company. A good reputation has to be earned.

It has been the constant endeavor of our officers to conduct our business in such a manner as to make and keep friends. Our development is the result of efficient, courteous and considerate service.

Our officers are ever aware of our patrons needs. We are proud of our reputation.



### GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

# REYNOLDS

## - Slate-Clad -

# SHINGLES

"BUILT FIRST TO LAST"

We offer

A. W. EATON, Denver, Colorado.

First Mortgage Guaranteed 6% Serial Gold Bonds.

Maturities 1928 to 1936 inclusive

Principal and Interest guaranteed by the Metropolitan Casualty Insurance Co. of New York City.

We recommend these bonds for investment.

Price par and interest to yield 6%.

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INVESTMENT SECURITIES

10th Floor Grand Rapids National Bank Building  
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BONDS EXCLUSIVELY

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Congress Building

satisfying evidence, one way or another. The comparative statement of surplus and profits of four years ago and of to-day, however, are interesting and here they are:

Surplus and Undivided Profits.			
	June 30, 1922	June 30, 1926	Per share gain
Old National	\$1,301,994	\$1,485,955	\$22.99
G. R. National	469,452	607,714	13.80
G. R. Savings	599,371	781,330	36.40
Kent State	1,054,114	1,515,284	92.23
Home State	*	86,497	34.60

During the four year period the Old National organized the Old National Co. to handle its bonds and investment department and financed it by a special dividend of \$250,000. The Kent State increased its capital stock from \$500,000 to \$1,000,000 by a stock dividend out of profits. These details are ignored in computing the earnings as given above. The Home bank had a paid surplus of \$62,500 four years ago and an asset of \$75,000 organization expense. The expense has been written off and the book now shows real surplus and profit. The per share gain as shown above is the increase in surplus and profits for the four year period with the Kent State's figures based on its old capitalization of \$500,000. The four old banks, in addition to adding to surplus and profit, have paid their customary dividends. The Home bank went on a dividend basis this year.

#### Some Fire Prevention Slogans.

Fools laugh at fire; wise men respect it.

The clean plant seldom burns—good housekeeping pays.

Let fire prevention become a habit.

Never leave the electric iron with the current turned on.

The danger that never sleeps, fire.

Less carelessness, less fires.

Bonfires may become banefires—guard them close.

Have your electric wires examined—defective wires start many fires.

Any fool can start a fire but it takes a careful man to prevent one.

Before your winter fires you light

Be sure that all your flues are right!

That cigarette may be a "dead camel" but a live coal.

Master fire or it will master you.

There is always fire where there is smoke; search for the cause.

Dying embers, then a breath of air,

And the demon fire leaps from his lair!

Destroy the campfire—not the woods

Dead ashes often prove live ones.

Campers and tourists, beware.

Put out all fires with care.

Throw all oily rags away,

Combustion may start a fire some day.

#### Chimney Hazard.

Clean your chimneys, reduce the fire waste and save fuel is the essence of a message carried in a bulletin published by the National Fire Protection Association, Boston, Mass., from which organization copies may be secured. In the leaflet are contained suggestions for preventing unnecessary accumulations of soot. Other subjects covered are the hazard from chimneys, the method of cleaning them, how to clean stovepipes and flues, extinguishing chimney fires, chimney fires and the law.

#### Fire Prevention and Life Protection.

In the planning and erection of all kinds of buildings, particularly public buildings, life safety must often yield to a desire to economize or to beautify. This is not as it should be. Life safety should be considered above a few paltry dollars and useless filigree work.

Life safety not only requires a good class of building on the whole, but also requires aisles, corridors, halls, fire escapes and other exits of proper width and sufficient for the occupants of any building. The architect planning such building should take these factors into consideration and plan accordingly. It is important that walls, floors and ceilings surrounding such passageways be of fire-resistive construction, and that all doors leading to such passageways swing in the line of travel. These two factors will go far towards preventing both fire and panic hazard. Too often a mad rush has made it impossible to open swinging-in doors, and many people have been killed not by fire, but by the stampede. Many school building holocausts are examples of this.

Fire-resistive boiler rooms and fire-resistive ceilings over basements, where so many fires start, is of next importance from the standpoint of life protection, as well as saving of property. Fire-resistive roof coverings will go far towards eliminating the spark and exposure hazards. In certain classes of buildings fire doors and windows can be installed to still further eliminate the exposure hazard.

Installing automatic sprinklers in the basement at least, still better throughout the building, will most effectively protect life and property. It is worthy of notice that lives have never been lost in a sprinklered building. It is better to get wet than burned.

It is easier and cheaper to prevent fires than to fight them. With a good class building as above outlined, prevention is largely a matter of good housekeeping. Oily rags and papers, rubbish, waste paper, and other easily combustible materials in basements, attics, closets and dark corners are an invitation to fire and not good housekeeping. These unfrequented places are often piled high with such rubbish. A careless man tossing away a lighted match or cigarette butt is only needed, and usually at hand, to cause a conflagration.

#### Something To Think About.

Insurance is the one thing in the world you can't buy when you need it most. You have to buy it when you don't need it, or not at all.

Their water supply failing them, the inhabitants of a small provincial town near Paris, France, used cider in order to save the village from destruction by fire early in July. Reports stated that the conflagration was started by a village idiot, who fired several buildings. When the only local well ran dry the Breton peasants did not hesitate to empty big vats filled with the beverage and pour the spicy liquid on the blaze.

Don't smoke in bed; perhaps those guilty of this practice may be too green to burn, but beds are not.

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. SEINF, SECRETARY-TREASURER

## SAFETY SAVING SERVICE CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

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

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GRAND RAPIDS,

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## Merchants Life Insurance Company

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President



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

## REVISING THE CONSTITUTION.

## Why Changes Are Not Needed at This Time.

[Concluded from last week]

The enabling act had provided that in senatorial districts, where in 1906, in the nomination of senators, at least one political party operated under the direct nominating system, candidates of all political parties should be nominated in like manner. Thus in seventeen districts out of thirty-two delegates were to be nominated by popular election, and in fifteen the convention system would be used. The primary system included the two largest cities of the State, but in Saginaw and Kalamazoo the convention system was still in operation. Considering the importance of the primary election, in which a nomination was almost always equivalent to election, the vote was small, but the number of candidates was large. The office of the Secretary of State reported that there were 100 candidates of both parties who had filed nominating petitions in that office, and this was only in eleven districts. In Kent county, consisting of the 16th and 17th districts, there were twenty-four candidates. In the 19th, (Grafton-Clinton) there were fifteen candidates. In the 10th (Jackson-Washtenaw) there were thirteen. In Wayne county, with four districts, there were seventy-two in all, and average of eighteen per district.

In order that the voters might know something of the candidates' views on the subject of constitutional revision, newspapers and various organizations propounded a series of questions to the candidates, and in some instances asked them to sign pledges to vote for certain measures, such as the initiative, referendum and recall or prohibition. The following is a copy of the questionnaire submitted by the Grand Rapids Press to candidates in Kent county. It is reproduced here to indicate some of the more important changes which were thought worthy of being included in the revised constitution.

1. Will you vote for home rule for cities and villages?

2. Are you in favor of changing the "internal improvement" clause of the constitution, so as to enable cities to own and operate street railways, and other public utilities now barred?

3. What is your position on taxation? Are you in favor of the separation of sources of revenue for state, and local purposes? Would you favor local option in taxation, enabling counties and cities to raise needed revenue in any matter they might desire?

4. How do you regard the direct legislation idea?—the initiative, and referendum?

5. What do you think of the proposition to allow the people on a 10 per cent. petition to propose constitutional amendments and to require their submission by the legislature to the electors for acceptance or rejection?

The State Federation for direct legislation composed of the State Grange, Federation of Labor and the New Era League asked the following questions:

1. Will you, if elected, be governed by the will of the people as expressed by the ballot?

2. Will you give your constituents an opportunity to use the ballot on any questions that concerns them in a public matter?

Similar pledges were asked by the Non-Partisan Home Rule Federation of Detroit.

Answers to these questions were tabulated by the Civic News, Grand Rapids, covering a number of districts, including Detroit and Grand Rapids, but apparently the answers had no very important effect on the result. Some candidates did not answer the ques-

tions, except in part or in general terms, and declined to go to the convention pledged on any particular subject. The Grand Rapids Herald noted with approval the stand of Henry M. Campbell, of Detroit, who declined thus to go on record and criticized what it termed the "catechizing of the candidates."

Many of the declarations of the candidates had a decidedly conservative tone, for example:

"I do not think any radical changes could or should be made in the constitution. They would be rejected by the people." (Wykes).

"I am in favor of embodying in the new constitution, all of the old provisions that are still serviceable. Changes should be made only where the state has outgrown the provisions of the present Constitution." (Barnaby).

Wherever it is possible, the old Constitution should be read into the new, without changing a word or a comma. (Adams).

"I appreciate the value of the long lines of decisions of our Supreme Court which have construed the present Constitution, and settled its meaning and will oppose unimportant and unnecessary changes that will re-open such questions for future litigation." (Walker).

This was getting rather far away from the idea of the Constitution of 1860 as a thing of patches or a tree that was partly dead.

As many of the candidates under the direct primary were young men who had never before been candidates for office, a considerable amount of advertising was thought to be necessary. Many candidates published in the newspaper portraits, accompanied by laudatory statements of their qualifications, together with their "platform"—all of which must have seemed somewhat undignified to older citizens accustomed to the rule of the office seeking the man. Some advertising was at least exaggerated, but, in the main, the publicity did not offend good taste, and was justified by the uncertainties of a comparatively untried primary system. In the districts nominating by conventions, no publicity other than the usual newspaper notices was necessary. Of one candidate, a county chairman, it was reported that he was allowed to name his own delegates to the nominating convention; and in the case of another it was said that he controlled all but twenty-two out of 138 delegates to the convention. And it may be noted in passing, that of ten members of the constitutional convention who were chairmen of county committees, or held positions of equal importance, seven were nominated under the convention system.

The nomination and election was not without some interesting political background. Delos Fall was nominated only after his choice had been determined by drawing from a hat. The story of Mr. Fall's election adventures makes a good short story. In the 9th district, from whence he was chosen, the convention system was used. On the day before the nominating convention a press notice sent out from Marshall pointed out the interesting coincidence that Isaac Cray and John D. Pierce, two members of the constitutional convention of 1850, had been residents of Calhoun county and were prominently identified with the early history of the public school system of the State. "And now," said the article, "comes Professor Fall (Ex-Supt. of Public Instruction), who has been picked as the man to further advance along the lines established by Messrs. Cray and Pierce. Professor Fall will be unanimously nominated at the Republican district convention at Battle Creek on Friday." But no. After balloting vainly for several days, the convention remained dead-locked with

Calhoun's fifteen votes cast for Mr. Nichols and Kalamazoo's fifteen votes cast for Mr. Taylor. On August 22 it was agreed on joint ballot that these two men should be two nominees and that a third candidate should be chosen later. On August 27 the matter of third choice was referred to a committee, one of whom had himself been a candidate for the constitutional convention. This committee in turn was dead-locked, and on September 4 it was agreed to draw lots to determine the choice of the third candidate. Fate decided in favor of Prof. Fall and thus gave to the convention a worthy representative.

It should be added that apparently this contest did not grow out of any prejudice against Mr. Fall, but was traceable to an old grudge which Kalamazoo county held against Mr. Nichols at a time when he was active in political affairs in that part of the State. The Detroit Free Press thought it of sufficient importance to refer to it in an editorial, "Getting even with Mr. Nichols" in which it said that the attitude of Kalamazoo was petty and unworthy.

In the 8th District (Allegan-Van-Buren), said to be a stronghold of the "machine", the preliminary Van-Buren convention had passed resolutions against a State wide primary law. This attracted unfavorable notice from Governor Warner, who referred to the alleged departure from the business of nominating candidates "as just the sort of peanut politics as will defeat the new constitution." At the subsequent District convention, Van-Buren delegation appeared, each wearing a peanut attached to a ribbon in his buttonhole. Mr. Heckert returned to the charge in a spirited reply and, together with Messrs. Thew and Wicksell, was nominated a delegate to the convention. The Grand Rapids Press found this episode of enough importance to make it a subject of a cartoon.

In the 14th district (Ingham-Shiawassee) on account of a pending bonding proposition in Shiawassee, a larger vote was cast in that county and secured the nomination of all three Republican candidates from Shiawassee—Cook, Kirkpatrick, and Chapman. This caused the defeat of Judge Cahill, of Lansing, a former member of the Supreme Court, whose reputed independence of his party on a former occasion may have also contributed to his defeat. On September 17 it was announced that the Democratic Senatorial committee of this district had selected Mr. Hemans to be voted for on Sept. 17. At that election, Mr. Hemans was successful over Mr. Chapman and thus added an able and efficient delegate to the convention.

In the 22nd district (Saginaw county) the nominations were bi-partisan, and were made as follows: The two parties at first held separate conventions in the same building and each nominated a candidate, Mr. Baird being the choice of the Republicans and Mr. Burt of the Democrats. In a joint convention, which was at first dead-locked, a nominating committee recommended the name of E. A. Snow, Democratic County Chairman, as the third delegate. Mr. Snow's name being accepted, the nomination of all three was ratified in joint convention. The labor unions, however, nominated independent candidates.

In the 11th district (St. Clair county) the Port Huron Times made such a vigorous assault upon the candidacy of G. W. Moore and the Link Avery machine that Mr. Moore very narrowly escaped defeat, and two anti-machine candidates, N. W. Boynton and J. G. Brown, secured the remaining nominations.

In the 12th district (Macomb-Oakland) under the convention system, Mr. Rockwell, Republican, had the

distinction of being nominated on both tickets—Republican and Democratic.

There were eight Democrats elected to the convention: Hemans in the 14th District; Burt and Snow, at Saginaw and Torrey, Hally, Ingram and Merrill in Detroit; Torrey being from the first district and the others from the third; Cavanaugh, in the tenth.

The election of Messrs. Halley, Ingram and Merrill seemed to be traceable in part to a suggestion of the Detroit Free Press, which shortly after the primaries on August 13 pointed out that there was a local opportunity for a non-partisan effort in the 3rd precinct of Wayne county. It considered that two, at least, of the Republican nominees in that precinct would add nothing to the strength of the Wayne delegation, and thought that Halley and Merrill would be better material. Subsequently, it published a cleverly written letter from Mr. Ingram, the other Democratic nominee, in which he said that the direct legislation idea, of which he was an advocate, was only an attempt to restore the old time relationship between the constituent and its representative, and he laid emphasis on the point that direct legislation would be especially applicable to those cases where State officials are known to lay toll on persons and interests seeking the enactment of laws. He concluded by saying that he was opposed to radical changes in the State constitution. Mr. Ingram was successfully elected along with the other Democratic nominees at the final elections in September.

Commenting on the local results of the election on September 17th, the Free Press said, "That General Duffield, veteran lawyer and leader of volunteers during the Spanish war and commander at Aguadores, was defeated by a veteran ward leader, whose strong point was not constitutional law, is explicable but still surprising. Alderman Tossy's election will, at least, add to the representative character of the convention as a body in which all classes should have a vote."

The comment of the State press on the nominations, which in most cases were equivalent to an election, was in the main favorable. The Grand Rapids Herald, the chief party organ, said, "In most instances strong and able men have been chosen by both parties, and in many instances real leaders in business and professional life have been named—the prospect is for a useful and creditable session." The attitude of the Grand Rapids Press, representing the progressive viewpoint which favored a non-partisan convention, was at first somewhat reserved in its commendation of the results of the nominating election. The Press modified this stand and said after the final elections in September, when it was announced that seven Democrats had been elected to the convention, "it seems likely that there will be a number of strong men in the convention. If these men are backed up by an intelligent and constructive public opinion, there is no reason to doubt they will give us a good constitution," and events showed that Messrs. Hemans, Halley and Snow, of the Democratic members, were to be among the influential men of the convention.

The Detroit Free Press, after the final election on September 17, in an editorial, "The Fathers of the new Constitution," was almost exultant in its comment. "If the forthcoming instrument is worthy of its patronage, it will be an instrument which the people can safely endorse. As a matter of fact, the fathers will make up a really notable body. The list of delegates includes a very large proportion of names that are familiar for a long space of time in the public life of this State."

