

## A Name in the Sand

Alone I walked the ocean strand;  
A pearly shell was in my hand;  
I stooped and wrote upon the sand  
My name—the year—the day.  
As onward from the spot I passed,  
One lingering look behind I cast;  
A wave came rolling high and fast,  
And washed my lines away.

And so, methought, 'twill shortly be  
With every mark on earth from me;  
A wave of dark oblivion's sea  
Will sweep across the place  
Where I have trod the sandy shore  
Of time, and been, to be no more,  
Of me—my day—the name I bore,  
To leave nor track nor trace.

And yet, with Him who counts the sands  
And holds the waters in His hands,  
I know a lasting record stands  
Inscribed against my name,  
Of all this mortal part has wrought,  
Of all this thinking soul has thought,  
And from these fleeting moments caught  
For glory or for shame.

*Hannah Flagg Gould.*

The old-fashioned way of "clearing the blood" in the Spring was to take liberal doses of a mixture of sulphur and molasses. Nobody knows the reason for the almost universal faith in this formula, for modern medicine declares that it is of practically no value, but our grandparents kept their faith in it for many years.

The modern physician knows that certain toxins do accumulate in the system during the winter. These toxins are caused by lack of out-door exercise, and by a diet too rich in meats and other concentrated foods. The modern way to remove the toxins and clear the system during the Spring months is to use

# STANOLAX

(HEAVY)

## *for constipation*

Stanolax [Heavy] is a pure, carefully refined, heavy bodied mineral oil. It lubricates the intestinal tract, making elimination easy and restoring normal intestinal activity.

Stanolax [Heavy] is not a purgative or a cathartic. It does not increase the flow of intestinal fluids, but attains its results by purely mechanical means. It is not habit forming: in fact, the dosage can be gradually decreased after the first few days, and in most cases, eventually be discontinued altogether.

Stanolax [Heavy] is a safe and sure relief for constipation.

### **To Dealers**

### **STANOLAX** [Heavy]

offers you an excellent profit and a steady repeat business. Write for our proposition.

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## **Standard Oil Company**

## **Indiana**

# MICHIGAN TRADESMAN

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, JUNE 22, 1927

Number 2283

## MICHIGAN TRADESMAN

E. A. Stowe, Editor

PUBLISHED WEEKLY BY  
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.

Three dollars per year, if paid strictly  
in advance.

Four dollars per year, if not paid in  
advance.

Canadian subscription, \$4.04 per year,  
payable invariably in advance.  
Sample copies 10 cents each.

Extra copies of current issues, 10 cents;  
issues a month or more old, 15 cents;  
issues a year or more old, 25 cents; issues  
five years or more old 50 cents.

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

### ANENT THE ROUSE CASE.

The status of the men who signed  
Rouse's bond is thus described by one  
of the strongest legal authorities in  
the United States:

The man who signs the bond of a  
person he knows to be guilty of the  
crime charged is on a par with the  
criminal. He is not a safe man to be  
trusted.

In a recent address Hon. Marcus  
Kavanagh, Judge of the Superior Court  
of Cook County (Chicago), defined the  
status of the lawyer who defends a  
man he knows to be guilty of the crime  
charged:

No lawyer has a right to prosecute  
or defend a cause which he believes to  
be unjust. A man has as good a right  
to hire me to go into a store and steal  
for him as he has to hire me to go  
into court and lie for him. The lawyer  
who wins a case he believes he should  
have lost and who thus takes money  
unjustly from his adversary has stolen  
money.

The Tradesman has no comment to  
make on either of these pronouncements,  
except to remark that it is the  
position this publication has always  
held—that the man who signs the bail  
bond of a thief and the lawyer who  
defends a thief, knowing him to be a  
thief, are both equally as reprehensible  
as the thief himself.

### TWO TYPES OF MEN.

The Tradesman seldom refers to any  
advertisement in its reading columns.  
It has never before called attention to  
any advertisement in its editorial col-  
umns. The announcement of the Na-  
tional Spring & Wire Co. in this week's  
edition is so unusual that the Trades-  
man feels that it is justified in giving  
it special mention and editorial endorse-  
ment. It will be noted that the an-  
nouncement is not so much concerned  
over the sale of the products manu-

factured by the corporation as it is to  
assure the unsecured creditors of the  
defunct organization that their claims  
will be paid in full by the new com-  
pany. Mr. McInerney and his asso-  
ciates are under no obligation, either  
legal or moral, to take this action.  
They do it voluntarily as a token of  
their keen sense of justice and high  
standard of honor. Such men are  
worthy of the commendation of every  
honest man and should be heartily  
welcomed to the community as desir-  
able citizens.

Contrast this action, if you please,  
with the wretched default of Henry  
ford in his purchase of the Lincoln  
Motor Co. He got \$30,000,000 worth  
of property on his bid for \$8,000,000.  
He solemnly promised Judge Tuttle  
he would, in consideration of Judge  
Tuttle approving the sale, repay the  
creditors and reimburse the original  
stockholders for their losses. He did  
pay the indebtedness under compulsion,  
but he has not kept faith with the  
stockholders.

Henry ford is the richest man in  
the world, but his word is not worth  
five cents. Mr. McInerney is not yet  
a millionaire, but his word is GOOD  
AS GOLD.

Detroit is welcome to men of the  
ford ilk. Grand Rapids prefers men  
of the McInerney type.

### LINDBERGH'S APPEAL.

The shouting and the tumult over  
Colonel Lindbergh's flight to Europe  
has not affected his sense of the prac-  
tical possibilities resulting from his  
daring flight to Europe alone. At a  
dinner given in his honor in New York,  
he waved aside an invitation to talk  
of his own success and called atten-  
tion to the mistake of the country  
which gave the airplane to the world  
in falling so far behind other countries  
in developing aviation.

In the sharp, straightforward man-  
ner in which he undertook his flight  
and has conducted himself since he  
pointed out that the United States has  
an insufficient air force, that com-  
mercial aviation is undeveloped com-  
pared with that abroad and that the  
City of New York, 'the greatest in the  
world, has no airport to compare with  
the smallest cities in Europe.'

"One disagreeable fact stood out in  
my experience in France and London,"  
said Colonel Lindbergh. "People asked  
me if there is anything in the United  
States to compare with Le Bourget  
and Croydon. We have nothing. We  
have no landing fields in this country  
like those abroad."

With characteristic directness, the  
youthful aviator turned to another im-  
portant subject:

"We don't want war in this country.  
But the best means to avert war is to

prepare for it. Our air service will be  
a great factor in the next war. Our  
force is not adequate at present."

The man who uttered these words,  
as well as the time and place, serves  
to emphasize this warning.

### WOOLS AND WOOLENS.

No material change in the wool situ-  
ation is perceptible for the time being.  
In Great Britain, during the past week,  
carpet wools were a shade higher in  
price at the Liverpool sales. In this  
country there has been further buying  
of the domestic clip at practically un-  
changed figures. Some worsted yarns  
have been advanced in price 5 cents  
a pound, effective June 27. It is not  
yet apparent whether this movement  
will become general. Here, as well as  
abroad, there is resistance on the part  
of spinners and weavers against higher  
cost for the raw material. The mills  
have not been able to see a profit even  
at present prices, in view of what they  
have to sell their goods at under ex-  
isting competitive conditions. The situ-  
ation has become serious enough as to  
warrant the holding of a conference  
to discuss the problems confronting  
the trade. This conference has been  
called for Thursday, when representa-  
tives of most of the mills will take up  
the matter and try to suggest reme-  
dies for improvement. Recorders for  
men's wear fall fabrics are coming to  
the mills, more of them for suitings  
than for overcoatings. Some tropicals  
for next year have been shown, al-  
though the formal openings will not  
take place for a fortnight. Preparations  
are also under way for the next light-  
weight season. Little change in prices  
is expected. Dealings in women's wear  
fabrics continue rather light, and no  
great amount of business is expected  
until the garment manufacturers see  
their way clear to selling their offer-  
ings.

Among the innumerable agencies for  
the rehabilitation of the flooded regions  
in the South none is more useful or  
more efficient than the farm and home  
demonstration agents who work under  
the direction of the Department of Ag-  
riculture. The part these well-trained  
men and women have played in the  
forward movement of the South dur-  
ing the past decade and a half has yet  
to be recognized at its full value by the  
rest of the country. In emergencies  
such as have arisen from the floods  
they render double service because of  
their thorough familiarity with the  
territory and the people affected.  
Agents outside the inundated area  
have shipped many carloads of food  
and feedstuffs, many needed seeds and  
plants, and the flooded area will have  
expert agricultural advice at hand for  
the new problems that have arisen as

a result of the change in their ordinary  
planting schedules. Many counties in  
the South have tried doing without  
the agents, but any drop in agricultur-  
al prosperity brings them back at once.  
There is work that affects not only the  
whole agricultural and economic struc-  
ture of the country but its standards of  
living and of culture as well. Their  
accomplishments deserve far better  
understanding and greater praise than  
they have received.

The unsuccessful attempt of Charles  
Lajotte, an aviator, after enticing a  
young woman into his airplane, to per-  
suade her to accept him as her husband  
while soaring in the clouds shows that  
airplanes have limitations. The diffi-  
culty seems to lie in the fact that  
young women still expect to be court-  
ed in the old-fashioned way. As both  
Mr. Lajotte's hands were needed to  
run the machine, he was unable to hold  
the lady's hand, and the noise of the  
motor prevented him from extolling  
her worth and beauty. Both these  
things are still essential to successful  
courtship. When Mr. Lajotte finally  
landed he found the young woman  
more resolutely opposed to his suit  
than she was when they hopped off so  
unceremoniously. And there were  
other troubles. A delegation of deputy  
sheriffs, summoned by the young wo-  
man's father, surrounded him and  
forced him to make an explanation of  
his precipitate wooing. After he had  
promised solemnly never to speak to  
the young woman again she agreed not  
to bring a charge of kidnapping against  
him. While the course of true love  
never does run smoothly on earth, it  
seems to run still less evenly in the  
clouds. Ardent and imaginative lovers  
will do better to confine their wooings  
to the seashore, canoes on smooth  
lakes and secluded cozy corners while  
sitting out a dance. At least they will  
in this way escape the rough attentions  
of deputy sheriffs.