The ninety-six men who had been

chosen to the convention were, by education and previous experience, well fitted for the work. All but twenty-seven were born in Michigan, and of these, most of them had been long residents or had come to the State in childhood. Only eight were over 65 years of age and twelve were under 35. Fifty-six had enjoyed the advantage of a college or university training in varying amounts. Twenty-three had been members of the State Legislature. Eight had served as prosecuting attorneys, three as city attorneys and nine as mayors of cities or as village presidents. Six were civil war veterans. As is usual in legislative bodies the law predominated. Fifty-nine of the members belonged to the legal profession; twenty-two were classed as business men, six as farmers, five as bankers, two as representatives of labor, two as teachers, two as newspaper men, one clergyman and one dentist. John J. Carton, who was chosen as the President of the convention, had been Speaker of the House of Representatives and had been mentioned for congressional or judicial honors. Henry M. Campbell, the son of the distinguished Justice Campbell, of the Supreme Court of the State in former years, was a leader of the bar of Detroit. Victor M. Gore, occupied a like position in the bar of Western Michigan. Alfred Milnes had been Lt. Governor in 1894-95, but resigned when elected a member of Congress, in which position he served for a year. R. P. Bishop had been for many years a member of Congress and was elected to the convention, but resigned to take a Federal appointment after a few days service. Delos Fall, for thirty years a Professor at Albion College, had been Superintendent of Public Instruction and a member of the State Board of Health. John W. Fairlee, then a member of the faculty of the University of Michigan, was perhaps the most scholarly member and was the author of several words on administrative law of high authority. Clarence Burton had written on the early history of Michigan, a subject on which he was an authority, and had gathered an important collection of books and manuscripts relating to Michigan, afterwards presented to the city of Detroit as the Burton Historical Collection. Levi L. Barbour had been Regent of the University for five years. Theron L. Attwood had been Commissioner of Railroads and G. W. Moore Commissioner of Banking. F. W. Russell had been for nineteen years Circuit Judge in Oceana county. N. H. Boynton was the head of the Order of Maccabees and George B. Horton was the Master of the State Grange. Those who had served in the Legislature for one or more terms were Adams, Attwood, Baird, Barnaby, Boynton, W. E. Brown, Burt, Carton, Cook, Coomer, Crarnor (Indiana) Fleischhauer, Fyfe, Heald, Hemans, Holmes, Kilpatrick, G. W. Moore, Oberdorfer, Powell, Shaw, Simons, VanKleek, and therefore had some training in legislative methods. Wellington R. Burt (aged 76) was the oldest member (and also probably the wealthiest) and DeLand, (aged 28) the youngest and now Secretary of State of Michigan. Among those who had been active in party and political management might be mentioned Attwood, Baird, DeLand, Fleischhauer, Houk, G. W. Moore, Osmun, Powell, Shaw, Kilpatrick, Burt, Ingram and VanKleek, had been unsuccessful candidates for Congress.

By way of contrast some statistics of the Constitutional convention of 1850 will be interesting. Only one member of that body was born in Michigan, forty-three having immigrated from New York and thirty-six from the New England States. It was composed of forty-eight farmers, so-called,

(for in many cases they were also engaged in other occupations) twenty-two lawyers, six physicians, one mechanic, one teacher, one clergyman. The remainder were merchants and business men. None were over 60 years of age, and the youngest 24. Wells and Woodman, members of the convention, named in after years twenty-five men as the leading members of that body. Fourteen of these were lawyers. Eight members of the convention of 1850 had also served in that of 1835 and thirty-six had been members of State Legislature. Three were former members of Congress; two had been judges of the Supreme Court of the State; two Speakers of the Michigan House of Representatives; two, Regents of the University; one, Superintendent of Public Instruction; two, State Treasurers; one, Circuit Judge.

A comparative tabulation of the three constitutional conventions is as follows:

	1850	1867	1907-08
Governor	0	1	1
Member of Congress	3	3	2
		(one re-signed)	
Attorney General	0	1	0
Justice of Supreme Ct.	2	2	0
Speaker of House of Representatives	2	1	2
Regent of University	2	2	1
Supt. of Public Instr.	1	0	1
Circuit Judge	1	1	1
State Treasurer	1	2	0
Members of Legislature	36	47	23
Members of former Constitutional Conv.	8	9	0

It has been said of the work of the Constitutional convention of 1908 that it made no very important changes in the old constitution, except to grant home rules to cities and villages, to make possible municipal ownership and other municipal enterprises, to prohibit special and local legislation, and to provide for amendment of the Constitution by popular initiative. While it is true that these amendments were, the most important changes made, there were a dozen others, less spectacular in character, such as, the increase of salaries of members of the Legislature and other State officials, the veto of items of appropriation bills by the Governor, methods and limitations of legislative procedure, the making possible (by legislative authority) of a system of intermediate courts, increases in the taxing and borrowing powers of counties, limitations on the obtaining of local franchises by public utilities, the extension of the power of taxation over certain public service corporations, the introduction of a system of uniform public accounting—all of which contributed to a more efficient State government and insured and safeguarded popular interests and needs. Of 204 sections into which the constitution of 1908 is divided, over eighty were either entirely new or represented amendments of corresponding sections in the constitution of 1850. These amendments varied in importance, all the way from adding the words, "Island Lake" in the description of the boundary of the State to the insertion in the "internal improvement" section of the grant of power to the State to engage in re-forestation, or in another section, enabling the Legislature to create a commission for establishing freight rates. As is well known, many of the sections of the Constitution of 1850 had been construed by the Supreme Court and their meaning established. Moreover, it is a well understood rule of constitutional construction that a new provision is not necessarily to be judged by itself, but is to be interpreted in relation to other parts of the instrument. It was manifestly highly desirable to use much caution in making changes, even in phraseology, lest uncertainty should be introduced and legal rights put in question. In the interests of clearness,

the Committee on Phraseology of the Convention was able successively to recast a large number of sections of the older instrument and they now appear in the revised constitution in a simpler form, but with the substance unchanged. Forty sections which had become obsolete or inapplicable were discarded. The eliminated matter was about equal in amount to the new matter, so that in size the two instruments are nearly the same. Over 400 proposals for amendments were introduced in the convention and about 200 were reported from committees for its consideration. Barring instances of mere change in phraseology and cases of consolidation of two or more sections or parts of sections, the substitutions, additions and amendments, amounted in all to about eighty, and these, as we have seen, are of varying importance.

Could this body of amendments have been incorporated in the former constitution by the "piece meal" method—that is, by legislative amendment—followed by popular approval? Very evidently not, considering the accumulation of questions in the lapse of half a century; considering, also, that the Legislature would be pre-occupied with current legislative business and more influenced by political considerations, making it difficult, if not impossible, to take long views or even broad ones.

From all this, it does not follow that a Constitutional revision is needed nor is desirable at the present time. The convention of 1908 was able to cut out all, or nearly all, of the "dead wood" in the older instrument, and it successfully clarified and simplified its verbal form. And what is more important, it introduced changes in constitutional structure which the lapse of time and the growth of the State made necessary or desirable. There are to-day few or no questions of a constitutional character which cannot best be considered and determined singly, either by the Legislature itself or brought before the people by means of the initiative. Constitutional conventions involve a considerable expenditure of money. Single propositions often fail or are set aside in convention, because it is urged that they will endanger the adoption of the revised Constitution, on account of the prejudices or aversions of certain classes of voters.

The work of the convention of 1908 was well done by a body of intelligent men, ably led. Another ten or sixteen years, may develop the need for general revisions. There is no urgent need for calling a convention this year. As the Grand Rapids Herald said, during the election of delegates in 1907, "The present constitution has lasted fifty-seven years, and let us hope that the new constitution will be so wise that it will last as long."

James F. Barnett.



#### Scat and Scamper.

A hunter was overtaken by darkness in the backwoods of Kentucky and was forced to spend the night in the cabin of a grizzled mountaineer.

Sitting before the fire after their simple supper he noticed the place of honor occupied by an old cat and five kittens. Feeling a draft he also noticed that the door of the cabin was cut for six cat holes, one large one and five small ones, with three of the small ones in a sort of second story arrangement.

"Friend," he said, wasn't it foolish to cut more than one hole in the door for your cats?"

"Naw," said the mountaineer, "you don't know me. I'm high tempered, and when I say 'scat' I means scat."

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## DRY GOODS

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

### Na Change in Hosiery Prices.

The action of the leading producer of general lines of women's full-fashioned silk hose, in announcing prices for January to June (inclusive) deliveries at levels showing no change from those now in effect, was taken in other parts of the trade to presage similar action later on the part of manufacturers who sell their output direct to the retail trade. The producer in question sells to jobbers only. An executive of a leading direct-to-retailer concern said that in his opinion the only chance of reductions lies in such distress goods as might be available when the new season opens. He explained that most manufacturers of silk hose had been basing production costs on raw silk at about \$6 a pound and that, because most of the silk now in their hands had been bought above that level, it would be necessary for the raw material to slump at least to \$5.75 before a \$6 average would be struck. Unless so sharp a break should come in raw silk as to carry the average below that figure, he said, the goods could not be sold at a profit under current figures.

### Many Novelties in Spring Line.

Novelty weaves feature the Palm Beach, Spring and Summer lines of coatings, suitings and light weight dress fabrics which the Botany Worsted Mills opened last week. The new price range is slightly lower, some fabrics showing a reduction of from 5 to 7 per cent., compared with the Fall levels. In the patterned novelties are two and three-tone checks, blocks and small plaids, with considerable emphasis on stripes. A number of these specialties are woven on the diagonal. Angular patterns are featured in a series of Southern resort and midsummer coatings in all white or white grounds, with the design in color. Mosaic designs also appear in these weaves. Modernistic art designs are noted in reversible coatings, which combine color with white. Two leading suede coatings are repeated. In the new dress materials are some showing a silvery haze upon grounds in sport shades. The line of flannels is very complete. Reps, covert reps and covert twills lead in the staples.

### Sweater Sales Show Big Gain.

One of the outstanding features of the business in knitted merchandise this season has been the very marked improvement in the demand for sweaters. It has been particularly marked this month, as is shown, for example, by the sales figures of one of the best known local selling agents. This agent said yesterday that the business taken by his firm from Oct. 1 to date was five times as large as that for the same period last year, and three times as large as that done in a similar period in July last, when the lines now being sold were opened. In the staple lines "shakers" in navy,

brown and gray have sold freely, and the call for heather effects in sports coats also has been large. In the fancier sweaters the best seller is the medium-weight pull-over, or "cricket." This type is especially active in high color effects, in which the principal basic shades are red, powder blue, silver gray, etc.

### Will Keep Women's Feet Warm.

After several months of experimenting with manufacturing processes, one of the largest producers of women's fine silk hose in the country has brought out a new type of stocking for Winter wear. It is designed to eliminate the need of wearing two pairs of stockings or using other means of keeping the feet warm in silk hose during the period of low temperatures. It is made of silk with the exception of the sole, the part covering the toes and the lower part of the heel, which are of fine Australian wool. None of the wool shows when the hose are being worn and, for that matter, it is so well blended with the silk that it is difficult to tell it when the stockings are not in use. The new hose will be available in all the popular shades, and will be ready for shipment during the latter part of this month. They wholesale at \$22.50 per dozen.

### Jewelry Buying Could Improve.

Although a fair amount of business is being done by manufacturing jewelers and wholesalers in this market at the moment, there is apparently not enough of it fully to justify the optimism that was so generally shown earlier in the season. With Christmas only a little more than two months away, leading factors in the primary market are somewhat mystified by the way in which the retailers are holding off. Indications now point to heavy buying during the last few weeks preceding the holiday. In the business now being done large pieces still occupy a prominent position, especially wide bracelets set with large gems and, in the finer grades, costing considerable money. Contrasting with the present quiet in jewelry is the active business being done by the clock makers and the silversmiths.

### Flannels Liked For Spring.

Together with wool and worsted crepes, flannels are believed to be headed for much favor in dress goods for Spring. The consumer interest in flannels through the Fall season thus far is described as excellent and gives every indication of broadening out for the Spring season. For sports wear, it is pointed out, the flannels are in a highly favorable position. A new development in their production by the mills is the shaded colorings. Two three and four "tonings," or color gradings, are being shown so that the coat, bodice and skirt of a flannel ensemble may be developed in slightly varied shades of the same color. Leaf greens are particularly favored, followed by rose tones, blues, yellows and a new violet.

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Grand Rapids, Michigan



## VELLASTIC UNDERWEAR

Utica Knit Vellastic Underwear assures warmth and comfort. Comfort through its wonderful elastic rib and perfect fit and warmth through its silky innerfleece. These are Vellastic styles—Unions or Separate Shirts and Drawers for every member of the family.



Western Michigan Sole Agents

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The sidewall is the vulnerable point of attack on all tires. Here every jolt and jar makes an attempt at destruction.

The CORDUROY CORD is the only tire possessing real Sidewall Protection. Investigate CORDUROYs for yourself. Obtain this genuine saving and economy. Test a CORDUROY against the other tires on your car. Results will convince you. Try it.

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**Sidewall Protection**

Added Reinforcement—An Original Patented and Visible PLUS feature

### Are Playing Up Quilted Robes.

This season has seen an extensive development and elaboration of quilted robes for women and they are now available to retail all the way from \$10 to \$75. Among the more elaborate ones are those of satin with hand embroidery, flowered silk models with fancy quilting stitches, and stitching on satin done in metallic threads. Ostrich bands are also used on the higher-priced models shown by manufacturers in the membership of the United Underwear and Negligee League of America. This season is said to have brought to the negligee manufacturers the biggest holiday trade they have ever had. This is attributed to the fact that these garments have become almost a necessity for the average woman, who is buying them more than ever before.

### Novelties Sell Handkerchiefs.

Novelties dominate in handkerchiefs to a greater degree than ever before, both in the goods themselves and in the manner of offering them to consumers. Even in men's goods this trend is strong. One wholesaler, for example, is offering men's fancy patterned handkerchiefs—folded in a box so as to appear like a shirt and tie. In another instance three scalloped and hand-painted silk handkerchiefs are arranged to form a bouquet having a spray of ostrich and a velvet flower in the center. The range of other novelty treatments includes handkerchiefs with different types of dolls, baby carriages, baskets, parasols, lollipops, dogs, canoes, etc. The merchandise is being produced primarily for gifts, and the trade looks forward to an excellent holiday demand.

### For House Embellishment.

The activity in draperies and lace curtains that marked the wholesale field during the past few months has now made its appearance in retail stores. With the October decorating season for apartments and houses on in this part of the country, and especially in the Metropolitan district, consumer purchases of this class of goods have shown a distinct improvement in the last two or three weeks. Not only has this branch of home decoration been active, but there has also been a good sale at retail lately of framed pictures and picture frames. The picture and frame department of one of the biggest local stores yesterday had one of its busiest days so far this Fall, and the indications were that the activity would continue for some time.

### Hosiery Demand Is Irregular.

Despite reports of growing optimism in the hosiery trade, there is every indication that the irregularity of demand which has featured the last several months is still present. In the cheaper lines there is apparently plenty of business being put through in various types of rayon and rayon combination hose, but the call for practically all kinds of cotton stockings continues to drag. One of the brightest spots of the market at the moment is the improvement in sales of wool hose, which have picked up materially

in the last few weeks. Children's wool goods especially are active. In men's half-hose there is said to be some indication of a trend away from the vivid novelties that have been in favor for some time toward plain mercerized goods in various staple shades.

### Dress Conditions Are Firm.

Although the seasonal dress demand tends to taper off somewhat about this time, manufacturers report the great activity of recent weeks as continuing. The retail demand is well sustained and reorders from all sections of the country are being received. Stocks of desirable merchandise in the hands of producers are low and, in the case of particular styles, retailers still have to wait for forward deliveries. Manufacturers assert that there is little likelihood of any large surplus of merchandise as the season wanes. They have trimmed their production so that they count on firm prices and say that retailers who expect to buy any sizable quantities of merchandise at "clean-up" prices will be disappointed.

### Rayon Mixtures Selling Better.

One of the few features of the business now being done in dress fabrics is the "come-back" that has lately been staged by rayon and cotton mixtures. The movement of these goods, which had been active for some time slowed down some weeks ago and, until recently, has been uncertain. The mixtures that are called for now are mostly in check and plaid effects, stripes not being favored particularly. Incidentally, the visit of Queen Marie is expected to boost sales of plaid rayons and somewhat similar effects in fancy ginghams. This expectation is based on the large part plaids play in Rumanian peasant costumes.

### Business in Novelty Jewelry.

The demand for novelty popular priced jewelry is very strong, according to wholesalers, who say reorders have been large and well distributed over the country. With the best consumer sales period of the year directly ahead, the purchasing during the next few weeks is expected to be even more active. One of the outstanding items in demand is the 60-inch pearl necklace, the vogue for which has been further stimulated by the reports that this is the type of necklace being worn by the Queen of Rumania. Graduated pearl chokers are also selling well, as are the popular "slave bracelets" in varied types.