Lindbergh has done something else  
almost as wonderful as his flight to Le  
Bourget. He has brought the word  
"dignified" back into reputable use. He  
has steadily said that he would ac-  
cept no offer regarding his future ac-  
tivities that was not "dignified." He  
remarked that his reception at Wash-  
ington was "dignified." If anything  
has been the object of particular scorn  
in recent years, especially on the part  
of the possibly maligned "younger  
generation," it is dignity. Lindbergh  
has shown that it is possible to be hu-  
man and dignified at the same time.  
His bearing has been all the more  
pleasing for its touch of natural  
dignity.

We cannot play fast and loose with  
terms if we want to conserve profits.



## IN THE REALM OF RASCALITY.

## Questionable Schemes Which Are Under Suspicion.

On the authority of the Better Business Bureau of Detroit this Department recently warned the trade against having any dealings with Clark S. Wortley. The matter was referred to the State Securities Commission, which corroborated the findings of the Better Business Bureau. It now appears that Clark S. Wortley is not the man who has been promoting questionable enterprises—that the real promotor is one of the two sons of Clark S. Wortley—either Clark S. Wortley, Jr., or Clark Cabray Wortley. A loyal daughter of the elder Wortley requests us to clear the father from the taint of fraud, which we gladly do by the publication of the following letter:

Ypsilanti, June 18—My attention has just been called to an article in the June 1 edition of the Michigan Tradesman, relative to the operations of "Clark S. Wortley in and around Jackson." The name of the Mr. Wortley at Jackson is Clark C. not Clark S. What you may say about Clark C. lies between your paper and him, but there is only one Clark S. Wortley in Michigan. He is residing at 117 South Huron street, Ypsilanti and is a man of unsullied business and personal reputation. He was a director in the First National Bank here for forty-one consecutive years until his voluntary retirement last January on account of advanced age. He is not connected with the Great Western Mining and Milling Co. at Osdick, Calif., and has not been in any active business for many years.

Mary Wortley McGough.

Hats off to F. L. Longwood, the Grant general dealer! He received two shipments of caps from the Apple Hat Manufacturing Co. On receipt of the second shipment, he wrote the St. Louis shysters they could send him \$2.50 or the goods would be consigned to the junk pile. Back came a check for \$2.50. We hope he waited to see that the check was honored before he consigned the two shipments to the custody of the express company. People who resort to such practices as he St. Louis sharpers are guilty of are none too good to dishonor their own checks. The decision of the Postoffice Department that the recipients of unordered goods are under no obligation to return them will be a great help in putting rascals of the Apple Hat ilk out of business.

Mears, June 21—Your letter with reference to Longwood and the Apple Hat Manufacturing Co. received in same mail with letter from the Apple Hat Co. to me. I don't know as Longwood has the best of me or not. He got a check only and I got what I asked—50 cents in stamps. I am tempted to send your letter to the Apple crowd, but from the tone of their letter to me, I think I better not send it. May get you in bad, as you call them crooks. So will not mail it to them without your consent. However, the letter I am writing them in regard to their methods of forcing their goods on me will have to be enclosed in an asbestos envelope. You know I can sling a nasty sarcastic pen when I am wrought up. At that in my letter enclosed they give you a compliment. Wish some one would call me a young man for a change. Ches. Brubaker.

The letter from the Apple Hat Co. is as follows:

St. Louis, June 16—We are herewith enclosing the proper amount of postage (33c) plus an extra 2c for your letter and 50c for your storage charges. As you well know, we are not liable to you for any storage charges.

We note your reference to the Michigan Tradesman. These people published an article several weeks ago which we have since taken up with them, also the postal authorities, and the young editor of this paper was absolutely in the wrong. He simply "bit off more than he could chew." He, naturally, is looking for subscriptions to his paper, and, therefore, assumed the attitude of championing the cause of the down-trodden merchant or rather those imposed upon by the manufacturers.

We have been in this business for over thirty years and it may interest you to know there are over 16,000 merchants in the United States whom we supply with their cap requirements, which we believe you will find to be more accounts than any other cap firm in the country.

We are sorry you don't like our method of doing business or our merchandise. Apple Hat Mfg. Co., Inc.

Mr. Brubaker is at liberty to send our letter of advice to him to any person he desires. No one but crooks would pursue the methods undertaken by the Apple Hat gang. No one but the cheapest kind of crooks would write the nasty letters the Apple Hat Co. sends out. The ruling of the Postoffice Department that no person is under any obligation to return goods sent out without order is a staggering blow to crooks of the Apple Hat ilk.

We admit the compliment the Apple Hat letter writer pays the editor when he refers to him as a young man. We wish we were young again, so we could devote another lifetime to the exposure of crooks and cheats and frauds who prey on the credulity of merchants and sometimes wax fat on their ill gotten gains.

Amble, June 20—Enclosed find check for \$3 to pay for one year's subscription to the Tradesman. We enjoy the paper very much, especially the Realm of Rascality department. I have just received my second shipment of Apple Hat caps, but have not opened either box of them and don't ever intend to open them. Have never written them acknowledging them and don't intend to either. I did not order them and if I send them back I will charge them storage. I am getting tired of receiving such goods without ordering them. They keep sending statements for the first bunch. What do you advise doing? A. D. Wise.

We repeat what we have said many times before—write the St. Louis shysters that you want a certified check for \$2 (\$1 for each shipment) by return mail; that if you do not receive such remittance within a week the shipments sent you contrary to law will be consigned to the junk heap; that if the certified check is immediately forthcoming, the goods will be returned by express, charges to be paid by the St. Louis house.

The use of the mails has been denied to the Atlantic-Pacific Protective League of East St. Louis, Illinois, by the Postmaster General. It has been stated that the firm operated an insurance business but in many instances failed to pay beneficiaries.

A stirring adventure in frenzied finance, in which two Traverse City men, one of them a banker, figure prominently, and in the end trip up two smooth crooks, is told in the Traverse City Record as follows:

"I want \$11,000 in cash—my entire savings account," demanded a prominent local business man at the cage in a Traverse City bank a few days ago. The banker asked the reason. The business man at first refused to divulge it, then changed his mind and related the story of a high-class swindle more vivid than fiction. Whereupon he and the banker joined forces in a campaign which resulted in placing one smooth confidence man in jail at St. Paul, Minn., and set Minnesota detectives on the trail of the rest of a gang of five clever crooks. The details go something like this:

The Traverse City business man was at Mayo Brothers' clinic in Rochester, Minn. He had only been there a day or two when he met a Mr. Coleman, a prosperous coal dealer from Kansas City. He, too, was registered at the clinic suffering from stomach trouble. The companions in misery struck up a friendship. Mr. Coleman was host to the Traverse man at dinners, the theater, etc. They liked each other, and they told of their businesses and what they had been able to lay away in the bank. They were at a soda fountain one day, when Coleman remarked to the Traverse man that he believed he recognized a certain stranger as the man supposed to have given Judge Parker of Denver a horserace tip upon which the judge cashed in to the extent of \$100,000 a couple of weeks ago. Coleman approached the stranger, who at first denied, then admitted he had been the source of the tip. His name he gave as Louis P. Burke of New York City, and he offered Coleman and the Traverse man \$100 each if they would refrain from exposing him. Burke explained that he was hired by an Eastern syndicate to study the tracks and horses, providing the inside information upon which the syndicate laid its wagers, and cleaned up about \$1,000,000 a week." he said

Coleman and the Traverse City citizen assured him that they would not expose him, but they were curious as to the manner in which he worked. Burke told them to come with him to St. Paul if they wished, and he would demonstrate. They made the trip together and engaged a room at the Ryan hotel. Burke displayed all the horse race betting paraphernalia. He pulled out a \$500 bill, wrote the name of a horse, Saxon, on a betting ticket and asked either Coleman or the Traverse man to take it across the street to a downtown bookmaker, place the wager and wait a few minutes for the race to be run. The Traverse man was offered the job, but he forced the trip on Coleman, who went out and came back a few minutes later with two \$500 bills and the broad smile of a "wise guy."

"We'll bet \$1,000 on Adamant in this next race," said Burke, and he made out another ticket for Coleman to "take across the street." Again Coleman was gone but a few minutes and

returned with \$2,000. "You see," said Burke, "the thing is simple when you have the correct information. Now, we'll pass up this next race and quit this piker stuff. We'll take Anaconda, a three-to-one shot, in the feature event, and we'll cash in real, if you gentlemen are so minded. We'll bet \$72,000 on Anaconda, which will win, and we'll collect \$216,000 for our day's clean-up. Can you fellows raise your share of a \$72,000 bet?"

The Traverse City man was not so willing at first, but Coleman and Burke persuaded him. Burke explained to Coleman exactly how to place the wager, then wait for the race, shove his ticket under the wicket, and collect the \$216,000. "Don't say a word," Burke advised. "Just collect." He made out the ticket, and all three signed credit tickets to cover the bet, \$24,000 each.

Coleman went out. He was gone a little longer this time, but finally burst into the room highly excited. "Everything went as you promised," he told Burke. "I laid the bet, and we won! I presented our ticket, and the cashier counted out the \$216,000. Then I forgot what you said; I was confused, and asked the cashier for our notes. He got them out and informed me: 'I can't pay you what you won, because I don't know you, and I don't know whether these notes are any good. I have no way of knowing whether you could have made good your bet if you had lost. These notes got by me somehow, and you'll have to show your ability to pay the \$72,000 had you lost.'"