### Sports Coats Doing Well.

Women's sports coats continue in excellent demand, although the buying of dressy coats by retailers has eased up because of the warm weather during the last couple of weeks. Most of the sports coats wanted are of the better grade. Plaid effects dominate in the patterns of the garments, and manufacturers say the "louder" the plaid the better the demand. In trimmings, the shawl collar made of long-haired furs is outstanding. A number of manufacturers are beginning to use Spring woollens in coats for immediate delivery, in cases where the fabrics are of suitable weight.

### Show New Dresses For Children.

Most of the business on the early models of dresses brought out by the makers of junior and children's clothes is about over. For mid-season buying new models are being brought out, some houses promising a new line this week. The interest of buyers at present is said to be concentrated on coats, although novelties in dresses are not being neglected. Combinations of silk and velveteen and ombre plaids have proved successful in medium-priced lines, and some of these models are still being bought in quantity.

### Color in Men's Handkerchiefs.

Multicolored designs are being featured in men's handkerchiefs and mufflers by a wholesaler. As many as nine high contrasting shades are worked out in futuristic motifs in a single handkerchief or muffler. The handkerchief is designed as an ornament for the breast pocket of the coat. Border effects are used for many of the mufflers, which have the conventional square shape. The merchandise is made of crepe and radium silks and is priced at wholesale from \$7 to \$24 per dozen.

### Blue Cheviots Doing Well.

Blue cheviots are meeting with an extremely active demand in the men's wear field. So strong is the call from

clothing manufacturers for quick deliveries of these fabrics that some of the largest mills making the cloths are working nights to take care of the demand. Blue is without question the outstanding color in men's wear for the Fall and its popularity is having its influences on varied lines of men's furnishings. There is said to be a strong possibility that the favor accorded these cheviots will carry right through into the Spring season.

### B'g Call For Leather Goods.

Manufacturers of leather goods are having what they describe as one of the best seasons in years. The demand has been so active for a period of weeks that many producers are still much behind on their orders. Leather handbags have sold particularly well, and indications are that the holiday demand will set new records. Both the under-arm and pouch bags are in demand, but the bulk of the buying favors the former, developed in the novelty leathers. In many cases the leathers are designed to match the shoes. The interest in silk bags, by contrast, is described as rather limited.

The reason you cannot serve two masters is that you cannot be loyal to both. Some have not enough loyalty in them to be able to serve one master well.

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The Bloomer of Comfort

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A SMOOTH  
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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.

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960 —Fine Sateen, Regular Sizes	\$ 8.50 Doz.
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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.

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

### Suggested Change in Credit Reasoning and Other Things.

Written for the Tradesman.

To continue my talk on C & H advertising, extensively reviewed last week, I find this introductory discussion of credit: "Have you ever stopped to think of the advantages of having a grocery charge account? Did it ever occur to you that an established credit in the community is a most valuable asset? Ask any banker. When 97 per cent. of the business of the world is done on a credit basis there must be a reason for it. Some of the greatest successful business men of the age have become great and successful because of credit and confidence, without which they could have done nothing. You may think you don't need credit, but this is where you are mistaken. Suppose you need to borrow money, do you think you could get it without credit? Suppose you lose your job, and your income stops, don't you believe credit—good credit—would be mighty valuable? When sickness or death comes along and you need help quickly, wouldn't it be a help to have an established credit to fall back on? Indeed yes. An account at our store, cared for promptly every month, would help to establish for you a credit that some day might be invaluable."

That is a mighty good talk. I tis such as will tend to make any reader think. That alone is worth while—very much worth while. It is a talk that I find it difficult to criticize adversely even in spots, yet there are portions of it which I think do not sound the true note of credit gospel. For briefly, credit is not the crutch of the mendicant. It is the sign of responsibility. I always shy off from any description of the functions of credit which includes the thought that it is an off-shoot, adjunct or corollary of charity.

It is always best—and safest—to talk advantages, accomplishments, good fortune to result from advised acts, and to avoid any hint of what misfortunes may come from failure so to act. Perhaps I can best illustrate by writing a partial revision of Mr. Caldwell's splendid talk, thus:

"Have the advantages of a grocery charge account ever occurred to you? Have you ever thought of established personal credit in the community as a valuable asset? Ask any banker. When 97 per cent. of the world's business is on a credit basis, there must be a reason. Great, rapid business successes would be virtually impossible without credit firmly established. But established personal credit evinces general confidence in your personal integrity. Surely there can be no question of its value from that angle. But, aside from all theoretical reasoning, stands the fact that people who trade on established credit, carefully safeguarded by regular payment in full when payment is due, are the folks who progress. These are the people who acquire homes early in life, simultaneously

rear families for whose liberal education they find the funds and who accumulate competences. Why and how? Because credit, properly regarded, is responsibility and the voluntary assumption of responsibility builds character; and it is done by living with the careful regularity begotten of a due regard to their responsibilities. So we see that credit is something more than 'getting trusted at the grocer's' in a haphazard way. This is the kind of credit it will profit you to establish; and if you have the record and background on which such credit may be established, we want your account—and shall do everything we can to make our credit relations beneficial and pleasant."

Now, isn't that a better line of talk? Here we have not a word except what relates to positive benefits. We do not borrow trouble from possible misfortune. We simply tell what benefits are certain to accrue from—what? Credit merely? No, from worthy credit, worthily acquired, seriously regarded, scrupulously maintained on the highest plane of solid character. Then the rest follows: "Seek ye first" the true basis of sturdy credit "and all other good things will be added unto it" might well be the text of our thought.

And all of this is written, as I have said, not because Caldwell's talk is not good, but because both he and I want it to be better.

I note that Caldwell still occasionally carries his specials through "Thursday, Friday and Saturday." I think I know how he comes to do this. He feels the pressure of others' offerings on those days and seeks to offset them. But this really is backsliding and is apt to have unfortunately far reaching effects. Readers will become skeptical of his sincerity in confining offerings to Wednesday or other mid-week day. It needs courage to carry through a reform; but such courage bears its own reward in the accomplishment of what you have undertaken. So stick to it. Do not be dismayed. Let your yea mean yea, your nay, nay, every time and you will make your new plan an institution.

Advertising is like all elemental forces—heat, cold, electricity. It is a good servant and a hard master. It has mastered the grocer because he himself has failed to make it his servant. Moreover, he has taken no pains to offset or displace its effect by any worthy effort on his own part.

It is commonly said, for example, that the grocer is the purchasing agent for his trade. Fair enough, if true. But it is not true, except in singularly few instances. And it is notable that grocers who exemplify those exceptional instances are not complaining of want of trade, nor are they headed for the poor house.

The fact of grocer failure as purchasing agent can be established by anybody who seeks information about groceries from the average grocer or his clerk. He won't get it. He will be stalled by generalities—not always glittering—or by hearsay evidence. The grocer will not be able to state what the article is, what is its intrinsic

(Continued on page 31)

## Dealers with Vision stock

ECONOMICAL

PROFITABLE



NUTRITIOUS

DEPENDABLE

RUMFORD CHEMICAL WORKS — Providence, R.I.

## Don't Say Bread

— Say

# HOLSUM

# 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

## MEAT DEALER

### Chopped Meats.

Chopping meats is one of the principle methods of making tough and inexpensive meat tender. Experts in nutrition, in publications issued by the U. S. Department of Agriculture, state that "whether meats are tough or tender depends upon two things, the character of the walls of the muscle tubes and the character of the connective tissues, which bind the tubes and muscles together. In young and well nourished animals, the tube walls are thin and delicate, and the connective tissue is small in amount. As the animals grow older, and this is particularly true in the case of poorly nourished animals, the walls of the muscle tubes and the connective tissue become thick and hard. This is the reason why the flesh of young, well-fed animals is tender and easily masticated, while the flesh of old or poorly fed animals is often so tough that prolonged boiling or roasting, seems to have but little effect on it. In chopping, the walls of the muscle tubes and the connective tissues are cut into bits. In broiling chopped meat the fact should be kept in mind that there is no reason why it should not be cooked like the best and expensive tenderloin. The only reason that ever existed for difference in treatment was the toughness of the connective tissues, and this feature can be overcome by chopping. The ideal to be reached in broiling steak is to sear the surface very quickly, so that the juices which contain the greater part of flavoring of the meat shall be kept in, and then to allow the heat to penetrate to the inside until the whole mass is cooked to the taste of the family. To pass the point where the meat ceases to be puffy and juicy and becomes fat and hard is very undesirable, as the palatability is then lost. Exactly the same ideal should be kept in mind in broiling chopped meat. If this were always done, hard, compact, tasteless balls or cakes of meat would be served less often. To begin with, the broiler should be even more carefully greased than for a whole steak. This makes it possible to form the balls or cakes of chopped meat with very little pressure, without running the risk of having them pulled to pieces by adhering to the wires of the broiler. They should be heated on both sides even more quickly than steak, because the chopping has provided more ways of escape for the juice, and these openings should be sealed as soon as possible. The interior should be cooked to the taste of the family just as the steak is."

### Fats.

All meats contain more or less fat, partly stored in quantities so large as to be readily seen, and partly distributed in such particles that it is only by chemical means that it can be obtained in quantities sufficient to be appreciated. In the flesh of some animals, such as veal, there may be only a little visible fat, while in a very fat steer one-fourth of the weight of the meat may be visible fat, and, in the case of a fat hog, more than half of the weight may be fat. No flesh is so lean as not

to contain at least minute portions of fat. Very lean flesh, as dried beef, may not have more than three per cent. of fat, while fat pork may contain 90 per cent. Fat is a valuable constituent of food. It is used in the body to form fatty tissue and consumed as fuel, thus serving to maintain the animal temperature and to yield energy in the form of muscular and other power. It is the most concentrated form in which fuel constituents of food are found. In fuel value it is two and one-fourth times that of protein or carbohydrates. In other words, one pound of fat yields as much heat when burned as two and one-quarter pounds of carbohydrates, such as sugar, starch, etc. The fat of animal foods might be so supplied that together with the animal protein all the needs of the body could be met. Many persons have the idea that fat is not easily digested, which is usually meant the rapidity in which certain foods pass out of the stomach into the intestines, where the principal work of digestion actually takes place. While it is true that fat meats are much less quickly passed out of the stomach than the so-called "white meats" used in diets for the sick room, and although gastric digestion is important, it is by no means a measure of digestibility. The question of digestibility of food is a very complex one, and there is much room for investigation in this field of research. But investigators agree that nearly all the protein and about 95 per cent. of the fats are digested by the average person. Of course, if fat is burnt or heated too high it splits up into fatty acids and glycerin, and from the glycerin is formed a substance (zoroelin) which has a very irritating effect upon the mucous membrane. It is for this reason that broiling is preferred to frying.

### Hides, Pelts and Furs.

Green, No. 1	08
Green, No. 2	07
Cured, No. 1	09
Cured, No. 2	08
Calfskin, Green, No. 1	12
Calfskin, Green, No. 2	10½
Calfskin, Cured, No. 1	13
Calfskin, Cured, No. 2	11½
Horse, No. 1	3 00
Horse, No. 2	2 00

### Pelts.

Lambs	50@75
Shearlings	10@25c

### Tallow.

Prime	07
No. 1	07
No. 2	06

### Wool.

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

### Quick Work.

A young enlisted man from Arkansas was assigned with his command to the Philippines. On arrival he cabled his father. Next day the father was speaking about it to a friend.

"Great thing that cable, Bill," remarked the father. "Just think of that message coming all them thousands of miles!"

"Yes and so thundering quick, too," commented Bill.

"Quick? Well I should say so," said the father, "when I got that message, the mucilage on the envelope wasn't dry yet."

Amusement for recreation is good; for a steady diet, it's bad.

## IT'S A PLEASURE TO SELL Good Candy

See OUR line of Hard Candy and Holiday Mixtures before placing your Christmas Orders. Priced right, too

**LOWNEY'S**  
HOLIDAY PACKAGES  
ARE WONDERFUL

**Putnam's**  
NATIONAL CANDY CO., INC.  
GRAND RAPIDS, MICH.

## Once Tried Always Used



**Your Wholesaler Has It**

## 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

## HARDWARE

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

### Suggestions For the Retail Hardware Advertiser.

Written for the Tradesman.

Hardware dealers frequently admit that they do not give their newspaper advertising copy the time and thought it really deserves. The result is a considerable advertising waste—and with the steady increase in advertising rates, it is more and more essential that newspaper publicity should receive careful attention.

For the hardware dealer who wishes to get the best returns from his newspaper advertising, it is a good idea to follow the plans of merchants who have made a study and a success of advertising. By so doing, waste can be eliminated and better copy prepared.

To see ourselves as others see us—to look at our advertisements from the probable viewpoint of the likely reader—would eliminate a great deal of advertising waste.

Here are a few suggested questions you might ask yourself regarding the advertising copy you have just prepared. They bring out some of the basic principles of advertising. The perfect advertisement has never been written and doubtless never will be; and the dealer of course must bear in mind that, with the limited time at his disposal, he cannot be "finicky." A study of this catechism will, however, point to some of the principles underlying good advertising; and once he has grasped these principles, the dealer will find it easier to produce the sort of advertising copy that helps to build business.

#### 1. Is it true?

If the statements contained in the advertisement are not true, it fails at once. If the dealer makes these statements knowing them to be untrue, he is not honest. He may "get away with it" for a while, but he is bound to be found out and to lose the public confidence. Once the public confidence is lost, it is hard to regain.

#### 2. Is it too broad?

Your advertisement may be for the most part true, but may claim a little too much. The article you are advertising may be excellent value, and yet fail to live up to your extravagant praise.

#### 3. Is it reasonable?

Unless what you say is reasonable and credible, the reader is likely to feel doubt. This is the case whether the advertisement is true or not. I know of one firm who purposely refrained from stating all that they knew a certain machine could do. They felt that if they published the entire truth, it would not be believed. State only what you think will be believed.

#### 4. Is it far-fetched?

Do not use an example in your advertisement that requires explanation. Do not use words, phrases and headlines that have no connection with the matter in hand. Stick close to the subject under discussion.

#### 5. Is it painfully funny?

If you want to become a successful ad-writer, don't try to be funny. Buying goods and paying for them is a serious business. If people want jokes they know where to look for them. Human interest in an advertisement does not mean wit.

#### 6. Is it grammatical?

Occasionally, but not often, a piece of advertising copy escapes with a glaring error in grammatical construction. Some copywriters expect the boss to find such errors and correct them. The boss is more likely to find a way out by getting a new copy-writer.

#### 7. Has it too much novelty?

All of us are continually trying to get something new into our advertisements. This is entirely proper. But there is sometimes such a thing as too much novelty. In that case, the prospective customer may be so interested in the appearance of the advertisement that he forgets all about the article advertised. It is better to be original in your method of describing the goods, than in the general appearance of the advertisement.

#### 8. Does it knock?

The advertisement that "knocks" a competitor's goods or service is likely to prove a boomerang. American love of fair play makes "knocking" in an advertisement out of the question. Don't do it. It is neither fair nor safe. The safest way is not to mention your competitor. In some cases the public doesn't know you have a competitor until you mention him in your advertising.

#### 9. Are there superfluous words?

When you pay present-day advertising rates, you can see you have no room for superfluous words. Unnecessary adjectives are often used. Sometimes a whole phrase can be cut out. A phrase can often be reduced to a single word. Cut your long and involved sentence into two or three short ones. You'll save words.

#### 10. Is the language too flowery?

Beware of "flossy" or flowery language. At times we are all tempted to use it, but it seldom sells goods. People like the truth, told in an interesting way, in the language they are accustomed to speak and hear.

#### 11. Will it be understood by the average reader?

If it will not, rewrite it. It is the average reader who buys the most goods. Remember, your advertisement is fundamentally a chat with your prospective customer. You wouldn't talk to your customer in a foreign language he couldn't comprehend.

#### 12. Does your caption "say something?"

It is well to put as much meaning as possible into your headline. Study the newspaper headlines. See what a story the average headline tells in four words. Don't, by all that's good and bad in advertising, start your advertisement with a slang phrase such as "I should worry." These phrases are meaningless, and will repel rather than attract people of intelligence—even moderate intelligence.

#### 13. Have you put in the "punch?"

This means the summing up, the appeal to buy, the words that draw all your arguments together and impel

## 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



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  
Grand Rapids, Mich.  
Citz. Telephone 51-916

## YOUR ESTATE

What  
Will  
Be  
Done  
With  
It?



WHEN PEOPLE WORK TO ACCUMULATE property, they rightly may feel that they are entitled to use it and enjoy it in any legitimate way they may choose.

And when they pass on they have a right to expect that their property will be disposed of as they, themselves, would desire.

The only sure and safe way of having this done is BY WILL.

Have your Will drawn by a competent attorney.

Ask for our booklet, "Descent and Distribution of Property."

THE  
**MICHIGAN TRUST**  
COMPANY

GRAND RAPIDS, MICHIGAN

The first Trust Company in Michigan

the customer to act on your suggestion. Without this, the advertisement is flat. There is something missing. Make a definite effort to clinch your argument, just as you make a definite effort to clinch a sale.

14. Is the first sentence worth reading?

Make your first sentence strong, but not too long. Many otherwise good advertisements fail to secure a reading, and end in the "also ran" class because they get off to a poor start.

15. Are punctuation and spelling correct?

If you make an error in punctuation or spelling, you weaken the reader's confidence in what you have to say. Don't be afraid to use the dictionary. If possible, look over the revised proofs of your advertisements.

16. Is the construction of the sentences smooth?

This simply means, "Is the advertisement easy to read and easy to understand?" Short sentences and plain words will help. Remember that everyone doesn't possess a high school education, and mind readers are few.

17. Is the advertisement likely to arouse controversy?

If it is, better think twice before you publish it. A controversy is easy to start but hard to finish. Avoid religion, politics, and other controversial subjects.

18. Is it contrary to the policy of the store?

Every organization has a policy. That policy may never have been set down in writing, but it sets forth certain things which must not be mentioned in the advertising. The copywriter should understand the store policy and conform to it.

19. Is there too much copy for the size of type desired?

If you want the printer to be your friend, and this is desirable, write your copy to fit the space. Study type sizes and space requirements. The more you know about the compositor's side of the question, the better results you will get.

20. Is the illustration dignified?

What was said of "painfully funny"

copy applies here. Don't spend good money for advertising space and fill it with so-called funny pictures.

21. Does your illustration carry a message?

Your illustration should at least identify the line of business it is supposed to advertise. If it does not, choose some other illustration.

22. Does it fit the copy?

Some folks who write advertisements evidently think any old picture will do. That's why we see a cut of a pretty girl used to advertise building brick, or a photograph of a man with whiskers used to advertise flour. Avoid stock cuts. An experienced newspaper reader will recognize one at a glance.

23. Is it pleasing?

Your illustration may be quite appropriate, but be slow to use it if it carries an unpleasant suggestion. The reader does not like to have his senses shocked. Some advertising cuts are little short of repulsive.

24. Does the advertisement "look good" to you?

If you feel that something is not just right about it, put it on the operating table and turn on the X-ray. It isn't safe to take a chance on that something.

25. If you had not written it, would you read it in a newspaper?

Look the advertisement over from the standpoint of the ordinary newspaper reader. Forget that you wrote it. Imagine that it is a competitor's advertisement. If it still looks all right, it must be good.

26. Deep down in your own heart, do you think it is a good advertisement?

That is the final test. You may convince others that it is a good advertisement, but unless you can convince yourself, you are making a mistake.

If your advertisement successfully passes all these tests, you are justified in trying it on the public.

Victor Lauriston.

Life is too short to learn everything by our own experience; we should profit by what others have learned.

## Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting  
Goods and  
**Fishing Tackle**

## RESTAURANT and HOTEL SUPPLIES

OUR BUSINESS is growing very rapidly in these lines. Chairs, tables, stoves, counters, dishes, silverware, etc.

Give us a call.

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

7 Ionia Avenue N. W.

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

## FOSTER, STEVENS & CO. THE OLDEST HARDWARE HOUSE IN WESTERN MICHIGAN

WE ARE MOVING INTO OUR NEW LOCATION WHERE WE WILL CONDUCT A WHOLESALE BUSINESS EXCLUSIVELY, RETIRING COMPLETELY FROM THE RETAIL FIELD. OUR STOCK IS BEING INCREASED AND BROADENED, MANY NEW LINES BEING ADDED AND IT WILL BE OUR POLICY AND PLEASURE TO TRY AND TAKE CARE OF ALL YOUR REQUIREMENTS. PRICES WILL BE PROPERLY IN LINE AND PROMPT AND CAREFUL SERVICE RENDERED.

FOSTER, STEVENS & CO.  
GRAND RAPIDS, MICH.

## COMMERCIAL TRAVELER

### News and Gossip About Michigan Hotels.

Chicago, Oct. 26.—The Hotel Occidental, Muskegon, Edward R. Swett, operator, is undergoing much improvement as the aftermath of an unusually busy tourist season. Paint is superceding wall paper in all guest rooms, new carpets and draperies are being supplied and the hotel gives many outstanding evidences of a desire to please its patrons.

It is a pleasure to know that under the guidance of the master hand of its manager, the Occidental, which was completed just at the time war's reaction set in, and naturally was a problem to face, daylight is now in evidence, and while the realization of excess profits is several years in the future, it is making progress and is becoming more popular every day.

Speaking of improvements, the exterior of the Pantlind Hotel is going through a renovating process. In other words, is "having its face washed." Steam, soap, sand and "elbow grease" are being applied lavishly, and the completed portion is as spick and span as it was the day of its completion, a dozen years ago.

At the Hotel Rowe, Ernie Neir, the energetic manager, is renewing the equipment of its rooms, which adds to its attractiveness. The dining room service at the Rowe is one of its best bets. A luncheon which I enjoyed there the other day was selected from this bill:

Giblet Muligatawny Consomme en Tasse  
Baked Trout, Marsellaise  
Stuffed Brisket of Veal, Demi Glace  
Roast Loin of Pork, Apple Sauce  
Roast Beef Hash Fried Tomatoes  
Mashed or Boiled Potatoes  
Succotash  
Loganberry Pie Apple Pie  
Bavarian Cream Pudding  
Vanilla or Chocolate Ice Cream  
Beverages

The price charged for this excellent luncheon, was very moderate—75 cents.

The Morton Hotel public rooms, such as lobby, ball room and banquet hall, are undergoing a process of rehabilitation. The lighting features have been vastly improved and the cafe chairs are resplendent with attractive slip-overs. Manager Taggart was the only Grand Rapids representative at the opening of the new Hotel Savoy, at Detroit, last week, evidencing his desire to keep in touch with the hotel doings in the outside world, and suggestions which may come to him from time to time applicable to the comfort of his own patrons.

The Hotel McDonald, at Sandusky, owned and operated by John McDonald for a quarter of a century, with the exception of two years when it was under lease, has passed into the hands of O. D. Avery, of the Metropole Hotel, at Port Huron, and Connie Collins, former owner of the Hotel Elaine, at Lapeer. Mr. McDonald retires from the hotel field altogether, and Mr. Collins will have active management of the property, which is one of the most attractive country hotel propositions in the State. His acquaintance is extensive in that previous to operating the Elaine, at Lapeer, he ran the Peplow Hotel, at Deckerville, which was totally destroyed by fire about two years ago. Mr. Avery has been interested in the conduct of Thumb hotels for many years and he has made a valuable property out of his Hotel Metropole, at Port Huron, which he will continue to personally operate.

Senator Royal S. Copeland, of New York, who first saw the light of day at Dexter, this State, in speaking of early impressions on youth, has this to say about the housekeeping art:

"I am amazed when I discuss housekeeping with college graduates. A great many of this charming individuals

some of them possessing that great prize, membership in the Phi Beta Kappa, know almost nothing about how to cook. They may have some general ideas about the chemistry of food, but the practical knowledge of how to prepare a meal is as far beyond them as a knowledge of astronomy is beyond a Chinese cooly.

"In my judgment this will create a demand in later years for wives who have this knowledge. Also why not have instruction in simple cooking taught to the boys as well as the girls? When they know something about how to cook they will come to realize how important a knowledge of cooking is.

"The pathetic thing about under nourishment is that it is not confined to the homes of the poor. As a matter of fact, in the great cities where there are active health departments, more malnutrition will be found in the homes of the rich than in the homes of the poor."

It has been the writer's constant claim that scientific feeding is not all there is to food benefits. Domestic science is all right in a sense, if it is ever properly applied, but domestic science as a study, without a follow up of real home practice, is of the same benefit as a study of dead languages—a good mental exercise but useless in most walks of life.

In days gone by a knowledge of cooking was considered an accomplishment, even in the establishments of the rich. It is no less an accomplishment to-day, but the difficulty is in getting folks to accept it as such. It really ought to be one of the principal subjects taught in every school, especially with reference to how to live. With proper cooking we are well on the way to physical perfection.

At the Hotel Sherman, here, where I have been stopping for the past few days, the signs of activity are a wonderment. Notwithstanding the fact that less than a year ago was completed an addition practically doubling the capacity of the institution, and the further fact that some of the larger loop hotels are operating on much less than full capacity, the Sherman is entertaining from two to a half dozen conventions every week and reservations extend into the month of May, 1927.

For what it offers to the traveling public the magnificent institution probably charges less proportionately than any other Chicago hotel and most certainly supplies "service with a smile." The official list of the Sherman includes the names of many former Michigan operators, and this has had much to do with its having become the Mecca for Wolverine pilgrims, who may be found largely in evidence any time one is attracted to its lobby.

In talking with a Chicago hotel operator the other day, on a topic I incidentally mentioned last week—the making of a charge for ice furnished in rooms—I find that this only applies to modernly equipped hotels which are supplied with circulating ice water.

"The bedrooms in some of our hotels have become bar rooms and our furniture is being ruined by persons who use edges of dressers and chairs to open bottles. We are criticized if we put bottle openers in the rooms, but it is the only way we have to save our furniture. The artistic finish on our expensive furniture is eaten off by the action of alcohol, carpets are stained, and even room furnishings are subjected to even worse usage, including much breaking, for which we seldom recover any indemnity. Hence where a requisition is made for cracked ice and augmented glassware in an apartment, it is a safe guess that some minor violation, at least, of the Volstead act is contemplated, and we can only—and then in a small measure only—make a charge for service to com-

### 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."

### HOTEL RICKMAN

KALAMAZOO, MICH.

One Block from Union Station

Rates, \$1.50 per day up.

JOHN EHRLMAN, Manager

### HOTEL KERNS

LARGEST HOTEL IN LANSING

300 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

### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

### HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the  
Continental-Leland Corp.

GEORGE L. CROCKER,  
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.

### Columbia Hotel

KALAMAZOO

Good Place To Tie To



## 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'hote* 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

pensate us for the aftermath of these acts of vandalism.

"The average hotel man, basing his observations on his own experience, will tell you that prohibition is a dismal failure, and in most cases will convince you that he is justified in making the assertion."

The service, however, for which this charge—30 cents per person is made—is most elaborate and very few complain about it, especially when an atmosphere of fairness prevails.

One who has made a warfare upon paper napkins, ever since their use advanced beyond the phase of the Sunday school picnic, receives a perceptible shock when he enters one of the so-called "best of everything" Childs' restaurants in Chicago and finds their ethics soar above the possibilities of the modern commercial laundry. It is said that on the Island of Madagascar in the East Tennessee mountains, and in an occasional "hole in the wall" on the West side, where the cutlery is chained to the table to prevent theft, paper napkins are still in vogue, but in Childs' restaurant—"Leaping Lizards!"

Talk about the overproduction of hotels. In the city of Chicago statistics—not mere guesswork—show that not less than fifty transient hotels and three times as many residential hotels and apartment buildings are being operated by receivers. Hoteliers situated near the large terminals, especially in the loop district, do well, but it is some task to keep travelers away from the bright lights, hence the dearth of patronage for those situated away from this center.

I know of one such establishment, built at an expenditure of millions, which is advertising rooms for persons holding executive positions" as low as \$8 per week and making frantic efforts to fill up on this class of trade, which is absolutely profitless, when the investment is considered. And yet such stock is offered freely by promoters.

Frank S. Verbeck.

#### Items From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 26—The many friends of Ernest Tate were shocked to hear of his death by drowning at Timmins, Ontario, Tuesday, which came in a telegram to his brother, David Tate. No details were given. Mr. Tate was a Soo boy, having graduated from the high school in 1915, after which he left for Timmins, accepting a position with the Timmins Mining Co., working up to a responsible position. He was a great athlete, starting in the old Soo base ball team when it continuously held the Upper Peninsula championship. The remains will be brought back to the Soo, where interment will take place.

Osborn Boulevard will be the name of the new street opened in front of the new hotel. The Civic and Commercial Club and City Commission named the street after Chase Osborn, with intent to indicate the appreciation of a grateful citizenry.

A. H. Eddy has discontinued the dairy branch of his business and will use the extra space as a show room.

Art Nessen, proprietor of the Hotel at Eckerman, is selling out his interests at Eckerman to Charles Shilling and John Nickelson, both Soo men. It is expected the deal will be put through within the next few days.

Pussyfoot Johnson says that Germany needs prohibition. We have a lot of that we aren't using just now.

William Bonifas, of the Bonifas Lumber Co., Escanaba, has terminated his receivership of the Lake Independence Lumber Co., at Big Bay, and hereafter the latter concern will be operated as a subsidiary of the Brunswick-Balke-Collender Co., Chicago. The lumber company, which has operated at Big Bay for many years, will be re-organized and pro-

vided with sufficient capital to continue operations indefinitely.

The Brick and Tile Co., at Rudyard, has been purchased by O. J. Oisen, of Muskegon, and D. B. Odaffer, of Bucyrus, Ohio. They have made a number of changes and improvements in the plant and are more than doubling the former capacity, having begun manufacturing Sept. 1. The firm is making drain tile and hollow building tile and will shortly be manufacturing brick. Among improvements further contemplated is a continuous down draft kiln, 300 feet long, of the most modern type, which will have a daily capacity of 50,000 brick; also four round down-draft kilns in which high grade face brick and tile will be made. This will give Rudyard a new industry and add to the town's activity.

Many a man who is backing his judgment on the foot ball games will buy his coal this winter a ton at a time. It is for birds like these that the 90 day note was invented.

C. L. Heckathorn, of the Beach Inn, Munising, took over the management of the Hotel Gwinn, at Gwinn, Sept. 17, Captain William Jory retiring. Mr. Heckathorn will hereafter manage both properties under lease. The Beach Inn has enjoyed the most successful summer season in its history. Tourists from all parts of the State, as well as Canada, were represented on its register.

For the first time in many years the ducks on Little Bay De Noc, Delta county, had to worry along without the society of Capt. Fisher, of the Fisher Hotel, Gladstone, on the opening day of the season. The house was full and the proprietor had no time to get away. Capt., who is a famous fisherman and hunter, does his best to put Gladstone on the hotel map and, no doubt, the Bay De Noc will wish him continued success in the hotel business.

Otto Supe, our former Mayor, is spending most of his leisure time at his summer cottage on Sugar Island. His specialty at present is bass fishing. Very few of his many friends have ever heard Otto pray until last week, when, before retiring, he was heard to say, "Lord, give me grace to catch so large a fish that even I, when bragging of the catch I made, may never tell a lie."

In listening in the other night on the radio we were agreeably surprised to learn that our good friend, R. W. C. Well, manager for Swift & Co., at Jackson, had been elected Mayor of the city of Sunbrite. We all extend congratulations.

George Munsatson, who for a number of years has been working for his brother, George, the old-time confectioner, learning the business, is to branch out for himself on Ashmun street and we will soon be able to announce the grand opening.

Ace Cutler, for a number of years in charge of the shipping department for the National Grocer Co. here, has been promoted to the position of Assistant Manager, succeeding Frank Reynolds, who resigned.

William G. Tapert.

#### Are Buying Scarfs and Shawls.

With the Fall season advancing, the demand for women's novelty scarfs has been noticeably increasing. Both long fringed and choker length goods are wanted, with modernistic, modified floral and all-over designs in pastel and bright colors leading. Embroidered fringed shawls are also selling actively. These are designed for evening wear and are being purchased on a more liberal scale than last year, according to manufacturers. The trend toward metallic effects is also notable in these shawls as in other accessories for evening wear.



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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**



#### Warm Friend Tavern Holland, Mich.

Under the new management of Mr. and Mrs. E. L. Leland offers a warm welcome to all travelers. All room rates reduced liberally. We set a wonderful table in the Dutch Grill.

Try our hospitality and comfort.

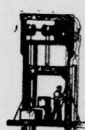
E. L. LELAND, Mgr.