"Well, I told him we could make good, so he promised to come over here in a few minutes and talk with us about it." Before long there was a tap at the door, and a man entered with a black satchel and a gun strapped to his hip. He opened the satchel, explaining that here was the \$216,000 which the trio had won fairly enough, but that the bookmaker was licensed under the laws of Minnesota, and it was necessary to ascertain whether the three winners could have paid their wager in cash if they had lost.

Burke, Coleman and the Traverse City man talked it over, and decided they would go to their homes, raise the cash, come back to St. Paul and claim the winnings. The cashier said the \$216,000 would be waiting for them, since it had been legitimately won. The share of each was to be three times whatever amount he was able to raise on the amount of the original bet.

So they separated, to meet not later than June 15. The Traverse man came home, armed with telegrams to be filled in and sent from here, informing Coleman and Burke just when and on what train he would arrive back in St. Paul. He took stock of what he was able to raise, and decided it would be the \$11,000 he had in his savings account at a local bank. If he paid \$11,000 on the original bet, he would collect \$33,000—or a profit of \$22,000. Hence the effort to draw out his money here, and his subsequent story to the banker.

The sequel is a real dime novel episode. The Traverse banker and business man was gone but a few minutes and

(Continued on page 31)



# 100 Cents on the Dollar

will be paid to all merchandise creditors by the

## NATIONAL SPRING AND WIRE CO.

The National Spring & Wire Company recently purchased by a syndicate represented by George Wilshire of New York and J. L. MacInerney of Chicago, for a consideration of \$260,000, announce that all claims of merchandise creditors will be paid immediately upon presentation. The new owners of the company in assuming and settling these obligations do so because they desire to put themselves on a parity with Grand Rapids standards, not only in the matter of credit and moral obligation but in the merit and integrity of their product.

The National Spring & Wire Company, manufacturers of bed springs and mattresses and springs for automobile seats and upholstered furniture is at present employing 382 persons. The number of employes will be increased in a short time. Mr. MacInerney, the new president of the company, who is standing behind the creditors, is the man who will stand behind the guarantee and the quality of the products of the company.

### These Creditors May Present Their Claims Immediately

Old National Bank .....	Grand Rapids, Mich.	Michigan Lithographing Co. ....	Grand Rapids, Mich.
Acme Steel Company .....	Cleveland, Ohio	Michigan Tag Co. ....	Grand Rapids, Mich.
Alden & Judson .....	Grand Rapids, Mich.	Michigan Welding Co. ....	Grand Rapids, Mich.
American Steel & Wire Co. ....	Chicago, Ill.	Mitsuit & Co., Inc. ....	New York City
Fred J. Brogger, Inc. ....	Grand Rapids, Mich.	Motor Trades Pub. Co. ....	New York City
Chilton Class Journal Co. ....	Philadelphia, Penn.	F. Raniville Co. ....	Grand Rapids, Mich.
Consumers Power Co. ....	Grand Rapids, Mich.	Richards Storage Co. ....	Grand Rapids, Mich.
Eastman Machine Co. ....	Buffalo, N. Y.	Standard Oil Co. ....	Grand Rapids, Mich.
Forbes Stamp Co. ....	Grand Rapids, Mich.	Glendon A Richards Co. ....	Grand Rapids, Mich.
Grand Rapids Felting Co. ....	Grand Rapids, Mich.	Standard Sewing Machine Co. ....	Cleveland, Ohio
G. R. Forging & Iron Co. ....	Grand Rapids, Mich.	Union Paper & Twine Co. ....	Detroit, Mich.
Hart Mirror Plate Co. ....	Grand Rapids, Mich.	Frank L. Wells Co. ....	Kenosha, Wisconsin
Lewis Electric Co. ....	Grand Rapids, Mich.	Wolverine Pattern & Model	
Mayer & Lewenstein .....	New York City	Works .....	Grand Rapids, Mich.

"We realize that these bills, as far as we are concerned, are merely moral obligations, but the men behind me in the conduct and management of this business want to come into Grand Rapids with absolutely clean hands, and it is this desire that has prompted them to agree to settle all merchandise bills on sight, immediately. In assuming charge of the active affairs of the company I am moving my family from Oak Park, Chicago, to Grand Rapids, and it is in Grand Rapids that we will live.

"Our bed springs and mattresses may be purchased in Grand Rapids stores now, but it is our desire to make an even better product than that which has received the highest recommendation from present users."

J. L. MacINERNEY, President.

## National Spring & Wire Co.

Grand Rapids, Michigan

## MOVEMENTS OF MERCHANTS.

Springport—James B. Holes, of Jackson, has purchased the Panches drug stock.

Alba—L. A. Randall, of Safety Harbor, Florida, has bought the D. H. Meeker drug stock.

Detroit—The Cook Coffee Co., 3439 Baker street, has increased its capital stock from \$50,000 to \$75,000.

Flint—The Citizens Commercial & Savings Bank has increased its capital stock from \$450,000 to \$500,000.

Kalamazoo—The Kalamazoo City Savings Bank, 127 East Main street, has changed its name to the Kalamazoo Trust & Savings Bank.

South Birmingham—S. B. Sweet has opened a new drug store in the Wetsman building at West Ruffner street and South Woodward avenue.

Howard City—George C. Gerrard, of Calumet, has purchased the drug stock and store fixtures of H. M. Gibbs, taking immediate possession.

Sturgis—Fred English, for several years manager of the Ritzer Hotel, has purchased the property and will remodel and redecorate it throughout.

Fenton—A. F. Plumb has disposed of his drug stock to Marquharson & Limpach of Detroit. Mr. Plumb has conducted a drug store in Fenton since 1888.

Detroit—The Sanders Cigarette Co., 2311 Russell street, has been incorporated with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in in property.

Detroit—The Guarantee Auto Sales, Inc., 3543 Woodward avenue, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Ferndale—The Banner Fuel & Supply Co., Inc., Fairwood and Gainsboro, has been incorporated with an authorized capital stock of \$25,000, \$8,000 of which has been subscribed and paid in in cash.

Detroit—Nathan H. Scholnick (Scholnick's) 9025 12th street and 1400 Washington boulevard, boots, shoes, etc.; reported offering to compromise at 40 per cent.—20 per cent. cash and 20 per cent. in three notes.

Hamtramck—Polczynski & Co., 9311 Jos. Campau avenue, has been incorporated to deal in cigars and tobacco with an authorized capital stock of \$10,000, \$6,100 of which has been subscribed and paid in in cash.

Kalamazoo—J. M. Hayes, dealer in both new and used store, restaurant and office fixtures, has removed to 122 North Edwards street, where he occupies a two-story building having 6,000 square feet of floor space.

Onkema—Arno H. Knuth, Onkema druggist, has purchased one of the latest model electrically refrigerated soda fountains for this summer and it will shortly be installed in the ice cream parlor annex to his drug store.

Kalamazoo—The John Hale Hat Stores, has merged its business into a stock company under the style of the Hale Hat Stores, Inc., with an authorized capital stock of \$150,000. A chain of ten retail stores is now being conducted by the corporation.

Saginaw—The Paul Krause Clothing Co., 414 Court street, has merged its

business into a stock company under the style of Krause & Vibert, Inc., with an authorized capital stock of \$16,000, all of which has been subscribed, \$11,000 paid in in cash and \$1,500 in property.

Lowell—The O. J. Yeiter Furniture Co. has removed to its modern new quarters in the former Train block, which it has purchased and remodeled. On the east corner of the block is the new Yeiter funeral chapel, while the furniture show rooms occupy two entire floors.

Detroit—The H. M. Hopkins Electric Co., 314 Beaubien street, has been incorporated with an authorized capital stock of \$10,000 common, \$15,000 preferred and 500 shares at \$1 per share, of which amount \$25,000 and 500 shares has been subscribed and \$4,300 paid in in cash.

Flint—The Lincoln Petroleum Products Co., 620 West Second street, has merged its business into a stock company under the same style, with an authorized capital stock of \$150,000, of which amount \$125,000 has been subscribed, \$640 paid in in cash and \$110,000 in property.

Rockford—The Red Triangle Oil Co., has been incorporated to deal in gasoline, oils and auto accessories with an authorized capital stock of \$50,000 common and \$25,000 preferred, of which amount \$50,000 has been subscribed and paid in, \$4,100 in cash and \$45,900 in property.

Detroit—Leo Bates, Inc., 15860 Grand River avenue, has been incorporated to deal in automobiles, etc., with an authorized capital stock of \$30,000 preferred and 15,000 shares at \$1 per share, of which amount \$10,000 and 15,000 shares has been subscribed and \$10,000 paid in in cash.

Detroit—The Trombley Furniture Co., 11 West Jefferson avenue, has merged its business into a stock company under the style of the Trombley Furniture House, Inc., with an authorized capital stock of \$30,000, all of which has been subscribed, \$2,200 paid in in cash and \$17,800 in property.

Detroit—The Hub, Inc., 536 Woodward avenue, dealer in men's clothing at retail, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000 common and \$15,000 preferred, of which amount \$10,300 has been subscribed, \$499.62 paid in in cash and \$9,800.38 in property.

Paw Paw—Antique Inn, located on U.S. 12, seven miles east of Paw Paw, on the Dan Rix farm, has been opened to the public by the owner, J. B. Rix. One bedroom at the Inn has been furnished entirely in antique hand-made furniture. The 10 guest rooms are large, light and airy. The Inn is under the management of Mr. and Mrs. W. R. Stone.

Wells—Charles Bisdee, proprietor of the Wells drug store, which was recently entered and robbed, has posted a reward of \$50 to persons giving any information that may lead to the arrest of the robbers. Among the articles stolen from the Wells drug store were: four dozen bottles of toilet water, four dozen fountain pens, eight dozen Parker pencils, shaving brushes, baseball

gloves, cigarette holders, a Davies double-barrel shotgun, and a .22 caliber automatic rifle.

## Manufacturing Matters.

Jackson—The Hi-Power Tool Corporation has changed its name to Potter, Wickwire & Co.