#### Henry Smith Floral Co., Inc.

32 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 173



#### SIDNEY ELEVATORS

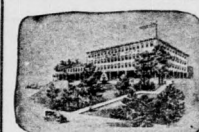
Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind of machine and size of platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, Ohio

#### TAKING INVENTORY

Ask about our way.  
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GRAND RAPIDS, MICHIGAN



#### Hotel Whitcomb

ST. JOSEPH,  
MICHIGAN

#### Announcing Reduction in Rates

Rooms with Lavatory \$1.25 and \$1.50 per day; Rooms with Lavatory and Private Toilet \$1.50 and \$1.75 per day; Rooms with Private Bath \$2.00, \$2.50 and \$3.00 per day. All rooms Steam Heated. Cafe in connection, best of food at moderate prices.

J. T. TOWNSEND, Manager

#### Hotel Roosevelt Lansing's Fireproof Hotel

250 Rooms—\$1.50 up.

Cafeteria in Connection  
Moderate Prices

One-half Block North of  
State Capitol

CHAS. T. QUINN, Mgr.

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.

**MORTON HOTEL**  
GRAND RAPIDS' NEWEST HOTEL  
400 Rooms—400 Baths Rates \$1.50, \$2, \$2.50 and up per day

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

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

**HOTEL BROWNING** 150 Fireproof Rooms  
GRAND RAPIDS  
Corner Sheldon and Oakes;  
Facing Union Depot;  
Three Blocks Away.  
Rooms with bath, single \$2 to \$2.50  
Rooms with bath, double \$3 to \$3.50  
None Higher.

## 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.

## Whole Mixed Spices.

The following mixture represents what is sold in the market for whole mixed spices:

Black pepper	2 pounds
Ginger, cut size of bean	1 pound
Cinnamon, 1 inch quills	8 ounces
Allspice	8 ounces
Nutmegs, cut to size of pea	8 ounces
Cloves	1 ounce
Cayenne pepper	1 ounce
Laurel leaves, broken	1 ounce
White pepper	1 ounce
Mace, fragments	1/2 ounce
Caraway	1/2 ounce
Cardamons	1/2 ounce
Coriander	1/2 ounce
Mustard	1/2 ounce

The whole fruits and seeds are taken unless otherwise stated. The whole is to be thoroughly mixed as though you were making a species on a larger scale. If you should so desire, you may grind the above mixture and sell it as ground mixed spice. In this case, an addition of 8 ounces of dry salt may be made, which will add to the flavor of the spicy mixture.

## Coconut Oil Soap as a Germicide.

The thorough washing of the hands will destroy any adhering diphtheria bacilli, streptococci and pneumococci. Any kind of soap will serve this purpose, but coconut oil soap is the only soap appreciably active against typhoid bacillus at ordinary temperatures. The longer period taken to wash the hands, and the stiffer the lather formed, the more certain is the killing of typhoid germs. The germicidal properties of coconut soap are enhanced by raising the temperature of the water used in washing, and the activity of the soap as a germicide against typhoid and other germs seems to be due to its high content of the saturated fatty acids and the very low proportion of unsaturated acids. The suggestion is made that linseed oil or cottonseed oil used in preparing the official "Sapo Mollis" might be advantageously replaced by coconut oil.

## Spanish Tooth Wash.

White castile soap ----- 3 ounces

Glycerine	5 fl. ounces
Filtered water	20 fl. ounces
Alcohol	30 fl. ounces
Oil of peppermint	1 fl. drachm
Oil of wintergreen	1 fl. drachm
Oil of orange peel	1 fl. drachm
Oil of anise	1 fl. drachm
Oil of cassia	1 fl. drachm

Beat up the soap with the glycerine in a mortar; dissolve the oils in the alcohol, and pour down upon the soap and glycerine contained in a bottle. Shake well until the soap is completely dissolved. Then color to suit with a solution of carmine.

## Alkaline Mouthwash.

Sodium bicarbonate	360 grains
Sodium borate	360 grains
Sodium benzoate	15 grains
Sodium salicylate	15 grains
Eucalyptol	7 1/2 grains
Thymol	7 1/2 grains
Menthol	4 grains
Oil of gaultheria	4 grains
Phenol (95% solution)	320 minimis
Alcohol	24 ounces
Glycerine	8 ounces
Water	96 ounces

Mix, allow to stand for at least a week, and filter.

## Cold Cream With Sodium Perborate.

Paraffine	250 grams
White wax	250 grams
Almond oil	1000 grams
Water	380 grams
Sodium perborate	10 grams

Melt together the paraffin, wax, and oil at a temperature just sufficient to keep the mass liquified. Dissolve the perborate in the water and warm the solution to the same temperature as the fatty mixture; then pour it into the latter slowly and beat the whole briskly until cold.

## Perspiration Powder.

The following has been recommended as an absorbent skin powder for excessive perspiration in cases of night sweats of consumption, malarial fevers, etc.

Salicylic acid, in fine powder	1 part
Boric acid, powdered	4 parts
Starch, powdered	4 parts
Talc, powdered	14 parts

Mix. The powder may be perfumed, if desired, by adding powdered orris root.

## Syrup For Disguising the Taste of Quinine.

Powdered chocolate ----- 2 ounces

Sugar	1 1/2 pounds
Tincture of Vanilla	1 ounce
Aromatic fluid extract of yerba santa	1 ounce
Glycerin	4 ounces

Boiling water, enough.

Mix the chocolate and sugar with enough boiling water to make two pints. Allow the syrup to cool and then add the other ingredients.

## Poisonous Fly Paper.

Arsenous acid	1 part
Potassium carbonate	4 parts
Sugar	24 parts
Water	128 parts

Dissolve the potassium carbonate in the water; add the arsenous acid and the sugar and dissolve. Saturate unsized paper in this solution, let drain off, and hang on strings to dry off. Instead of arsenous acid and potassium carbonate, potassium arsenite (4 or 5 parts) may be used.

## To Kill Parasites.

Oil origanum	15 drops
Oil verbena	15 drops
Oil thyme	15 drops
Oil geranium	15 drops
Wax	5 gm.
Petrolatum, to make	100 gm.

Use this salve every night for two weeks washing the parts with castile soap and warm water before applying. It is said to cure the most stubborn case.

## Iron Paint For Damp Walls.

A paint composed of pulverized iron and linseed oil varnish is intended for painting damp walls, kettles, outer walls, or any place or vessel exposed to the action of the open air and weather. Should the article be exposed to frequent changes of temperature, linseed oil varnish and amber varnish should be mixed with the paint intended for the first two coats, without the addition of any artificial drying medium. The first coat should be applied rather thin, the second a little thicker, and the last in a rather fluid state. It is not necessary to free iron from rust, grease, etc., by means of acid before applying the paint, as a superficial cleaning is sufficient. The paint is equally adapted as a weather-proof coating for iron, wood and stone.

"Business at the old stand" is no longer a good slogan. The rest of the world has moved on.



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

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

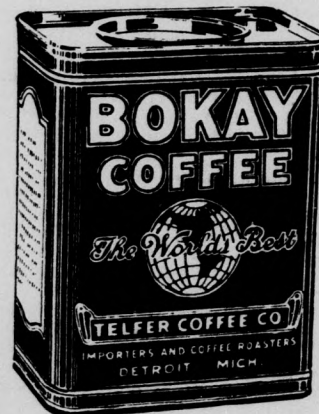
## A COMPLETE LINE OF

Good  
Brooms

AT ATTRACTIVE PRICES

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

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Representatives in  
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Consult your local  
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WELCH-WILMARTH  
CORPORATION  
GRAND RAPIDS, MICH.

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

DRUG STORE  
PLANNING  
Recommendations  
to fit individual  
conditions.

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

# FIRE AND BURGLAR PROOF SAFES

Grand Rapids  
Safe Co.

Tradesman Building

# Sand Lime Brick

Nothing as Durable  
Nothing as Fireproof  
Makes Structures Beautiful  
No Cost for 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.

# HOLIDAY GOODS

We are showing this year a wonderful line and you had better hurry along for it is now on display at Grand Rapids in our own building 38-44 Oakes St. We still have a most excellent supply of:

PERFUMES, TOILET WATERS, SAFETY RAZORS, VACUUM BOTTLES, HARMONICAS, TOILET SETS, WHITE AND FANCY IVORY SETS, ATOMIZERS, INGERSOLL WATCHES, BIG BEN CLOCKS, BOX PAPERS, BOOKS, KODAKS, YALE FLASHLIGHTS, PARKER FOUNTAIN PENS, FOKER SETS, PIPES, CARDS IN CASES, LEATHER GOODS, MUSIC ROLLS, INCENSE BURNERS, CANDLE STICKS, MEMORY BOOKS, SMOKERS ARTICLES, BOOK ENDS, WAX SETS, TOY BOOKS, BIBLES, RATTLES, GAMES, TISSUE PAPER, XMAS CARDS, TAGS, SEALS, FAIRER NAFKINS, DECORATED XMAS CREPE PAPER, CANDLES, ETC., ETC.

We would be much pleased if you would inspect our line at once while complete.

# Hazeltine & Perkins Drug Company

Manistee

Wholesale Only  
MICHIGAN

Grand Rapids

# 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

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

A.R. WALKER  
CANDY CORP.

OWOSSO  
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>		<b>Belladonna</b>	
Boric (Powd.)	12 1/2 @ 20	Cubebs	1 50 @ 1 75	Benzoin	2 @ 25
Boric (Xtal)	15 @ 25	Elgeron	6 50 @ 6 75	Benzoin Comp'd	2 @ 65
Carbonic	34 @ 40	Eucalyptus	9 00 @ 9 25	Buchu	2 @ 55
Citric	50 @ 65	Hemlock, pure	1 25 @ 1 50	Cantharides	2 @ 85
Nitric	3 1/2 @ 3	Juniper Berries	4 50 @ 4 75	Capsicum	2 @ 20
Oxalic	9 @ 15	Juniper Wood	1 50 @ 1 75	Catechu	2 @ 75
Sulphuric	15 @ 25	Lard, extra	1 55 @ 1 65	Cinchona	2 @ 10
Tartaric	3 1/2 @ 3	Lard, No. 1	1 25 @ 1 40	Colchicum	2 @ 80
	40 @ 50	Lavender Flow	7 50 @ 7 75	Cubeb	2 @ 00
<b>Ammonia</b>		Lavender Gar'n	85 @ 1 20	Digitalis	2 @ 00
Water, 26 deg.	06 @ 16	Lemon	4 00 @ 4 25	Gentian	2 @ 15
Water, 18 deg.	05 1/2 @ 13	Linseed, raw, bbl.	@ 90	Ginger, D. S.	2 @ 20
Water, 14 deg.	04 1/2 @ 11	Linseed, boiled, bbl.	@ 93	Guaiaac	2 @ 20
Carbonate	20 @ 25	Linseed, bld, less	97 @ 1 10	Guaiaac, Ammon.	2 @ 00
Chloride (Gran.)	09 @ 20	Linseed, rw, less	1 00 @ 1 13	Iodine	2 @ 95
		Mustard, artifi. oz.	@ 35	Iodine, Colorless	2 @ 50
		Neatsfoot	1 35 @ 1 50	Iron, Clo.	2 @ 25
		Olive, pure	3 75 @ 4 50	Kino	2 @ 40
		Olive, Malaga	2 75 @ 3 00	Myrrh	2 @ 50
		Olive, yellow	2 75 @ 3 00	Nux Vomica	2 @ 55
		Olive, Malaga, green	2 75 @ 3 00	Opium	2 @ 50
		Orange, Sweet	5 00 @ 5 25	Opium, Camp.	2 @ 85
		Organum, pure	2 @ 50	Opium, Deodora'd	2 @ 50
		Organum, com'l	1 00 @ 1 20	Rhubarb	2 @ 70
		Pennyroyal	3 25 @ 3 50		
		Peppermint	15 00 @ 15 25	<b>Paints</b>	
		Rose, pure	12 50 @ 14 00	Lead, red dry	15 1/4 @ 15 1/2
		Rosemary Flows	1 25 @ 1 50	Lead, white dry	15 1/4 @ 15 1/2
		Sandalwood, E.	10 50 @ 10 75	Lead, white oil	15 1/4 @ 15 1/2
		Sassafras, true	1 75 @ 2 00	Ochre, yellow bbl.	2 @ 2 1/2
		Sassafras, artifi	75 @ 1 00	Ochre, yellow less	2 @ 6
		Spearment	9 00 @ 9 25	Red Venet'n Am.	3 1/2 @ 7
		Sperm	1 50 @ 1 75	Red Venet'n Eng.	4 @ 8
		Tansey	10 00 @ 10 25	Putty	5 @ 3
		Tar USP	65 @ 75	Whiting, bbl.	4 @ 4 1/2
		Turpentine, bbl.	@ 95	Whiting	5 1/2 @ 10
		Turpentine, less	1 02 @ 1 15	L. H. P. Prep.	3 05 @ 3 25
		Wintergreen, leaf	6 00 @ 6 25	Rogers Prep.	3 05 @ 3 25
		Wintergreen, sweet	3 00 @ 3 25		
		Wintergreen, art	75 @ 1 00	<b>Miscellaneous</b>	
		Worm seed	8 00 @ 8 25	Acetanalid	47 @ 55
		Wormwood	9 00 @ 9 25	Alum	98 @ 12
				Alum, powd. and	99 @ 15
				ground	99 @ 15
				Bismuth, Subni-	3 87 @ 4 07
				trate	3 87 @ 4 07
				Borax xtal or	07 @ 12
				powdered	07 @ 12
				Cantharides, po.	1 75 @ 2 00
				Calomel	2 10 @ 2 30
				Capsicum, pow'd	35 @ 40
				Carmine	7 00 @ 7 50
				Cassia Buds	25 @ 40
				Cloves	50 @ 55
				Chalk Prepared	14 @ 16
				Chloroform	51 @ 50
				Chloral Hydrate	1 35 @ 1 55
				Cocaine	12 10 @ 12 50
				Cocoa Butter	55 @ 75
				Corks, list, less	4 @ 10 1/2
				Copperas	2 1/2 @ 10
				Copperas, Powd.	4 @ 10
				Corrosive Subim	1 71 @ 1 92
				Cream Tartar	31 @ 35
				Cuttle bone	40 @ 50
				Dextrine	60 @ 15
				Dover's Powder	3 50 @ 4 00
				Emery, All Nos.	10 @ 15
				Emery, Powdered	@ 15
				Epsom Salts, bbls.	@
				Epsom Salts, less	2 1/2 @ 1 1/2
				Ergot, powdered	@ 2 00
				Fiake, White	15 @ 20
				Formaldehyde, lb.	13 1/2 @ 30
				Gelatin	80 @ 90
				Glassware, less	55 %
				Glassware, full case	60 %
				Glauber Salts, bbl	@ 2 1/2
				Glauber Salts, less	4 @ 10
				Glue, Brown	21 @ 20
				Glue, Brown Grd	15 @ 20
				Glue, white	27 1/2 @ 25
				Glue, white grd.	25 @ 25
				Glycerine	36 @ 55
				Hops	70 @ 85
				Iouine	6 45 @ 6 90
				Iodoform	7 35 @ 7 65
				Lead Acetate	20 @ 30
				Mace	21 @ 50
				Mace, powdered	@ 1 60
				Menthol	7 50 @ 8 00
				Morpine	11 18 @ 11 92
				Nux Vomica	@ 30
				Nux Vomica, pow.	17 @ 25
				Pepper black, pow.	40 @ 50
				Pepper, White, pw.	50 @ 55
				Pitch, Burgudry	20 @ 25
				Quassia	12 @ 15
				Quinine, 5 oz. cans	@ 50
				Rochelle Salts	30 @ 35
				Saccharine	@ 80
				Salt Peter	11 @ 22
				Seldits Mixture	30 @ 40
				Soap, green	15 @ 30
				Soap mott cast.	22 1/2 @ 25
				Soap, white castile	@ 12 50
				case	@ 12 50
				less, per bar	@ 1 45
				Soda Ash	1 @ 10
				Soda Bicarbonate	3 1/2 @ 10
				Soda, Sal	02 1/2 @ 08
				Spirits Camphor	@ 1 35
				Sulphur, roll	3 1/2 @ 10
				Sulphur, Subl.	4 1/2 @ 10
				Tamarinds	30 @ 25
				Tartar Emetic	70 @ 75
				Turpentine, Ven.	50 @ 75
				Vanilla Ex. pure	1 75 @ 2 25
				Vanilla Ex. pure	3 50 @ 3 00
				Zinc Sulphate	06 @ 11

# 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

## DECLINED

### 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	8 85



### AXLE GREASE

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

### BAKING POWDERS

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

### K. C. Brand

10c size, 4 doz.	3 70
15c size, 4 doz.	5 50
20c size, 4 doz.	7 50
25c size, 4 doz.	9 20
50c size, 2 doz.	8 80
80c size, 2 doz.	8 85
10 lb. size, 1/2 doz.	6 75