Detroit—The Cass Heating Co., 3102 West Grand boulevard, has changed its name to the J. B. McCrea Heating Co.

Detroit—The Kelsey Wheel Co., Inc., 3600 Military avenue, has changed its name to the Kelsey-Hayes Wheel Corporation.

Grand Rapids—The Wolverine Brass Works, 620 Monroe avenue, N. W., has increased its capital stock from \$1,000,000 to \$1,500,000.

Romeo—The Michigan Architectural Pattern Co., has been incorporated to deal in metal and metal architectural patterns, with an authorized capital stock of \$10,000, all of which has been subscribed, \$2,010 paid in in cash and \$3,750 in property.

Battle Creek—The National Electric Sign Works, 44-46 East Hall street, has been incorporated to manufacture and deal in electric signs, with an authorized capital stock of \$100,000 common, 43,800 shares class A and 40,000 shares class B (class B stock may be paid for in labor) \$4,380 has been subscribed and paid in in cash.

## Items From the Cloverland of Michigan.

Sault Ste. Marie, June 21—The name of the new S & S bakery, opened a short time ago at 213 Ann street by Mrs. D. F. & H. T. Stears, has been changed to the Pie Shop. They will specialize on pies, home made cooking and baking. The location is ideal for this line of business and the new place will enjoy a good patronage.

H. E. Fletcher, Cashier of the Sault Savings Bank, leaves next week with his family on an extended motor trip to New York and Washington. They expect to be away several weeks.

Clarence W. Tapert and wife returned from their wedding trip last week from Thorol, Ontario, stopping at Cleveland, Buffalo and Detroit en route. Mr. Tapert is proprietor of the Tapert Specialty Co. They will reside in their new flat over the company building, where they will be at home to their many friends.

Oscar Eklund, who for the past year was traveling salesman for Swfit & Co. on the D., S. S. & A. division, has resigned. His successor is Glen Smart, who has been with the company at the local branch for the past three years.

George McCallum, a former Sooite, but now living at Ann Arbor, was a visitor here last week, renewing old friendships.

Jack Thompson is putting up a new gas station in his garage, just South of Eckerman.

The new Deertrail Hotel, at Eckerman, is now open and the proprietors, Shilling & Nichols, have every reason to be proud of their comfortable and well-appointed hotel, which will be a big drawing card to Eckerman, where the fishing and hunting are unexcelled. Eckerman is the central point for transferring to Sheldrake, Emerson and White Fish Point and has always enjoyed a good business during the tourist season; also in the winter when the hunters from all over the State put up at this point.

The Soo is planning on having one of the biggest fourth of July celebrations in its history this year. Leo, Le Leijere has been appointed chair-

man, with a large number of sub-committees. A big parade, games, picnics and sports, with special attractions, will make this coming fourth an affair long to be remembered.

Newberry will also celebrate the fourth on a grand scale with fireworks, ball games and a series of athletic contests. The firemen will have a jitney dance on the broad main street. Judge Feald and other noted speakers will be in attendance.

Many young college graduates will go right out into the world and succeed in spite of what they've learned.

Edward Reidy seems to be the only grocer who is going to close his store during June, July and August again this season. Ed. was one of the first merchants to sign for the half holiday closing each week several years ago, but was the only grocer to continue closing ever since. He is getting his share of the business and has the extra half day to enjoy life with his family. He believes he can take nothing with him when he passes on and will be the joy in life ahead of his fellow merchants, besides the satisfaction in knowing that he made a success of the business by combining business with pleasure.

It is just as well some of our blessings come to us in disguise; otherwise they would never catch us.

William G. Tapert.

## Platinum Is Cheaper Now.

Continued selling pressure on the part of the Soviet authorities is held responsible for the lower prices lately quoted on platinum in this market. Although definite information concerning the amount of metal offered from this source is lacking, there appears to be enough of it to have brought the current list figure for soft platinum to a point about a third under that of the corresponding period last year. One of the largest distributors in the country is quoting a list price of \$72 an ounce for the soft metal, against the open market price of \$105 an ounce at this time in 1926. The same list quoted \$74 an ounce for platinum containing 5 per cent. of iridium and \$76.50 an ounce for metal with 10 per cent. of iridium in it. It is understood, however, that all of these prices could be shaded by a large buyer.

## Gold Jewelry To Come Back?

Indications abroad point to a revival of gold jewelry, most of it of the massive order and unrelieved by gems or other garnitures, among the "smart set." This metal, according to advices from the other side, has been out of favor with the very chic for some time, and this is expected to prove an important factor in the rapid return to favor that is predicted for it. A number of novelties in heavy gold have lately made their appearance, and give credence to the various reports and rumors. Large, coarse links are seen in bracelets, while heavy gold strands are twisted and plaited to make bracelets and sautoirs to match.

## Making the Voyage Alone.

You must make the voyage with self alone  
In the beautiful realms of God,  
Though it lead you afar and away from home  
Into zones but seldom trod.  
It is nature's plan, it is mother's call  
In her own sweet way so true,  
And you, the consciousness in it all  
Must find what is truth, to you.  
L. B. Mitchell.

One thorn of experience is worth  
a whole wilderness of warning.



### Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.80 and beet granulated at 6.70.

Tea—There has been no snap to the market here for some time, and this week there is no improvement in the buying interest. Consumers throughout the country have been resisting offerings and have conducted their business apparently satisfied with whatever stocks they have on hand. Whatever small business is placed consists largely in attempts on the part of consumers to fill in minor requirements here and there.

Coffee—The market, speaking of green Rio and Santos, has had a rather soggy week and most grades of Rio and Santos, particularly Rio, are a substantial fraction less than they were a week ago. As the week closes, however, the situation is a little stronger. Mild coffees remain unchanged from a week ago. The jobbing market for roasted coffee is about unchanged and moderately active.

Calif. Canned Fruits—Canned food brokers found few causes for complaint in the way business developed during the week. The call for California canned fruits has been continuous throughout the week, with interest centering in pears, apricots and peaches. Holders have not been particularly anxious to dispose of canned cherries, because with crop reports indicating a scarcity they feel that higher levels may materialize later on in the season, so they have not been at all anxious to sacrifice their holdings. Most of the buying has centered in sliced peaches and in Bartlett pears, and it has been reported in various quarters of the market that a scarcity has gradually been developing in sliced peaches. The accelerated movement in old pack California fruits during the past week has done much to put the market on a firmer basis and has resulted in quite a material strengthening of the spot basis. The various descriptions of Hawaiian pineapple have all been quite firmly held.

Canned Peas—It is indicated that the whole pea situation has taken a turn for the better coincident with latest reports that the country's pack this season, due to curtailment of packing operations at so many important points, may not exceed some 11,000,000 cases. The market here for No. 5 sieve standard sweet peas is reported as firm at \$1 f. o. b. Wisconsin factory and the cheapest peas which seem to be available are No. 4 standard Alaskas which are being held for 90c at the factory. The past week witnessed an increase in the future volume of buying of corn, tomatoes and stringless beans. The way business shaped up was particularly gratifying to trade houses, which feel that it is now reasonable to expect that buyers are prepared to anticipate requirements ahead for a few weeks to over a month. Carload buying of spot tomatoes was reported to have been done in some quantity in Maryland.

Salt Fish—In the canned fish line there have been much more optimistic reports from Seattle regarding the movements of salmon. The spot stocks of red salmon on the Pacific Coast have been drawn down until they are

now only about 5 per cent. of the total 1926 pack. Early this week there was a 10c advance in Maine sardines. Shrimp have continued extremely scarce. Coincident with the commencement of fishing for brisling sardines in Norway both the large and the small packers are asking what the trade regard as unjustifiably high prices. Norwegian banks it is intimated are supporting the packers in their demands for high prices for Norwegian sardines, and as a result of this, importers are careful in giving their offers, as they believe that the catch of Norwegian brisling will be fairly good and that present asked prices are bound to be reduced. The belief in lower prices is justified in view of the comparatively low levels at which genuine Portuguese packed in oil sardines are available. The much higher prices for Norwegian sardines at Moussa were justified in view of the short catch there and the shortage of stocks in this market, but the brisling catch has only just begun, is an unknown quantity, and should it turn out satisfactory there is no apparent reason why prices should hold up. That present high asking prices are not justified from the standpoint of the size of the pack nor from accumulated stocks is an opinion entertained in import quarters, where it is pointed out that speculation of this kind has never been successful in Norway before. Importers feel that they ought not to buy largely at present asking prices, as they would thereby be holding the bag for Norwegian speculators.

Prunes—A good many other items in the dried fruit line have also shown a marked improvement with actual scarcity beginning to be noticeable in some grades of Oregon prunes. At present the remaining stocks of prunes in Oregon do not exceed some 15 carloads, it has been reported, and this quantity must be sufficient to take care of the requirements of the trade until about the first of November, when a new pack becomes available.

Raisins—Unusually strong conditions have ruled throughout the market for raisins. Both the bleached and the extra fancy grades have been reported as exceptionally scarce, with the holdings of extra fancies on the Coast reduced to decidedly small proportions. In this connection it has been interesting to note the increased confidence which has been shown from so many directions in prevailing opening prices on raisins named by some of the independents. Both the baking and the manufacturing trades have been taking hold of the item in a rather substantial way.

Imported Cheese—Following announcement that the duty on Swiss cheese was to be increased 50 per cent. there has been a rush on the part of importers to get as much fine stock as possible in order to save the advanced duty. The first effect of the higher duty was to send the price of Swiss up to 46c and when the higher rate becomes effective it is expected the price will go to 49c. Some pointed to the possibility that the rush to get shipments in before the higher duty becomes operative may be overdone and that some of the savings in the duty may be lost by the longer period

through which the cheese must be carried. All grades of Romano cheese were reported to be decidedly firm. Marked price appreciation has been the rule in a number of Italian cheeses. Two year old Reggiano has advanced to 72c, as against 67c recently, while Romano has moved up to 80c, as against 68c recently. There is an easier market on Holland Edam cheeses with a decline in 40 per cent. to \$13 and 30 per cent to \$11.50. Limburger is a little easier at 27c, as against 28c a week ago.

Beans and Peas—The only firm thing in dried beans is pea beans, which are steady to firm, with a good demand. Red kidneys are also fairly well maintained and white kidneys at the moment are scarce and hard to quote. California limas and the other varieties, however, are easy and dull. No particular change in price during the week for either beans or dried peas.

Cheese—Offerings of cheese during the past week have been light. The market has been steady. The demand, however, is light.

Lard—The trend is higher in lard futures, although there is an occasional reaction and advances are small. Trade is light most of the time. Surplus stocks of lard at Chicago increased 4,124,752 pounds in the first two weeks of June. Domestic shipping business in the cash lard market was moderate.

Rice—Steady conditions rule in virtually all branches of the rice market. New Orleans mills holding firmly to previous price levels for their cleaned, as cost of the rough necessitates a better price. Trading for domestic account has been in fairly good volume and not a few in the trade are convinced that carryover stocks this season are going to be virtually negligible.

Syrup and Molasses—The demand for New Orleans molasses is dull and will probably become even duller after the weather gets warm. Prices are about unchanged for the week. As to sugar syrup, the demand is quite light, but prices are steady, because offerings are also light. Compound syrup is strong, on account of the conditions of corn. Demand fair for the season.

### Review of the Produce Market.

Apples—Baldwins command 75c@ \$1.25 per bu.; Northern Spys, \$2@3 for good; \$3.75 for fancy; \$4.50 for extra fancy. Delicious in boxes, \$3.75.

Asparagus—\$1.40 per doz. bunches.

Bananas—6½¢@7c per lb.

Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans .....\$5.75

Light Red Kidney ..... 7.50

Dark Red Kidney ..... 6.90

Beets—\$3 per crate for Iced Calif.

Butter—The market has had a rather firm week, speaking of fine fresh creamery. Receipts have been well cleaned up from day to day and the market has been steady to firm, but 1c lower. Jobbers hold fresh packed at 39c, prints at 40c. They pay 24c for No. 1 packing stock.

Cabbage—Tennessee stock commands \$3.50 for pony crate.

Cantaloupes—In full supply on the following basis:

Jumbos .....\$5.25

Standards ..... 4.75

Jumbo flats ..... 2.00

Standard flats ..... 1.85

Carrots—\$4.25 per crate for Iced Calif.

Cauliflower—\$3.50 per doz.

Celery—Home grown is now in market, commanding \$1 per bunch. It is very small in size. Rough Florida, 4 to 6 doz., \$11 per crate; Bermuda \$11.50 per Jumbo crate.

Cocoanuts—\$1.10 per doz.

Cucumbers—\$1.25@1.35 per doz. for home grown hot house.

Eggs—As the summer opens up the increasing percentage of the receipts of fresh eggs show heat defects, therefore the market for fine fresh eggs has been steady to firm during the week. No particular change has occurred in price. Undergrades of eggs have to be sold for the best price they will bring. Local jobbers pay 21c for strictly fresh.

Egg Plant—\$3 per doz.

Garlic—35c per string for Italian.

Grape Fruit—\$4.50@5.25 per crate for Floridas.

Green Onions—Home grown silver skins, 25c per bunch.

Lemons—Quotations are now as follows:

300 Sunkist .....\$7.00

360 Red Ball ..... 6.50

300 Red Ball ..... 6.50

Lettuce—In good demand on the following basis:

California Iceberg, 4s, per bu. ....\$6.50

Outdoor leaf, per bu. .... 1.10

New Potatoes—Virginia stock commands \$7@7.50 per bbl.

Onions—Texas Bermudas, \$3.75 per crate for yellow and \$4 for white; Egyptian, \$6 per 100 lb. bag.

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

100 .....\$7.50

126, 150, 176 ..... 8.00

200 ..... 6.50

216 ..... 6.00

252 ..... 4.50

288 ..... 4.25

344 ..... 4.00

Red Ball, 75c cheaper.

Peppers—Green, 75c per doz.

Pieplant—\$1.50 per bu. for home grown.

Pineapples—Are held as follows:

18s .....\$4.25

24s ..... 4.25

30s ..... 3.50

36s ..... 3.25

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ..... 20c

Light fowls ..... 15c

Radishes—20c per doz. bunches for home grown.

Spinach—90c per bu.

Strawberries—Home grown, \$3 per crate of 16 qts. The rain on Tuesday will lengthen the crop fully a week.

Sweet Potatoes—\$1.75@2 per hamper for Delaware kiln dried.

Tomatoes—Southern stock, 90c per 6 lb. basket; home grown hot house, \$2.25 per 7 lb. basket.

Veal Calves—Wilson & Company pay as follows:

Fancy ..... 17c

Good ..... 16c

Medium ..... 13c

Poor ..... 10c

### Why Mr. Whitney Remained in the Country.

Written for the Tradesman.

Once upon a time a certain farmer wrote regularly every week an article for his state farm paper, describing his farm operations, his methods and his successes. The paper carried his advertisements of pedigreed stock. He also carried on or was manager of another industry allied to farming.

Readers of that paper quite naturally inferred that his farm must be up-to-date—a model farm—which it would be worth while to visit. With this expectation in mind another farmer found opportunity to visit the agricultural essayist's farm. Few if any farmers owned autos then, so we imagine his approach was leisurely. When he reached the place and saw the premises cluttered with worn out, broken down, dilapidated, rusting farm implements and machinery, the weeds growing through and over them and a general aspect of neglect everywhere, he was so disappointed and disgusted that he drove on.

If anything like this had been found by Mr. Charles W. Garfield on his recent visit here, I doubt if I should ever venture to send another contribution to the Tradesman.

And yet I have never tried to exploit our farm; never claimed to be a successful farmer; not even claimed to be a farmer.

I cannot tell anyone how to make money on a farm; nor how to gain a good living on a farm without hard work, long hours of labor, careful planning and strict economy.

After seventeen years of indoor work—ten as a printer and seven as storekeeper and postmaster, keeping the store open from 7 in the morning until 6 at night—sometimes earlier and later—I was compelled to give it up on account of ill health; just when I had gained experience, increasing trade and saw a prospect of profitable business ahead.

I bought a farm because I would not take my three boys, aged fifteen, eight and four, into a village or city. A small village is a far worse place for boys than a city. Results have justified my course. I have no occasion to mourn over the conduct of any one of them, as many parents do who think only of money making and take their children where they know influences are not the best. Plenty of good reading matter, the church, the school, good companions, plenty of work but never driven or ordered into it, the open air with birds, animals, flowers, sunsets and clouds and starry skies; and freedom in the home, freedom to plan their work and watch for results, failures to correct and successes to encourage. The boy's calf became the boy's cow; the fruit and vegetables they raised and the dairy products were theirs to sell. If I managed to pay for needed repairs and keep even they could have all they could earn. And so on the farm I kept store again for twenty years.

In 1900 I could have bought 160 acres of land in Livingston and Oakland counties for \$30 an acre. It is now part of a State preserve. A half

mile from Farmington I could have bought sixteen acres of land for \$1,000; a mile from Northville thirty-one acres with farm buildings for \$2,800. less than a mile from Ann Arbor a fruit farm with buildings, sixteen acres for \$2,400; on the bank of Whitmore Lake, fifty-five acres with two houses and a barn for \$2,750. Need I say that those places are worth from \$10,000 to \$30,000 each more than the price asked then. Have I lost anything by locating here?

Mr. Garfield did not discover any trace of discontent or complaint. But let me say I have felt a little bitter about one thing. I think many farm trained boys could have shown a greater degree of patriotism if they had returned to the farms after their army service and helped the bereaved fathers and mothers and sisters, who in spite of age and infirmity and frailty have been holding on to the farm as the Nation's most important line of defense, while the ex-soldiers sought city jobs.

"They shall not pass." We shall fall on the firing line, even though the age limit has been passed.

Every deserted farm marks a deserter from the farm ranks. Every vacant farm owned by a city speculator betokens an unpatriotic money seeker. State and National conservation efforts must be backed by patriotic farm owners and tenants who realize the importance and the sacredness of their stewardship over a portion of God's land. E. E. Whitney.

### Heavy Canned Foods Buying in the Middle West.

Chicago, June 14—Conditions in relations to spot canned foods here greatly improved in ten days past. Several large houses and shrewd operators in Chicago have realized that the prices of spot canned corn and peas are lower than those of the 1927 output conditions and they have been buying heavily—not only for present needs, but apparently for carrying over for the fall trade. The buying of spot canned tomatoes has not been so heavy but has nevertheless been quite large. Some buying of Utah spot tomatoes has been noted. The Utah No. 2½ standard tomatoes are preferred in this market over California standards, because the former are not packed with puree. In the judgment of wise buyers canned foods are "coming back" strong and a decreased pack, as to quantity, and better prices and larger demand almost certain.

John A. Lee.

### Bootleg Swiss Cheese Being Imported Into U. S.

New York, June 10—Warning that bootleg Swiss cheese is being imported into America has been issued here by Dr. Maurice Lustenberger, of Berne, Switzerland, who has arrived here to undertake a national advertising campaign to correct the evil. Dr. Lustenberger is here in the interest of the Swiss Cheese Association of Switzerland.

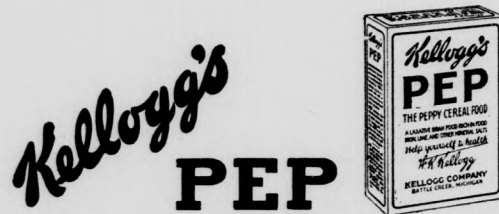
"These importations last year were approximately 2,000,000 pounds, the greater part of which was sold as imported Swiss cheese, and the public assumed that it was made in Switzerland," Dr. Lustenberger said. "While most of the cheese is good, it does not have the aromatic Alpine flavor of genuine Swiss. It is a matter of great concern to Switzerland that our cheese should be misrepresented in the United States, which is our best customer. Also, it is not fair to the public.