Freight prepaid to jobbing point on case goods.  
Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

### BEECH-NUT BRANDS.



Mints, all flavors	60
Gum	70
Fruit Drops	70
Caramels	70
Sliced bacon, large	5 40
Sliced bacon, medium	3 30
Sliced beef, medium	2 80
Grape Jelly, large	4 50
Sliced beef, large	4 50
Grape Jelly, medium	2 70
Peanut butter, 16 oz.	4 05
Peanut butter, 10 1/2 oz.	2 75
Peanut butter, 6 1/2 oz.	1 75
Peanut butter, 3 1/2 oz.	1 15
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. 202	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
any Parlor, 23 lb.	9 25
Ex. Fancy Parlor 25 lb.	9 75
Ex. Fcy. Parlor 26 lb.	10 00
Toy	1 75
Whisk, No. 3	2 75

### BRUSHES

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

### Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

### Shoe

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

### BUTTER COLOR

Dandelion	2 84
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### CANDLES

Electric Light, 40 lbs.	12.1
Plumber, 40 lbs.	12.3
Paraffine, 6s	14.4
Paraffine, 12s	14.4
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. 2 1/2	2 00
Apricots, No. 3	2 25
Blackberries, No. 10	10 50
Blueberries, No. 10	13 50
Cherries, No. 2	3 75
Cherries, No. 10	14 00
Loganberries, No. 2	3 00
Loganberries, No. 10	10 00
Peaches, No. 1	1 50
Peaches, No. 1, Sliced	1 25
Peaches, No. 2	2 75
Peaches, No. 2 1/2	2 25
Peaches, 2 1/2 Cal. 3 00	2 25
Peaches, 10, Mich.	8 50
Pineapple, 1 sl.	1 75
Pineapple, 2 sl.	2 00
Pineapple, 3 br. sl.	2 40
Pineapple, 2 1/2, sl.	3 00
Pineapple, 3, cru.	3 00
Pineapple, 10 cru.	9 50
Pears, No. 2	3 15
Pears, No. 2 1/2	4 25
Plums, No. 2	2 40
Plums, No. 2 1/2	2 90
Raspberries, No. 2, blk	3 90
Raspb's, Red, No. 10	13 50
Raspb's, Black,	
No. 10	12 00
Rhubarb, No. 10	4 75
Strawberries, No. 10	12 00

### CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 25
Clam Ch., No. 3	3 50
Clams, Steamed, No. 1	3 00
Clams, Minced, No. 1	3 25
Pinnar Haddie, 10 oz.	3 20
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	3 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	3 25
Salmon, Med. Alaska	2 85
Salmon, Pink Alaska	1 90
Sardines, 1m 1/4 ea	10 24
Sardines, 1m. 1/2 ea.	25
Sardines, Cal.	1 65
Tuna, 1/2. Albore	95
Tuna, 1/2. Curtis, doz.	2 20
Tuna, 1/2. Curtis, doz.	3 50
Tuna, 1s. Curtis, doz.	7 00

### CANNED MEAT

Bacon, Med. Beechnut	3 30
Bacon, Lge Beechnut	5 40
Beef, No. 1, Corned	3 10
Beef, No. 1, Roast	3 10
Beef, No. 2 1/2, Qua. sli.	1 60

Beef, 3 1/2 oz. Qua. sli.	1 90
Beef, 5 oz., Qua. sli.	2 50
Beef, No. 1, B'nut, sli.	4 50
Beefsteak & Onions, s	3 45
Chili Con Car, 1s 1 35	1 45
Deviled Ham, 1/4s	2 30
Deviled Ham, 1/4s	2 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	5 2 1/2
Potted Meat, 1/4 Libby	5 2 1/2
Potted Meat, 1/4 Qua.	95
Potted Ham, Gen.	1 85
Vienna Saus., No. 1 1/4	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 65

### Baked Beans

Campbells, 1c free 5	1 15
Quaker, 18 oz.	85
Fremont, No. 3	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 1/2	1 75
W. Beans, 10	7 50
Green Beans, 2s 1 45	2 25
Green Beans, 10s	7 50
L. Beans, 3 gr. 1 15	2 65
Lima Beans, 2s, Soaked	95
Red Kid. No. 2	1 25
Beets, No. 2, wh. 1 75	2 40
Beets, No. 2, cut	1 20
Beets, No. 2, stan.	1 60
Corn, No. 2, stan.	1 25
Corn, Ex. stan. No. 2	1 55
Corn, No. 2, Fan. 1 30	2 25
Corn, No. 10	8 00
Hominy, No. 3	1 00
Okra, No. 2, whole	3 00
Okra, No. 2, cut	1 75
Dehydrated Veg. Soup	95
Dehydrated Potatoes, lb.	45
Mushrooms, Hotels	27
Mushrooms, Choice 8 oz.	45
Mushrooms, Sur Extra	60
Pears, No. 2, E. J.	1 65
Pears, No. 3, Sift.	1 65
June	1 65
Pears, No. 2, Ex. Sift.	2 25
E. J.	2 25
Pears, Ex. Fine, French	2 25
Pumpkin, No. 3	1 35
Pumpkin, No. 10	4 00
Pimentos, 1/4, each	12 1/4
Pimentos, 1/4, 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 00
Spinach, No. 3	2 10
Spinach, No. 10	6 00
Tomatoes, No. 2	1 20
Tomatoes, No. 3	1 90
Tomatoes, No. 10	6 00

### CATSUP.

B-nut, Small	1 90
Lily of Valley, 14 oz.	2 60
Lily of Valley, 1/2 pint	1 75
Paramount, 24, 5s	1 45
Paramount, 24, 16s	2 40
Paramount, 6, 10s	10 00
Sniders, 8 oz.	1 75
Sniders, 16 oz.	3 55
Quaker, 8 1/2 oz.	1 25
Quaker, 10 1/2 oz.	1 40
Quaker, 14 oz.	1 90
Quaker, Gallon Glass	12 00

### CHILI SAUCE

Snider, 16 oz.	3 20
Snider, 8 oz.	2 30
Lilly Valley, 8 oz.	2 25
Lilly Valley, 14 oz.	3 50

### OYSTER COCKTAIL

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

### CHEESE

Roquefort	52
Kraft, Small tins	1 65
Kraft, American	1 65
Chili, small tins	1 65
Pimento, small tins	1 65
Romano, small tins	2 25
Wisconsin small tins	2 25
Wisconsin New	24
Longhorn	28

Mich. Flat Full Cream	25
Michigan Daisies	25
New York New 1926	30
Sap Sago	38
Brick	30

### CHEWING GUM.

Adams Black Jack	65
Adams Bloodberry	65
Adams Dentype	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 60
Paine De Cafe	3 00
Droste's Bars, 1 doz.	2 00
Delft Pastilles	3 15
1 lb. Rose Tin Bon	18 00
7 oz. Rose Tin Bon	18 00
Bons	9 00
13 oz. Creme De Cara-	12 80
que	12 80
12 oz. Rosaces	10 80
1/2 lb. Rosaces	7 80
1/2 lb. Pastilles	3 40
Langues De Chats	4 80

### CONFECTIONERY

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

### CHOCOLATE.

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

### COCOANUT

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

### CLOTHES LINE.

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



### COFFE ROASTED

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

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

### CONDENSED MILK

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

### MILK COMPOUND

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

### EVAPORATED MILK

Quaker, Tall, 4 doz.	4 65
Quaker, Baby, 3 doz.	4 55
Quaker, Gallon, 1/4 dz.	4 50

Carnation, Tall, 4 doz.	5 00
Carnation, Baby, 8 dz.	4 90
Every Day, Tall	5 00
Every Day, Baby	4 90
Pet, Tall	5 00
Pet, Baby, 8 oz.	4 90
Borden's Tall	5 00
Borden's Baby	4 90
Van Camp, Tall	4 90
Van Camp, Baby	3 75

### CIGARS

G. J. Johnson's Brand	
G. J. Johnson Cigar,	
10c	75



**GELATINE**  
 20 oz. 1 doz. case 3 00  
 20 oz. 4 doz. case 3 60  
 One doz. free with 5 cases  
 Jelly-O, 3 doz. 3 45  
 Minute, 3 doz. 4 05  
 Plymouth, White 1 55  
 Quaker, 3 doz. 2 55

**HORSE RADISH**

Per doz., 3 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 35 1/2

**MATCHES**

SWAN 144 4 75  
 Diamond, 144 box 6 25  
 Searchlight, 144 box 6 25  
 Ohio Red Label, 144 bx 4 50  
 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. 6 10  
 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 50  
 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 20

**New Orleans**

Fancy Open Kettle 74  
 Choice 62  
 Fair 41

**Half barrels 5c extra****Molasses in Cans**

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

**NUTS.****Whole**

Almonds, Terregona 25  
 Brazil, New 15  
 Fancy mixed 21  
 Filberts, Sicily 28  
 Peanuts, Virginia Raw 10 1/2  
 Peanuts, Vir. roasted 10 1/2  
 Peanuts, Jumbo, rstd 10 1/2  
 Peanuts, Jumbo, rstd 11 1/2  
 Pecans, 3 star 25  
 Pecans, Jumbo 40  
 Pecans, Mammoth 50  
 Walnuts, California 28  
 Salted Peanuts  
 Fancy No. 1 14  
 Jumbo 17

**Shelled**

Almonds 74  
 Peanuts, Spanish 11 1/2  
 Filberts 22  
 Pecans 1 10  
 Walnuts 75

**OLIVES.**

Bulk, 5 gal. keg 9 00  
 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  
 2 oz. Jar, Stu., doz. 1 35  
 3 oz. Jar, stuffed, dz. 2 50  
 9 oz. Jar, stuffed, doz. 3 50  
 12 oz. Jar, Stuffed, doz. 4 50 @ 4 75  
 20 oz. Jar, stuffed dz. 7 00

**PARIS GREEN**

1/2 lb. 31  
 1 lb. 31  
 2 1/2 and 5 lb. 37

**PEANUT BUTTER**

Bel Car-Mo Brand  
 24 1 lb. pails 24  
 8 oz., 2 doz. in case 14  
 5 lb. pails, 6 in crate 12  
 12 lb. pails 14  
 14 lb. pails 15  
 50 lb. tins 25  
 25 lb. pails 25

**PETROLEUM PRODUCTS**

Iron Barrels  
 Perfection Kerosine 15 50  
 Red Crown Gasoline, Tank Wagon 19 7  
 Solite Gasoline 22 7  
 Gas Machine Gasoline 41 1  
 V. M. & P. Naphtha 24 6  
 Capitol Cylinder 33 2  
 Atlantic Red Engine 21 2  
 Winter Black 12 2

**Iron Barrels.**

Light 62 2  
 Medium 64 2  
 Heavy 66 2  
 Special heavy 68 2  
 Extra heavy 70 2  
 Transmission Oil 62 2  
 Finol, 4 oz. cans, doz. 1 50  
 Finol, 8 oz. cans, doz. 2 25  
 Parowax, 100 lb. 9 3  
 Parowax, 40, 1 lb. 9 5  
 Parowax, 20, 1 lb. 9 7



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

**PICKLES**

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

**Dicycle**

4 75

**POTASH**

Babbitt's, 2 doz. 2 75

**FRESH MEATS**

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

**Cows**

Top 14  
 Good 13  
 Medium 12  
 Common 10

**Veal.**

Top 19  
 Good 18  
 Medium 15

**Lamb.**

Spring Lamb 26  
 Good 25  
 Medium 23  
 Poor 22

**Mutton.**

Good 14  
 Medium 12  
 Poor 10

**Pork.**

Light hogs 19  
 Medium hogs 20  
 Heavy hogs 18  
 Loins, Med. 32  
 Butts 27  
 Shoulders 21  
 Spareribs 20  
 Neck bones 10

**PROVISIONS**

Barreled Pork  
 Clear Back 34 50 @ 35 00  
 Short Cut Clear 34 50 @ 35 00  
 Dry Salt Meats  
 S P Bellies 25 00 @ 30 00

**Lard**

Pure in tierces 16  
 60 lb. tubs 1/2 advance 1/4  
 50 lb. tubs 1/2 advance 1/4  
 20 lb. pails 1/2 advance 1/4  
 10 lb. pails 1/2 advance 1/4  
 5 lb. pails 1/2 advance 1/4  
 3 lb. pails 1/2 advance 1/4  
 Compound tierces 13  
 Compound, tubs 13 1/2

**Sausages**

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

**Smoked Meats**

Hams, Cert., 14-16 lb. 32  
 Hams, Cert., 16-18 lb. 34  
 Ham, dried beef 32  
 Knuckles @ 32  
 California Hams @ 19  
 Picnic Boiled 40  
 Hams 40 @ 44  
 Boiled Hams 46 @ 50  
 Minced Hams @ 19  
 Bacon 37 @ 44

**Beef**

Boneless, rump 26 00 @ 28 00  
 Rump, new 27 00 @ 30 00  
 Mince Meat  
 Condensed No. 1 car. 2 00  
 Condensed Bakers brick 31  
 Moist in glass 8 00

**Pig's Feet**

Cooked in Vinegar  
 1/2 bbls. 2 50  
 1/4 bbls., 35 lbs. 4 50  
 1/2 bbls. 10 00  
 1 bbl. 25 00  
 Kits, 15 lbs. 1 75  
 1 bbls., 40 lbs. 3 50  
 1/2 bbls., 30 lbs. 5 00

**Casings**

Hogs, Med., per lb. @ 63  
 Beef, round set 21 @ 36  
 Beef, middles, set @ 1 50  
 Sheep, a skin @ 2 65

**RICE**

Fancy Blue Rose 07 1/2  
 Fancy Head 09 @ 09  
 Broken 05

**ROLLED OATS**

Silver Flake, 12 Fam. 2 25  
 Quaker, 12 Regular 1 80  
 Quaker, 12s Family 2 70  
 Mothers, 12s, M'rum 3 25  
 Nedrow, 12s, China 3 25  
 Sacks, 90 lb. Jute 3 20  
 Sacks, 90 lb. Cotton 3 25  
 Steel Cut, 100 lb. sks. 3 50

**RUSKS.**

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

**SALERATUS**

Arm and Hammer 3 75

**SAL SODA**

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

**COD FISH**

Middles 15 1/2  
 Tablets, 1/2 lb. Pure, 19 1/2  
 Tablets, 1 lb. Pure 1 40  
 doz. 1 40  
 Wood Loxes, Pure 29 1/2  
 Whole Cod 11 1/2

**Herring**

Holland Herring  
 Mixed, Keys 1 00  
 Mixed, half bbls. 9 50  
 Mixed, bbls. 18 00  
 Milkers, Kegs 1 10  
 Milkers, half bbls. 10 25  
 Milkers, bbls. 19 50  
 K K K, Norway 1 40  
 Cut Lunch 1 60  
 Boned, 10 lb. boxes 20

**Lake Herring**

1/2 bbl., 100 lbs. 6 50

**Mackerel**

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

**White Fish**

Med. Fancy, 100 lb. 13 00

**SHOE BLACKENING**

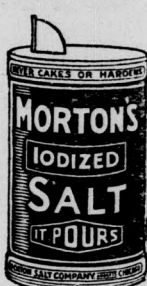
2 in 1, Paste, doz. 1 35  
 E. Z. Combination, dz. 1 35  
 Dri-Foot, doz. 2 00  
 Bixbys, Doz. 1 35  
 Shinola, doz. 90

**STOVE POLISH**

Blackine, 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 35  
 Rising Sun, per doz. 1 40  
 654 Stove Enamel, dz. 2 80  
 Vulcanol, No. 5, doz. 95  
 Vulcanol, No. 10, doz. 1 35  
 Stovoil, per doz. 3 00

**SALT.**

Colonial, 24, 2 lb. 95  
 Colonial, 36-1 1/2 1 25  
 Colonial, Iodized, 24-2 2 00  
 Med. No. 1 Bbls. 2 60  
 Med. No. 1, 100 lb. bg. 83  
 Farmer Spec., 70 lb. 90  
 Packers Meat, 50 lb. 87  
 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, 10 box 4 05  
 Fels Naphtha, 100 box 5 50  
 Girdma White Na. 10s 4 10  
 Rub No. More White  
 Naphtha, 100 box 4 00  
 Rub-No-More, yellow 5 00  
 Swift Classic, 100 box 4 40  
 20 Mule Borax, 100 bx 7 55  
 Wool, 100 box 6 50  
 Fairy, 100 box 5 50  
 Jap Rose, 100 box 7 85  
 Palm Olive, 144 box 11 00  
 Lava, 100 box 4 90  
 Octagon 6 35  
 Pummo, 100 box 4 85  
 Sweetheart, 100 box 5 70  
 Grandpa Tar, 50 sm. 2 10  
 Grandpa Tar, 50 lge. 3 50  
 Quaker Hardwater  
 Cocoa, 12s, box 2 85  
 Fairbank Tar, 100 bx 4 00  
 Trilby Soap, 100, 10c, 7 30  
 Williams Barber Bar, 9s 50  
 Williams Mug, per doz. 48