## Pep puts pep in summer sales

Kellogg's Pep is the ideal summer food. Light. Crisp. Crunchy. Easily digested. Just the thing to tempt heat-jaded appetites.

Your customers are being told about Pep. Big, striking newspaper advertisements. Full-color pages in magazines—24 sheet posters. Intensive sampling, sales and promotion work.

Display Pep on your counters and in your windows. Suggest Pep with fruit as a real treat. It's a suggestion that pays.



## 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



### Chief Handicap of Woman Is Lack of Perspective.

The principal handicap of the woman in business is lack of ability to see conditions in proper perspective.

Woman's work has been confined so largely to the four walls of a home that she has not had the opportunity to develop a broad point of view. We need to know more about general business conditions, more about practical applied economics. We need to acquire a business sense equal to man's.

Yet in developing our sense of perspective we must take care lest we adopt a visionary attitude in which mirages are substituted for sound deductions.

The handicaps of women in the business world are largely the result of our limited business traditions and the difficulty of securing recognition from our associates, although I am frank to say that the woman business executive usually gets recognition as soon as she becomes qualified to receive it.

In the detail end of business woman has an advantage over man. Her work in the home has given her mastery of detail and routine which she readily transfers to her office activity. She has also the attribute of superior patience, which is so important in keeping a business running smoothly.

But she lacks man's ability to analyze conditions effectively and to see ahead clearly because her environment and habits have not bred in her man's highly developed perspective.

Perspective is the element in business which means the difference between clerkship and management. It is the faculty of looking into the future and seeing where we are going to be a month or a year hence.

Business women cannot expect to develop this ability unless we study and cultivate outside contacts through which we can learn about other people's problems and their solution. We must not let the four walls of a business office confine us as did the four walls of a home. We must push back our horizons and gain perspective.

Josephine E. Hunt.

### Philosophic Drummings.

Written for the Tradesman.

The great personal question to-day is not, "What must I do to be saved?" but, What can I do to help save others?

Independently rich was a common expression years ago. To-day people say, "immensely wealthy" or "worth so many thousands." Riches do not make people independent; do not lessen but increase their responsibilities. To-day independently rich applies only to the babe who absolutely commands mother, nurse, physician and others. There are the independently poor who have nothing to watch or guard, no business to plan for and worry about, no responsible position to maintain, no care for the morrow. Supervisors, charitable institutions and kind hearted people will not let them starve or freeze, even though they frequently refuse to work for good pay. Even in Michigan the time may come when we shall pray, "Give us this day our daily fuel."

After August 1, 1927, we must every one be prepared to die or else we must never venture upon the highways of the State of Michigan. From that date speed restrictions are no longer in force. Maniacs may drive as fast as their cars can go. Reckless driving is still an offense, but the proof of it will consist in damaged autos and maimed or killed people.

The safest place for money is in a bank. A sand bank or a clay bank is good, but a gravel bank might pay big dividends.

An unsafe place for money is in a well—an oil well for instance. Money, even paper money, sinks like lead, whether the well is sunk or unsunk. Ask your banker. E. E. Whitney.

### Remarkable Saving in Robbery Insurance.

The automatic electric alarm system originated and patented by Ole A. Jacobson is meeting with hearty recognition at the hands of the banking fraternity. It is the only device ever created which sounds the alarm before the burglary is committed. It was recently given careful tests by James Baum, Manager of the Protective Department of the American Bankers Association, who reviews its merits in an article in the American Bankers Journal, as follows:

Another system which has withstood rigid testing in the Underwriters' Laboratories is an automatic electrical alarm installation which exhibits all the advantages of the human element with none of its disadvantages. This apparatus consists of patented drawers for the teller's counter or a desk, and these are fitted with handles that are human-like in their action and electrical contacts. This system automatically sounds an alarm at a signal box in the nearest police station or at more convenient locations for emergency response. It is designed to operate silently without endangering bank employees' lives, as the alarm signals automatically without interfering with the bandit's orders to "stick 'em up." Fourteen banks are now equipped with this apparatus, which has also been tested and approved by the Underwriters' Laboratories, and brings the maximum discount of 20 per cent. in robbery insurance premiums.

### Sun Parasols Taking Well.

Retailers have been staging sales of sun and beach parasols and umbrellas and have met with a turnover that has absorbed much of the stocks held by the wholesalers. The short, stubby type of parasol developed in silk or silk and cotton mixtures is outstanding. The fabric is of novelty pattern and color combination, border effects being particularly featured. Beach parasols developed of waterproofed paper, with bamboo ribs and handles, are expected to prove active sellers for the resort season. Children's umbrellas of chintz, silk and mixture fabrics have been moving well. Fancy handles and tips are used on all of the merchandise in contrasting or harmonizing color effects.

### March Onward.

Written for the Tradesman.

March onward with the rhythm of the years,  
Let not falling hopes nor scolding tears  
Turn you to leave the path for grass  
sweet sod.  
Keep stepping forward with the ranks  
of God.

J. Edward Kirbye.

# West Michigan

The Playground of a Nation

## Capture again the healthy glow of youth!



Come this summer and get your share of the game fish that abound in the flashing lakes and streams of scenic West Michigan. Enjoy superb golf, bathing, horseback riding and motor touring. Let the wondrously exhilarating air—water-washed by three great lakes—help you capture again the healthy glow of youth . . . Modern hotels make every provision for your comfort and pleasure; and all transportation lines offer *New Reduced Fares* to this easily-reached, pep-restoring vacation land. Consult:

Pennsylvania Railroad  
Goodrich Steamship Lines and connections  
Greyhound Motor Bus Lines  
Pere Marquette Railroad  
Shore Line Motor Coach Company.

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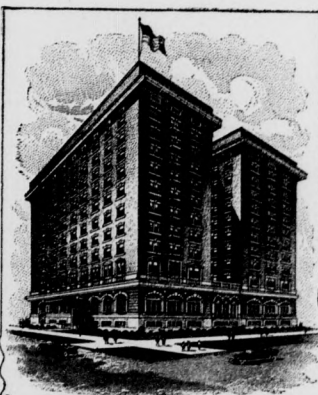
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**COMING COAT SEASON.**

The coat and suit trade is now in the "in-between" period, with the seasonal demand waning and Fall business in the offing. Lines for the new season are ready in most instances and sellers are prepared for the arrival of buyers, who are expected here in increasing numbers immediately after the July 4th holiday.

The course of the early buying will be scanned with great interest by the wholesalers, because of several new factors which have been developing. One of these is the growing belief that more coat business can be done at retail during August and early September than has been the case in previous years. Retailers have been capitalizing August as a fur coat sales month, but the view is gaining ground that sales of cloth coats can also be stimulated during this period.

Favoring this idea is the steadily growing consumer demand for travel and utility coats, which constitute ideal merchandise for August and early September selling. Full mark-up should and can be obtained on these types of garments, in the opinion of wholesalers, who decry any tendency to start off the cloth coat season with sales and lower prices. Several seasons ago, that way of starting the season was tried by a number of retailers. The results, however, were poor and further efforts along this line were condemned as a highly unsatisfactory way of beginning the season, largely on the ground that the mark-downs came too early and unsettled consumer confidence in the prices of garments offered later.

The question of the amount of competition that fur coats will give those of cloth is still an open one. It is conceded, however, that practically all grades of fur garments will sell for more than last year, owing to the higher cost of most pelts. At the same time, consumer dissatisfaction with the wearing qualities of the cheaper types of fur coats is said to be growing. Both of these factors may help manufacturers in the securing of a "cloth coat season."

**COTTON GOODS CONDITIONS.**

Changes in cotton quotations during the past week were rather more abrupt than they had been for some time. They were both upward and downward, beginning with quite a slump, from which there was a quick recovery. The general tendency appears to be toward firmer prices, with the weather map a guide for the incidental ups and downs. It is still an open question as to how great an effect will be shown on the yield by the floods. In the course of the past week the Crop Reporting Board of the Department of Agriculture announced that the greater portion of the cotton acreage flooded was in Arkansas, that the area all told was 2,165,000 acres and that the 1926 production of that area was 1,028,000 bales. If correct, this estimate would give to the flooded area a much larger yield of cotton than the average. No data are given as to how much of the flooded sections have been replanted to cotton, but, even at

the worst, there appears to be still a chance for a crop above the average should conditions be favorable during the next two months or so. Manufacturers of cotton goods are, in general, convinced that raw material cost will remain high for some time to come, but all are not ready to make prices of the finished products to correspond. Gray goods appear to be tending higher, though transactions in them have not been in any large volume. In a number of instances there have been mark-ups on finished fabrics, while in others the intimation has been given out of advances soon to come. In knit goods, the principal feature of the week has been the determination of Northern underwear makers to curtail production and producing facilities. July 18 was the date announced for the openings of balbriggans for next year. The prices, it is said, may be slightly advanced.

**SWISS CHEESE COSTS MORE.**

Every once in a while there is a comic aspect to the tariff procedure as, for example, when the commission gravely gave its opinion on the relative costs of raising "bobwhite quail" in Mexico and in this country, which resulted in the free admission of the birds to certain game preserves here. Much funnier, however, was the case of Swiss cheese, in which the President issued a proclamation a few days ago adding the usual 50 per cent. to the duties on imports of the article. Offhand, one would suppose that this addition was for the purpose of equalizing the cost of the imported cheese with that of the domestic. But this was not the case, the foreign article costing more here. The Tariff Commission was at its wits' end in trying to find out either the foreign or domestic production cost and reported a lot of statistics which virtually established nothing. Cheese is made of milk which is sent from farms either to privately managed or co-operative cheese factories. What proportion of the cost of running a farm should be chargeable to the by-product milk was something the commission could hardly guess at. The same was true as to the foreign product. As it happens, also, the foreign cheese and the domestic are two entirely different things, and that the former is better is evidenced by the fact that consumers are willing to pay more for it. Then, too, the home-made article cannot even be designated or sold under the name of Swiss cheese. If any one tried to do so he would render himself liable to prosecution. The puzzle is to find out the theory on which the Commission and the President are proceeding. The malicious will find glee in the thought that Mr. Coolidge is trying to make himself "solid" with certain Wisconsin and Ohio farmers who turn out the imitation cheese.