**CLEANSERS**

KITCHEN KLENSER  
 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  
 Climalino, 4 doz. 4 20  
 Grandma, 100, 5c 4 00  
 Grandma, 24 Large 3 75  
 Gold Dust, 100s 4 00  
 Gold Dust, 12 Large 3 20  
 Golden Rod, 24 4 25  
 Jinx, 3 doz. 4 50  
 La France Laun., 4 dz. 3 60  
 Luster Box, 54 3 75  
 Old Dutch Clean, 4 dz 3 40  
 Rinso, 40s 3 20  
 Rinso, 24s 5 25  
 Rub No More, 100, 1c 3 85  
 Rub No More, 18 Lg. 4 00  
 20 oz. 3 85  
 Sanl Flush, 1 doz. 2 25  
 Sapolio, 3 doz. 3 15  
 Soapine, 100, 12 oz. 6 44  
 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, Cochlin @ 30  
 Mace, Penang 1 10  
 Mixed, No. 1 @ 24  
 Mixed, 5c pkgs., doz. @ 45  
 Nutmegs, 70 @ 90 @ 78  
 Nutmegs, 105-110 @ 70  
 Pepper, Black @ 45

**Pure Ground in Bulk**

Allspice, Jamaica @ 18  
 Cloves, Zanzibar @ 46  
 Cassia, Canton @ 26  
 Ginger, Corklin @ 38  
 Mustard @ 32  
 Mace, Penang 1 20  
 Pepper, Black @ 50  
 Nutmegs @ 75  
 Pepper, White @ 60  
 Pepper, Cayenne @ 32  
 Paprika, Spanish @ 42

**Seasoning**

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

**STARCH****Corn**

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

**Gloss**

Argo, 48, 1 lb. pkgs. 4 05  
 Argo, 12, 3 lb. pkgs. 2 96  
 Argo, 8, 5 lb. pkgs. 3 35  
 Silver Gloss, 48, 1s 11 1/4  
 Elastic, 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  
 Green Label Karo 5 19

**Maple and Cane**

Mayflower, per gal. 1 55

**Maple.**

Michigan, per gal. 2 50  
 Welch's per gal. 2 50

**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 2 15  
 Capers, 3 oz. 2 50

**TEA.****Japan.**

Medium 27 @ 33  
 Choice 37 @ 41  
 Fancy 54 @ 61  
 No. 1 Nibbs 54  
 1 lb. pkg. Sifting 12

**Gunpowder**

Choice 35  
 Fancy 40

**Ceylon**

Pekre, medium 56

**English Breakfast**

Congou, Medium 28  
 Congou, Choice 35 @ 36  
 Congou, Fancy 42 @ 43

**Oolong**

Medium 26  
 Choice 35  
 Fancy 50

Tetter Coffee Co. Brand  
 W. J. G. 59

**TWINE**

### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Oct. 20—We have today received the schedules, order of reference and adjudication in the matter of Jay B. Hurd, Bankrupt No. 3011. 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 traveling salesman. The schedules show assets of \$769.39 of which \$450 is claimed as exempt, with liabilities of \$6,574.40. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

Electric Service Sta., Grand Rap.	\$ 7.65
Dr. Geo. Chamberlain, Grand Rap.	21.25
Auto Indicator Co., Grand Rapids	12.00
Consumers Ice Co., Grand Rapids	6.33
Collins Northern Ice Co., Grand R.	3.50
Estate of John Vox, Ferrysburg	105.00
Elliott & Yeiter, Grand Rapids	30.42
Dr. Chas. Hooker, Grand Rapids	5.09
Walter E. Miles Coal Co., Grand R.	48.00
Peck Drug Co., Grand Rapids	6.73
Paul Steketee & Sons, Grand Rap.	119.00
R. L. Byn, Grand Haven	2.80
Century Fuel Co., Grand Rapids	214.50
T. N. Randall, Kerriston, Wash.	75.00
Spring Lake Ice Co., Grand Haven	12.12
Natural Ice Co., Grand Haven	12.16
Dr. John McRae, Grand Rapids	5.00
Dr. F. N. Smith, Grand Rapids	29.00
Dr. R. Mauritts, Grand Rapids	15.00
John S. Neal Co., Grand Rapids	48.00
E. E. Heckbert, Portland, Ore.	125.00
Preferred Auto Underwriters Co., Grand Rapids	28.00
Riverview Dairy, Portland, Ore.	57.93
Dr. Dean Lewis, Chicago	150.00
Richards Storage Co., Grand Rap.	60.00
H. J. Peterson, Grand Haven	20.06
Central Drug Co., Grand Haven	8.80
Dr. Arend Vyn, Grand Haven	19.00
Drs. Else & Wade, Portland, Ore.	300.00
Dr. Luther T. Nelson, Portland, Ore.	244.00
Dr. Eal G. Henton, Portland, Ore.	15.00
Mayo Clinic, Rochester, Minn.	295.00
Mulders Market, Grand Rapids	114.00
J. Star & Co., Grand Rapids	245.17
Henry Bolt Co., Grand Haven	15.00
G. Ekken, Grand Haven	85.97
Wm. Ver Duin Coal Co., Grand Haven	42.00
John Diephouse, Grand Haven	14.02
Henry Jennings Sons, Portland, Ore.	87.00
Dr. W. L. Spencer, Grand Rapids	22.50
H. S. Larrabee, Lansing	128.50
Frank Ulrich, Grand Rapids	270.00

Mrs. C. M. Hurd, Grand Rapids	1,000.00
G. R. Savings Bank, Grand Rapids	201.44
Van I. Witt, Grand Haven	5.58
Preusser Jewelry, Grand Rapids	21.25
Zimmer Bros., Grand Rapids	16.00
W. E. Peterson, Grand Rapids	16.50
G. H. Dairy Co., Grand Haven	80.00
D. F. A. Blackmore, Portland, Ore.	78.50
Dr. DeWitt, Grand Haven	8.00
Press, Grand Rapids	8.36
Yonker & Mieras, Grand Rapids	31.75
Mrs. R. Winchester, Grand Rapids	195.00
Thomas Street Dairy, Grand Rapids	35.55
Harry W. Darling, Grand Rapids	4.75
Tatroe Tire Shop, Grand Rapids	20.91
Bixby Office Supply Co., Grand R.	2.50
Blood Tone Arm Co., Bay City	87.00
B. D. Coats Co., Grand Rapids	82.65
A. DeWindt, Grand Rapids	11.50
Detroit Electric Co., Detroit	29.58
A. Finkel & Sons, Grand Rapids	35.00
Fuller Engraving Co., Grand Rap.	16.02
G. R. Bench Co., Grand Rapids	19.02
G. R. Electrotyping Co., Grand Rap.	39.15
Hardsoo Mfg. Co., Ottumwa, Ia.	19.00
Powers-Tyson Ptg. Co., Grand Rap.	26.75
Prichett Power Co., Grand Rapids	146.05
Rex Robinson Furn. Co., Grand R.	680.00
Security Transfer Co., Grand Rap.	48.18
State Journal, Lansing	52.50
Star Transfer Co., Grand Rapids	21.30
Tradesman Co., Grand Rapids	69.25
Trimm Radio Mfg. Co., Chicago	178.24
V. C. Desk Co., Grand Rapids	140.00
Lyon Furn. Agency, Grand Rapids	5.00

Oct. 20. We have to-day received the schedules, order of reference and adjudication in the matter of William F. Haddor, Bankrupt No. 3012. 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 schedule shows assets of \$500 of which the full interest is claimed as exempt, with liabilities of \$2,182.90. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

Samuel Zino, Big Rapids	\$245.00
State Savings Bank, Remus	114.00
Bauman Bros., Remus	68.17
George Wool, Remus	128.00
Mrs. Mary Robins, Remus	210.00
Mr. Hopkins, Alma	344.39
Robert K. Jardine, Grand Rapids	219.00
A. J. Prange, Grand Rapids	131.50
Stiles Lumber Co., Grand Rapids	23.31
G. R. Gravel Co., Grand Rapids	89.78
Franklin Fuel Co., Grand Rapids	54.54
Industrial Bank, Grand Rapids	183.48
Consumers Fuel & Supply Co.,	

NEW ISSUE:

\$600,000

## ALASKA REFRIGERATOR COMPANY

MUSKOGON, MICHIGAN

6% First (Closed) Mortgage Gold Bonds

Due September 1, 1941

Direct obligation of Alaska Refrigerator Company, which was established over forty-five years ago. This Company now recognized as one of the largest manufacturers of Refrigerators in the world.

Secured by First Mortgage on all the real estate, buildings, and fixed equipment, which has been appraised as having a sound value of \$1,193,000, making this approximately a 50% loan. Net Earnings for the year ended June 30, 1926 were \$314,880—over 8½ times interest requirements on this issue.

Mortgage provides a Sinking Fund sufficient to retire in excess of 60% of this issue by maturity.

Tax exempt in Michigan.

Price 100 and Accrued Interest to Yield 6%.

## 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.

## Vote for Republican State Candidates on November 2

For  
GOVERNORFred W.  
GREEN

### They Understand State Problems

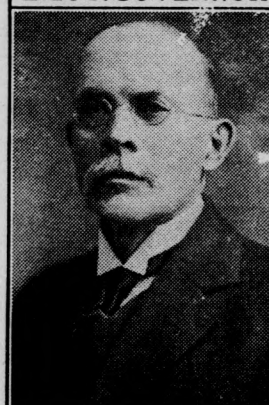
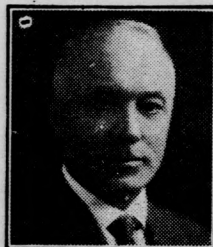
A vote for Republican candidates is a vote for progress—Roads, Conservation, Sound Government.

Republican State officers can best serve Michigan because they are affiliated with the party that is in national power.

Fred W. Green typifies the ideals which the people of the State desire to find in a Governor—he is the man the people want.

The affairs of the State in all departments including administrative, legislative, and judicial are assured intelligent, conscientious, vigorous attention by the election of the Republican nominees of 1926.

REPUBLICAN STATE CENTRAL COMMITTEE

For  
LIEUT. GOVERNORLuren D.  
DICKINSONFor Attorney General  
WM. W. POTTERFor State Secretary  
JOHN S. HAGGERTYFor Supreme Justice  
ERNEST A. SNOWFor State Treasurer  
FRANK D. MCKAYFor Auditor General  
ORAMEL B. FULLER

Grand Rapids 17.73  
Dr. Purdon, Edmore 35.00  
International Correspondence,  
Scranton, Pa. 21.00

Wm. Hessel, Big Rapids 130.00  
Bouk Bros. Garage, Big Rapids 198.00  
In the matter of Charles C. Maynard, Bankrupt No. 2336, an order has been made for the payment of current expenses of administration.

In the matter of Henry B. Rohloff, doing business as Rohloff Bros. Auto Supply Co., Bankrupt No. 2858, the final report and account of the trustee has been filed. A final meeting of creditors has been called for Nov. 1. The final report and account of the trustee will be considered and passed upon, administration expenses paid as far as the funds on hand will permit. There will be no dividends for general creditors.

Oct. 18. On this day was held the final meeting of creditors in the matter of Groening Bros. & Wilde, Bankrupt No. 2732. There were no appearances. The trustee's final report and account was considered and approved. The bills for administration expenses were considered and approved. An order will be made for the payment of expenses and for the declaration and payment of a supplemental first and a final dividend to creditors. The amount of the dividend has not been determined and upon determination of the same, note of the amount will be made here. The final meeting then adjourned without date. There were no objections made to the discharge of the bankrupt.

In the matter of William Wagner, doing business as Spring Lake Auto Supply Co., Bankrupt No. 2953, the trustee has filed his final report and account and a final meeting of creditors has been called for Nov. 1. The trustee's final report and account will be considered, expenses and exemptions paid as far as the funds on hand will permit, there being no funds on hand for the payment of dividends to creditors.

In the matter of Ernest E. Boyce, individually and as surviving partner of Boyce Bros., Bankrupt No. 2919, the trustee has filed his final report and account and a final meeting of creditors has been called for Nov. 1. The trustee's final report and account will be considered and the expense of administration ordered paid as far as the funds on hand will permit. There will be no dividends for general creditors.

In the matter of William Dyer, Bankrupt No. 3008, the funds for the first meeting have been received and a first meeting has been called for Nov. 5.

In the matter of Jay B. Hurd, Bankrupt No. 3011, the funds for the first meeting have been received and such meeting has been called for Nov. 5.

Oct. 22. We have to-day received the schedules in the matter of Charles Gerber, Bankrupt No. 3005. The matter was referred to Mr. Blair as referee in bankruptcy. This is an involuntary case. The schedules show assets of \$750.00 of which \$500 is claimed as exempt, with liabilities of \$5,985.64. The first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

Merkle Broom Co., Paris, Ill. \$ 68.87  
Steindler Paper Co., Muskegon 36.94  
Harry Myer, Grand Rapids 130.05  
Merry Wane Candy Co., So. Bend 117.84  
Standard Oil Co., Grand Rapids 35.83  
Lee & Cady, Kalamazoo 71.34  
Seiff & Co., Chicago 154.31  
Kidd, Dater & Price, Benton Har. 236.62  
E. O. Goldsmith, South Haven 17.80  
LaImperial Cigar Co., South Haven 60.88  
Morris & Co., Chicago 195.85  
Piser Bernstein, Chicago 66.30  
Kammert Candy Co., South Haven 56.10  
I. T. McTosh & Sons, Tipton, Ind. 56.10  
G. E. Bursley Co., Niles 215.90  
Austin Nicholas Co., Chicago 347.48  
Unit. Koshier Sausage Co., Chicago 105.27  
Jennings Mfg. Co., Grand Rapids 38.79  
Steele Wedeles Co., Chicago 20.60  
M. L. Campbell, Chicago 260.69  
Durand, McNeil Horner Co., Chicago 23.37

Webb Coffee Co., Chicago 51.00  
Star Paper Co., Kalamazoo 214.68  
Depres Co., Holland 25.50  
Michigan Shoe Lbr. Co., So. Haven 11.39  
Moore Hardware Co., So. Haven 34.53  
Becker Paper Co., Fort Wayne 119.19  
Griffin Garage, South Haven 10.20  
H. J. Heinz Co., Grand Rapids 163.68  
W. F. McLaughlin Coffee Co., Chicago 259.36

Arbuckle Bros., Chicago 70.36  
Koshier Star Co., Chicago 109.54  
Groosfeld Roe Co., Chicago 100.15  
Funk & Son, South Haven 107.25  
General Cigar Co., Chicago 37.93  
Hekman Biscuit Co., Grand Rapids 98.27  
Wittenberg Matzo Co., Chicago 9.18  
Walsh & Co., Kalamazoo 581.95  
Franklin McVeagh Co., Chicago 691.30  
Butler Bros., Chicago 159.80  
Niffenegger Lumber Co., So. Haven 102.85  
Dan the Plumber, South Haven 85.00  
Lockway-Stouck Paper Co., Benton Harbor 354.88  
Bangor Produce Co., Bangor 76.50  
Tribune Co., South Haven 15.95  
Procter & Gamble Dist. Co., Detroit 170.27

### Suggested Change in Credit Reasoning and Other Things.

(Continued from page 20)

worth or the lack thereof, for what uses it is suited, nor what are its limitations. He will not be in a position to say what other articles are better suited to the customer's special requirements, or any of them. He is, in fact, ignorant of the properties of most of what he sells.

I have in mind a small store in a remote country location. The grocer has no competition. He has the local world by the tail. Folks can take it or leave it. He is doing very well, thank you.

That is, maybe he is. For he is taking no steps whatever to safeguard his trade. His stock evinces the habit of buying the cheapest goods he can find and he prices them for all the traffic will bear. He has prepared a preferred opportunity for anybody to come and supplant him with his customers who would eagerly try somebody else—anybody else.

If this man were, in truth, in any fair degree a buyer for his customers, he'd have good goods—and he would know he had them. He might get full prices, but if he were wise, he would get just prices. Then those who found themselves compelled to take his supplies or none would buy liberally and gladly, with a feeling of happy confidence that here was a merchant with whom they might trade with satisfaction. But now those folks cut requirements to the barest necessities, holding back all orders possible until they can shop in a nearby larger town.