**WHOLESALE EFFICIENCY.**

Changes in buying and other business methods in recent years have tended to make the wholesaler's position somewhat precarious. This condition has especially affected the grocery and dry goods lines and has formed an uppermost topic of discussion at

the conventions and other meetings of the wholesalers in these industries. The big stores and buying syndicates have sought to deal directly with producers, and they have succeeded in a number of cases. The first impulse of the wholesalers was to resort to a policy of retaliation by a refusal to handle the goods of those engaged in direct selling. But wiser counsels prevailed and the wholesalers began to ponder on whether their own methods were all they should be and whether they had not brought some of their troubles on themselves. This frame of mind was manifested at the convention of the Southern Wholesale Dry Goods Association at Virginia Beach during the past week, which was attended also by representatives of the National Wholesale Dry Goods Association. The idea was stressed that the wholesalers should demonstrate, by actual service rendered, that their function was one valuable both to the producer and the retailer and was, furthermore, the most economical plan of distribution. In pursuance of this an executive to represent the entire body of wholesale dry goods men is to be selected. He will aid in the introduction of appropriate methods for increasing efficiency and reducing waste and in putting the work of distribution on the basis called for by the present ways of doing business.

**PROBLEM FOR JOBBERS.**

Now that jobbers of dry goods have apparently won over the cotton goods manufacturers to their view regarding direct selling to retailers, steps are being taken to bring the big converters to see their side of the question. It is possible, however, that they will have a little more trouble with the latter than with the manufacturers.

Because of the novelty nature of the dress cottons handled by the converting trade there is quite a speculative element involved in buying. This, during the past several seasons, has caused the jobbers to buy almost as sparingly as the retailers. Under such circumstances the converters see little reason for protecting the wholesalers by not offering merchandise to the retail trade direct. That situation, it is said here, will continue as long as the wholesalers insist on buying in retail quantities.

The jobbers faced the same situation in their parleys with the general cotton goods producers, but seem to have worked out their difficulties. There is, however, quite a bit of speculation here as to how, in view of the particular kind of merchandise turned out by the converters, the jobbers can solve their problem to the satisfaction of both sides. There is said to be practically no chance of direct selling by converters being entirely stopped, but if it could be substantially reduced the jobbers would apparently be satisfied.

**DRY GOODS CONDITIONS.**

As summer approaches, the usual seasonal slackening up appears in many industries while preparations are under way for future business. Meanwhile, general conditions likely to affect trading later on are receiving a large measure of attention. Prospects

as a whole all over the country are regarded as promising from present indications. Crops are reported as being in good shape and the industrial situation in most parts of the country has a favorable slant. Regions that were inundated by the floods are fast getting back to normal and are rapidly being put into production again. All of these happenings favor a good Fall and Winter business in mercantile lines. The only apparent drawback is the continuance of the rather high average of failures which are, however, lessening in number as is usual at this time of year. More seasonable weather is having the effect of stimulating sales at retail of lightweight attire, which, although belated, promise to attain the usual proportions.

With the hope of improving public morals, the British Parliament just before the close of the session last year enacted a law prohibiting the publication of the details of trials for divorce. Under that law only the announcement that an action has been begun and the final result are publishable. According to statistics, the various trial sessions since the first of the year have shown an increase both in the number of actions brought and in undefended cases. At the opening of the spring session of six weeks this year there were 731 cases on the calendar, 85 per cent. of which was subsequently undefended. The corresponding period last year opened with 709 cases, of which 82 per cent. was undefended. While the figures indicate that more persons are willing to sue for divorce now, prohibition of the publication of such details as formerly made English divorces notorious meets with general approval in that country. The government is no longer in the anomalous position of banning a play or a book because of a single sentence or scene while permitting the publication in the daily press of details which were out of place anywhere except possibly in a medical journal.

Disquieting news comes to the outside world from behind the cloistered walls of Wesleyan University at Middletown, Conn. For almost a century this staid New England institution of learning has been one of the chief sources of supply of young men for the dwindling ranks of preachers of the Methodist Episcopal church. No man may be ordained a Methodist minister until he promises to abjure the use of liquor or tobacco. Hence it is with a distinct sense of alarm for the future of the ministry of this great religious organization that one reads that of the Wesleyan senior class this year, numbering eighty-six, sixty-six drink or smoke and only twenty-two do neither. To make matters worse, eighteen of the smoking seniors confess that they acquired the damning habit at the university. There seems to be a ripe field for the twenty-two upright seniors to labor in right at hand.

Sound credit is at the foundation of business success.

The fellow who is pulling on the oar has no time to rock the boat.



## OUT AROUND.

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

Notwithstanding the warning note of the weather clerk that showers would prevail Saturday, we started out on Out Around at the usual hour and never saw a drop of rain. Blue sky, bright sunshine and variable winds were in evidence all day.

On nearing Zeeland we noted a new side track had been created from the main line of the P. M. to the factory of the Phoenix Cheese Co. This addition will prove to be a valuable adjunct to what is probably the largest producer of "imported" cheese in America.

A drive through the prosperous city of Holland is always a delight, no matter what route one takes. The civic spirit of the city is high and her citizens appear to vie with each other in keeping their homes and surroundings up to a high standard of excellence, so far as neatness and attractiveness are concerned. No other city in Michigan achieves and maintains a better record in these respects than Holland.

U. S. 31, West of Holland, was lined with cars containing people who sought a glimpse of the most recent havoc wrought by fire Thursday at Macatawa Park. The resort was platted so long ago that the congestion had grown to be intolerable. If any attempt is made to rebuild on the burned districts, it is to be hoped that transfers of ownership rectify the mistakes of the past by increasing the width of the lots from 30 to 100 feet. Some material more fire resisting than wood should also be substituted for the flimsy construction of the past.

I had the pleasure of adding Mulder & Son to our list at Graafschap. Fred O. Peterson has been with us for years, so we now have a 100 per cent. representation at that place.

Of course I went out of my way to call at the Lubbers store at East Saugatuck. I found John Lubbers suffering from an ailment which frequently attacks men of his age, but he is cheerful under his affliction and faces the ordeal with Christian fortitude. He engaged in the mercantile business at East Saugatuck in 1897; was burned out in 1899 and resumed business at once in a building he had previously occupied as a wagon shop; purchased the Cook building and general stock about twenty years ago and has gradually expanded both with the assistance of his two sons and daughter, all of whom are active in and around the store. An important adjunct of the store is a merchandise wagon which goes out five days a week, carrying about \$700 worth of merchandise. The daily sales average \$50 and during the producing season twenty crates of eggs are picked up every day. Mr. Lubbers is very systematic in his store work. He keeps an accurate record of every check cashed for his customers, which time has demonstrated is a valuable record to possess. Mr. Lubbers has another hobby which could well be adopted by merchants generally. When he takes on a new clerk, he teaches him, first

of all, how to tie a miller's knot, which cannot by any possibility be untied. No wrapped package is ever permitted to go out of his store which does not bear this protection. Another peculiarity of this knot is that it requires less string. It can be tied with one hand, which enables the clerk to retain his grasp on the package with the other hand.

In visiting these good friends at East Saugatuck I was naturally reminded of the pioneer merchant of the place, Jacob Heeringa, who did much to give the location a good reputation as a mercantile center in the pioneer days. Mr. Heeringa was a prince of good nature and a shrewd and successful merchant. I sincerely mourned his death, which occurred in Holland not long ago, because he was a just man and my firm and faithful friend for forty years.

The farming country Southwest of Holland is wonderfully attractive. The soil is strong and every available space is kept under a high state of cultivation. Only one thing is lacking in the landscape—the farm woodlot. The Dutch people love a cow. They love their homes, their churches and their children. They are fond of flowers and cultivate them very successfully. For some reason they do not seem to have the same respect for trees that the Anglo-Saxon possesses. In clearing their land in this locality at an early day they did not preserve the woodlot which is the crowning glory of a farm. I have never been able to explain why this is so, but it seems to be a characteristic of the Hollander to want to make every acre yield something which can be converted into the coin of the realm. "Broad acres" mean nothing to him unless they are covered with grass, wheat, corn, rye or some other product which can be converted into coin which soon finds its way into the savings bank. I think I will appeal to Arnold Mulder, who has done more than any other writer of my acquaintance to correctly interpret the Holland character to the American people, to explain why it is that the Holland people who came to Western Michigan at an early day failed to preserve the tradition so faithfully observed by the Anglo-Saxons who emigrated to this country from England 300 years ago regarding the preservation of the woodlot. As the grandson of a New Jersey Hollander, I ought to be able to solve this problem myself, but I am obliged to appeal to others who are better posted on the traditions and native traits of the Holland people.

I was disappointed not to find Eugene D. Nash in his store at Bravo. I met him later in his Sunshine store at Pullman, which he purchased from Charles A. Hutchinson. The latter is now on the road for the Johnson-King Co., printing ink manufacturers of Chicago.

The general store of Hunziker, Taylor & Seymour is certainly one of the outstanding mercantile retail establishments of Michigan. Mr. Hunziker is the active man of the concern. Mr. Taylor is Mayor of Kalamazoo and largely interested in cold storages in

Kalamazoo and elsewhere. Mr. Seymour is the general merchant at Glenn.