But advertising has done the work sidestepped by the ignorant, shortsighted grocer. It has carried the message of worth and the description of character of definitely branded goods. Consumers know what is under particular labels. They have now the right to select their own goods—to be their own purchasing agents. Thus advertising has taken the place the average grocer was too ignorant, too lazy to fill—and he can no longer get by on any pretense that he renders a service he does not render.

Dealers who thus have failed to function are the ones who are due for the discard. Let others awaken, get acquainted with their goods, know precisely what they are talking about, resume their ostensible function of purchasing agents for their communities. Then when they know what they have to offer and know that it is worthy, let them make advertising their servant.

That is the correct line of reasoning. Paul Findlay.

When this customer or that customer walks out without your having sold them anything, you may tell yourself that "my pay goes on just the same," but you will probably live long enough to learn how poor a prophet you are.

ASK FOR

## KRAFT CHEESE

A variety for every taste

# 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

## A Guaranteed Income 6% INSURED BONDS

These bonds have many strong features. Hundreds of banks who set safety above all else, are buying them for their own investment, for customers and for trust funds. Payment of principal and interest is guaranteed by the U. S. Fidelity & Guaranty Co., which has assets of \$48,000,000.00. They will safeguard your funds against loss.

**INDUSTRIAL  
COMPANY**  
ASSOCIATED WITH  
INDUSTRIAL BANK

GRAND RAPIDS MICHIGAN

## Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

Wanted—Position in general store by steady man with years of experience in store work. Address No. 399, c/o Michigan Tradesman. 399

SEVERAL excellent grocery and meat locations available; established business; big expansion in General Motors taking place. Come to Flint; you can make money here. Act quickly. Write Moffett Grocer Co., Flint, Mich. 408

FOR RENT—January 1. Store building at Owosso, Michigan, size 22x100; best location in the city; has been a dry goods store for 34 years. Lyon & Sons. 409

For Rent—Brick store building with basement. Equipped with modern meat market fixtures. A meat market and grocery have occupied this for last fifteen years. Good location in Grand Rapids. Will give lease to responsible party. E. I. Bates, 1306 Sigsbee St., Grand Rapids, 410

WANTED—I am in the market for a general store or variety store. Let me hear what you have. Remember it will be cash. Glenn Folkert, Cass City, Mich. 402

53-CAR garage for sale. Bargain. Chevrolet, Pontiac, Oakland franchise. Tools, parts, accessories, gas pump, oils. Contract 150 new cars this year. Best location. Doing real good business. Pratte Motor Sales, Holly, Mich. 403

For Sale Or Rent—Store building 28x46 and fixtures, suitable for any mercantile business. Living rooms over store. Terms REASONABLE. Address T. J. Lucas, Brimley, Mich. 404

GROCER BUSINESS FOR SALE—Considered one of the best in Michigan. Fixtures include coffee roaster, mayonnaise machine, and peanut butter machine on which a fine business has been established. Good telephone and transient business. Good business for two if one cannot handle. Will sell building or rent. Reason for selling, owner is interested in another business. Address No. 405, c/o Michigan Tradesman. 405

Wanted—National cash registers, Burroughs adding machine, and floor cases. A. L. Redman, Olney, Ill. 394

For Rent—Desirable location for photo studio, also modern apartment. John Monroe, East Jordan, Mich. 395

GOOD CHANCE FOR A LIVE MAN—A cleaning, pressing, and dyeing business, well established and having good business. Housed in good one-story brick building, 25x80 ft. Good plate glass front. Well equipped with new 5 HP boiler, Hoffman steam press, steam dry room, electric service. A big bargain at the price. Write to McCutcheon Real Estate Service, Boyne City, Mich. 393

### I WILL PAY CASH

for part or whole stocks of General Dry Goods, Shoes, Furnishings, Clothing, and Bazaar Goods. Call or write Jack Kosofsky, 1235 W. Euclid Ave., Northway 5695, Detroit, Mich.

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

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

### EXCEPTIONAL OPPORTUNITY FOR RIGHT PARTY

Offering for sale first class community grocery store located in town of 6,000. Excellent location, turns over stock between ten and eleven times a year. Modern and attractive home attached, just the thing for man and wife who are looking for a good buy. \$10,000 will take it, and to the right parties will offer satisfactory terms. Death of owner makes immediate sale necessary. Address Box 389, care Michigan Tradesman.

## MEN OF MARK.

(Continued from page 1)

ever you are, stick to that work and to that place if you can, seems to be a summary of his attitude, and where you are there will opportunity find you if you are ready for it, for rolling stones fail to fall within his classification of the approved.

In a building overlooking the broad East River this man sits in a luxurious office, furnished in mahogany, his narrow head bent slightly forward, talking rapidly in an easy, pleasing voice of his philanthropic activities in the town he has made his own home town, and the interviewer gets the impression that Mr. Foster is more interested in the welfare of human beings he can help than he is in the wielding of great power as the head of a gigantic enterprise that owns vast forests from which to make the wooden containers of its products, that owns 165 miles of railroad and far-reaching sugar plantations in Cuba and elsewhere, that maintains refineries in Boston, Philadelphia, Baltimore, New Orleans and Brooklyn.

Born in the town of Thomaston, Maine, his New England ancestry is readily apparent. He possesses that pointed, intellectual face and high forehead which generations of facing the stern realities and unobtrusive workings of nature's laws, as seen on almost barren New England hillsides, have bred into the living members of the old stocks from that corner of the world. The slight tinge of red in his mustache, indicating speediness of reaction, is borne out by his quick gestures.

"No," he says, musingly, "when I started out as an office boy and walked daily from that part of Brooklyn which I see across the river there to what has now become the greatest financial center of the world, I did not think ever that I should be president of the corporation. No one can tell what line of development will open up in the vast organizations of to-day.

"Would I care to go through again the toil of many years if once more I were to face life's open pathway in youth? I certainly would. The work was hard, granted; but at the time I had the satisfaction, shared, I hope, by others, of believing that what I did was well done, and I have been amply rewarded, far beyond any anticipations held in early manhood.

"It was not all work, either. I remember times now gone by thirty years, times at the Crescent Athletic Club there in Brooklyn. I remember being the first champion at the golf club in Hackensack. I recall efforts for the Liberty Loan and other war activities, the pleasure felt when my present home town was assured of a million dollar hospital and many other things that were far from work.

"On the other hand, while I now do not perform the old familiar duties of treasurer, as I did for many years, I am plugging along yet and hope to for many years to come."

This latter view is held by leaders of the sugar industry as a whole as well as high executives within the American Sugar Refining Company, who do not hesitate to say that Mr.

Foster can reel off more detailed facts and figures about the business than any one else connected with the immense organization.—D. K. Wiggins in Brooklyn Eagle.

## Odium Which Attaches To "Private Preserves."

Saginaw, Oct. 25—I certainly appreciate the copies of the Tradesman you sent me containing recent articles by Charles W. Garfield and Ossian C. Simonds. They both strike the keynote of my early joys and remembrances. Now we live in an age of destruction. A few of us from time to time have tried to save wild life, trees and nature by establishing what nowadays comes under the disreputable title of "private preserves," and our socialistic population and State administration are doing all they can to obliterate these little sanctuaries and breeding spots and quiet refuges, claiming that the public have rights, etc.

Upon the North branch of the Au Sable I have a few acres on a trout stream and I am threatened with all sorts of things if I don't allow the public to come through my gate, park their automobiles in my front yard, build fires along the stream wherever they please and fish day in and day out the little stretch of water in front of my house, where my children and I love to enjoy the peace and quiet unmolested. The claim is that the fishing belongs to all, notwithstanding I have at my private cost planted the fish, protected the place from fire, and take great pride in 4,000 pine trees that I set out in 1915 as transplants that are now beyond the reach of my out stretched arm in height.

The Turtle Lake Club, owning 26,000 acres South and West of Alpena, has tried to keep out fire, ineffectively tried to keep out trespassers, and has protected the wild life. If it had not been for Turtle Lake there would not be a deer left in the Lower Peninsula of Michigan. When I was up there for ten days last fall I counted over 200 wild deer. On a stretch of about 1,000 acres, not far from the Clubhouse, that we never allow a gun to be fired in, you can go down any evening and count from fifteen to fifty deer feeding in a field that we have sown to alfalfa and wheat for them. The automobile can pass within twenty feet of them and they will hardly lift their heads from their feeding. Yet we are looked upon as an enemy of the people because we do not allow vandals to come in and shoot and kill. Probably 500 or 600 deer a year go out of our preserve and are killed each year. This is all right, for we can raise that many more than are required and the public are welcome to them, but we do object to their coming in and destroying our trees and shooting in the sanctuary.

Wm. B. Mershon.

## American Fruits Receive the Highest Awards in Europe.

New York, Oct. 25—American grapefruit, Honey Dew melons and avocados helped Magno Boscasso and Jean Isard, restaurant manager and French chef, respectively, of the White Star liner Majestic, to sweep the boards with five gold medals as first prizes for a fancy food exhibit in four industrial exhibitions held in Europe during the past Summer, three being in Italy and one in Paris. "The judges could not resist them," said Mr. Boscasso, while exhibiting his medals to White Star Line officials on a recent arrival of the Majestic here. "They are the finest fruits of their kind in the world for flavor and condition." The medals included the grand prize for exhibitions at Rome, Milan, Genoa and Paris. Each medal was accompanied by a decoration with ribbon and a large certificate for framing.

## Gabby Gleanings From Grand Rapids—U. C. T. Notes.

Grand Rapids, Oct. 26—Our Secretary-Treasurer, Brother A. F. Rockwell, and his wife just returned from a two thousand mile drive to Fargo, N. D., where they visited their son, Bertram, and his family. They report the trip was very delightful, particularly Northern Wisconsin and Minnesota where hunting and fishing are the principal occupations. That part of the country is still quite primitive and when crossing the Indian reservation in Wisconsin, they traveled more than 150 miles without passing a settlement or a place of business. Commercial conditions in North Dakota have come back to the prosperity they enjoyed before the days of trying out political panaceas for all the real and imaginary ills that existed.

Mr. and Mrs. Rockwell spent several hours with Mr. and Mrs. Chas. Perkins, who live in Minneapolis. Mr. Perkins is in the employ of Armour & Co. and prospering nicely. He will be remembered for his consistent activity in the work of Grand Rapids Council and for his dynamic personality. He transferred his membership in U. C. T. from our council to Minneapolis much to our loss and to the gain of the council in the North.

We are glad to report that Brother G. B. McConnell, of 1342 Sigsbee street, is improving. He has been confined to his bed for more than sixty days and his friends will be cheered by the report of his improvement.

Brother John Millar, the "Candy Kid" of the Putnam Candy Co., who was painfully injured when struck by an automobile recently, is again working his territory. The boys will be sorry to learn of this accident and it is well for all of us to reflect on the fact that we might be involved in a similar accident and to drive with exceeding care at all times. A good time and place to apply U. C. T. principles is when driving an automobile.

Brother Walter N. Burgess, who represents Kinney & Levan, of Cleveland, in Michigan, left Monday morning for a three weeks' trip to the northern part of Michigan.

Grand Councilor L. V. Pilkington, of Grand Rapids, attended the U. C. T. council meeting at Kalamazoo last week. Brother Pilkington is doing very effective work in visiting the subordinate councils in the State of Michigan, and educating the members anew in the full meaning of U. C. T.ism at the present day. He expects to visit all the subordinate councils as rapidly as his work and time will permit him to do so.

The Grand Council of Michigan has offered a series of three prizes to be awarded March 31, 1927, as follows: To the individual member of each subordinate council who secures the greatest number of new members for his council; (b) to the subordinate council which secures the greatest numerical gain; (c) to the council which shows the greatest percentage of gain. The intrinsic value of the prizes are well worth working for, but the big value is in the satisfaction of passing on to a fellow traveling man the benefits of a membership, both material and spiritual, in the order of the United Commercial Travelers of America.

One of our new members, Brother Robert J. Ambrose, who has represented the P. Lorillard Co., of New York, selling tobaccos, has resigned his position and has entered business with the Robert Ambrose Furniture Co., located at 702 South Division avenue.

The members of Grand Rapids Council who have always enjoyed meeting Junior Counselor Raymond W. Bentley, about the city, will be interested in learning that he has been transferred to a territory North of Grand Rapids, succeeding William

Ingersoll, who has worked the territory for fourteen consecutive years for the Woodhouse Co., of Grand Rapids, selling cigars and tobaccos. The boys are unanimous in wishing Brother Bentley the utmost success.

The first dance of the series of six dances that the Council will hold this season will be held Saturday, Oct. 30 in the Pantlind Hotel ball room. The committee in charge will do everything possible to make these dances the most popular parties we have ever held. Lew Caskey and his Ramona Park orchestra will furnish the music, which includes singing and other entertainment. Refreshments consisting of cider and doughnuts will be served during the evening. The decorations will be something new and unique.

Brother W. S. Cooke, who was formerly a member of Grand Rapids Council, was in Grand Rapids for a very brief time last week. Mr. Cooke, when in Grand Rapids, was sales manager for the Worden Grocer Co. He resigned last December to accept a very responsible position with Harbauer Co., of Toledo.

The Salesmen's Club of Grand Rapids are now holding their meetings at the Pantlind Hotel every Saturday at 12:45 p. m., with an excellent lunch, music and a speaker who has a helpful message to men engaged in the profession of selling.

The membership is divided into five committees, each committee being responsible for the meeting the day they are in charge. The meetings are somewhat competitive among the committees and are graded according to the following points.

1. For the attendance of members or guests, 10 points.

2. Each dollar in dues paid, 20 points.

3. New member with dues paid for one year, 30 points.

At the close of the Club's fiscal year, the committee securing the greatest number of points will be banqueted by the Club. The membership of the above has been assigned to the Committees as listed below:

Committee One—Tudor Lanius, chairman; Chas. A. Justin, Herman Buff, Carroll L. Borgman, Frank Powell, Lou Allen, L. M. Bliss.

Committee Two—Phil Crowley, chairman; Rutledge Radcliffe, A. E. Harper, Ellis Perkins, Roland Otten, Earl V. Osborne, Edw. Lesperance.

Committee Three (in charge of meeting Oct. 30)—Bert Saxton, chairman; Harry Truesdell, Ray Bentley, Lee Lozier, Dan Viergever, Walter S. Lawton, Ernie Ghysels.

Committee Four (in charge of meeting Nov. 6)—Mary Field Parker, chairman; Mrs. Stella Lee, Mrs. Etta M. Anderson, Miss Nora M. Husted, Maude S. Laughrey, Irene Sloomaker, Mrs. Wm. King, Mrs. John Olney, Maude Fealy, Mrs. Roy Randall.

Committee Five (in charge of meeting Nov. 13)—Gilbert Moore, chairman; Davis E. Burns, Wm. King, Walter Burgess, Wm. G. Bancroft, Timothy Posthumus, Roy H. Randall.

John B. Olney, who is serving his second year as President, has developed the Club into one of the leading luncheon clubs of the city.

The Scribe.

## FOR SALE

One Welch-Wilmarth 6 Unit Quartered Sawn Polished Oak Clothing Cabinet Disappearing doors. Length 16½ ft., Height 6½ ft., Width 3 ft. 8 in.  
One Six Drawer National Cash Register Total \$9.99. This has tape coupon, etc., all complete.  
Mahogany Cabinet Floor Register, Height 3 ft. 9 in.  
One 15 ft. Plate Top Glass counter Case, Height 34 inches.  
One 8 foot Floor Case (Glass).  
One 6 foot Floor Case (Glass).  
One 5 foot Floor Case (Glass).  
One 300 Account (2 section) McCaskey Register.  
One Polisher Cherry Ladies Coat Display Table (Cane top).  
CURT F. SCHUSTER, Shelby, Mich.

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# Collections

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Employ COMPETENT CREDIT SPEC-  
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is the best warm cereal for the cold days, and that  
your customers are eating more and more of it every  
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Thousands make a hot dish of Shredded Wheat by  
pouring hot milk over the Biscuit. Thousands eat it  
dry toasted with butter.

No matter how you eat it, Shredded Wheat is a  
Winter food as well as a Summer food. Why not talk  
about these new ways of preparing Shredded Wheat,  
and be sure your stock is sufficient to take care of the  
constantly increasing, all-the-year-round demand for  
Shredded Wheat?

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Flavor is Roasted In!*  
**WHITE HOUSE  
COFFEE**

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

# K C Baking Powder

*Same price for over 35 years*

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

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# 2½¢ a Day!