F. L. Hayes, who sold his general stock to George W. Masters, is now managing one of the Thomas grocery chain stores in Grand Rapids.

I regret not being able to renew my acquaintance with F. L. Sherman. He was in South Haven when I called at his store.

At Berlamont both R. B. Fox and John W. Kunkel had recently received duplicate shipments (unasked and unwanted) from the Apple Hat Manufacturing Co. I commended both to the example of F. L. Longwood, of Grant, who succeeded in obtaining a check for \$2.50 from the St. Louis shysters by threatening to consign the trash to the junk heap.

Bloomington looked very prosperous and happy as I drove through the town.

At Gobles I had the pleasure of adding H. W. Taylor to our list. He had a just grievance against the Tradesman which I undertook to straighten out to his entire satisfaction.

The gravel road from Gobles to Allegan is superb. The newly constructed portion is wide and crowning. The vistas on this road, as well as the roadside, are remarkably attractive.

At Allegan I found Burrell Tripp very busy getting three of his stores ready for the Penny concern, which is to take possession July 1. The other merchants of the place think that the distant trade the Penny store will draw to the town will benefit them also. I hope they will not be disappointed, but I have never met up with any chain store which would willingly render any assistance to neighbors in trade or contribute a penny to the upbuilding of the community in which it is located. The fundamental idea of the chain store is to "milk the town" and milk it good and plenty.

The recent death of S. D. Pond reminds me that there are only two original charter members left in Allegan of the old Business Men's Association I organized in that town forty-three years ago. The sole survivors are Edwy C. Reid, who has been engaged in the newspaper business at Allegan more than fifty years, and Ed. T. Van Ostrand, who appears to be a gentleman of elegant leisure. Both bear up under the honors thus sustained with becoming fortitude.

I found the business men of Allegan very much elated over the action of Gov. Green in appointing Augustus S. Butler to fill the vacancy caused by the death of the duly elected Judge of Probate. There were other candidates, of course, but Gov. Green acted promptly in selecting the man best fitted for the position and most entitled to recognition in that connection. Gov. Green gets his ear to the ground in such matters with remarkable precision and is making fewer mistakes in his appointments than any Governor I have ever known.

There was some disappointment over the failure of the Federal grand jury to hand down any indictments of Allegan men for complicity in the recent failure of the First National Bank. As a matter of fact, the Federal offi-

cers in charge of the investigation are not yet ready to bring their findings to the attention of the grand jury. It is possible, also, that complaints may be made without reference to that tribunal. The feeling in Allegan is that the bank examiners who went through the motions of examining the bank from time to time, without ordering a show-down, should receive due attention at the hands of the Federal authorities.

I had the pleasure of restoring D. E. Burgess to our subscription list. He was deeply interested in the Rouse case, as is true of nearly every person I called on during the day. Most merchants insist on thinking that Rouse will escape the punishment for his crimes, but I tell them that this is a case where technicalities will not prevail; that positive proof that Rouse was pursuing a criminal career for sixteen years or more while posing as a religious teacher and moral leader will preclude the possibility of his escaping the punishment due him. He will not get all he deserves, of course, because he should be incarcerated for the remainder of his life as a protection to the public which he appears to take such great delight in victimizing.

B. J. Mersman, who recently purchased the general stock of Peter De Mann, at Corinth, drove a wagon for the American Steam Laundry, Grand Rapids, for about a dozen years. Mr. De Mann has taken up the occupation of oil wagon driver. Mr. Mersman will be a regular reader of the Tradesman from now on. E. A. Stowe.

## Warmer Weather Helps Luggage.

Although there has been no really notable improvement in the demand for luggage, there is no question that the warmer weather of the past several days has increased consumer buying and brought about more activity on the part of retail buyers. Manufacturers are not generally in good shape, however, and this is shown to some extent in their willingness to clear out surplus stocks at concessions for special sales at retail. Those selling agents who handle several of the smaller manufacturers' lines say that sales are about up to last year with them, but that their individual accounts apparently are not faring so well. The latter's troubles are being increased by the rising market for leather, which, with the situation what it is, retailers are not very anxious to meet in the form of higher prices on the finished articles.

## Ties With Rubber Linings.

Ties with rubber linings represent one of the newest items in men's neckwear. Several advantages are claimed for the lining, the chief one being that the resiliency of the rubber helps to prevent wrinkles and creases forming in the tie silk. In addition, the rubber is lighter than the customary lining and enables a better knot to be tied. These ties are available in all of the latest patterns and color effects. They are priced to sell at the usual retail figures for better grade merchandise. The merchandise is said to have taken well in several of the local chain stores.

## SHOE MARKET

### Why Prices For Shoes Are Advancing

The prevailing trend toward higher prices for shoes presents an interesting paradox, in view of the fact that the tendency with regard to wholesale prices of commodities in general is definitely downward. Naturally there is a reason. The leather market, we are told, is holding firm, with prospects of further advances. This condition, in turn, is explained by the higher prices which are being demanded for the raw materials from which leathers are made, namely hides and skins. And back of these higher prices lies a fundamental cause, namely the marked decrease in the number of animals slaughtered by the packers.

The situation goes back to the familiar fact, so frequently alluded to in discussions of leather market conditions, that the raw materials of leather, namely hides and skins, are byproducts of the meat industry and consequently limited by the number of animals killed for meat purposes.

"Hide prices," according to the current monthly letter of the First National Bank of Boston, "have advanced to the highest level since the mid-summer of 1925. Quotations on heavy native steers for the week ended May 19, were 17 cents a pound, or five cents a pound above a year ago." (Heavy steers had further advanced to 19½ cents on the Chicago market last week. "The upward trend in hide prices is partly attributed to the fact that the number of animals slaughtered by the packers thus far this year was about 500,000 less than in the corresponding period of 1926. As a consequence, offerings of some selections are quite scarce, and buyers are forced to pay premiums in order to satisfy their requirements.

"Reflecting the advance in raw material," the report goes on to say, "leather quotations have firmed up, though the gain has not been commensurate with that of hide prices, and as a result the tanners are holding out for better quotations on the finished product. While the demand for leather has not been very active, the industry is in a strong statistical position because of the sharp reductions that have been made in leather stocks. Imports of leather for the first three months of this year were valued at over \$7,733,000, or 6.5 per cent. above the like period of 1926. During 1926 imports of leather represented six per cent. of domestic consumption. For the first quarter, exports of leather were \$12,923,000, slightly above a year ago. Total exports for last year were about 10 per cent. of domestic production. Shoe production in April was slightly below the previous month."

With higher leather prices not yet on a par with the advance in hides, there is every reason to believe that leather quotations must continue to advance, with consequent advances in shoe prices. A rising market in any commodity tends to strengthen the demand, and it is therefore to be expected that shoe manufacturers will cover themselves for their fall wants in the leathers that present indications point

out will be in principal demand. This includes heavy leather and splits, brown shades of calf, black calf, suede finishes in brown and black and patent leather of all kinds, besides various fancy leathers.

While shoes made of calf in modish colors and shades have been somewhat lower in price than those of kid-skin, the latter material will retain its popularity to a large extent, especially in shoes for women. Calf and kid will in all probability continue to advance in sympathy with heavier leathers, for it is reasonable to expect, as in times gone by, they must bear their share of the increased costs.

With shoes advanced in price, the present stocks in the hands of the merchants are of increased value and inventory prices should be replacement prices. Unfortunately, many shoe manufacturers and retail merchants fail to protect themselves on a rising market by adjusting upward the value of their stocks on hand, although when the trend is downward they are compelled, from a competitive standpoint, to do so. With the public showing an appreciation for a better quality of footwear retailers have little or nothing to fear in asking their rightful profits on shoes bearing advanced prices. It is the dealer who fails to do so who, in view of prevailing costs of doing business, will most assuredly be "out of luck."—Shoe Retailer.

### When Profits Are Thrown To the Winds.

Shoe merchants throughout the Northern portion of the country deserve much credit for the good judgment and sanity which most of them have displayed in the merchandising of their light colored spring shoes. Several factors, including unseasonable weather and developments in the apparel style situation that could not have been foreseen six months ago, tended to create a continued consumer interest in black shoes with a correspondingly diminished demand for colors. The latter have sold steadily and in fair volume, but the enthusiasm for them has not been all that the merchants anticipated.

In the face of a situation of this kind, it would have been a comparatively easy matter to upset the boat. A few ill advised sales, a few tactlessly worded advertisements, and colored shoes would have been branded throughout the country as undesirable merchandise. This was what the Joint Styles Conference feared when it issued its statement in April declaring its faith in the continued salability of colors. The thing that was feared did not happen, however, and lately, reports indicate colored shoes have been selling in better volume. They should continue to sell at regular prices through June and a good part of July, by which time retail stocks of this class of merchandise should be well liquidated.

The experience of the trade with regard to colored spring footwear for women holds a moral that applies with equal force to white shoes. Most retailers have bought some white shoes, and it now appears likely that with the advent of warm summer weather, the

call for them will be larger than was anticipated. They cannot be expected to sell in volume, however, until weather conditions are favorable. This being true, there is no logical reason why they should be sacrificed at cut prices at the height of the best selling season, as has been done all too frequently in former years. The watchword of the retail shoe business today is profit, but profits are needlessly thrown to the winds by indiscriminate and ill-advised price cutting. Good merchandising not infrequently depends upon the ability to be patient and wait for expected results even in the face of conditions that may seem unpromising.—Shoe Retailer.

### Low-End Gingham Selling Fast.

Although jobbers in most parts of the country continue to make haste slowly in their buying of the better grades of Fall gingham, there is a generally active movement of the so-called low-end goods. Buying of the latter has been stimulated to no little extent by recent price advances, and there is a question in the minds of some handlers of the finer cloths whether similar action might not increase their sale. In connection with this, however, it is pointed out that in the cheaper lines, which are made of coarser yarns than dress gingham, the actual cotton content cuts a larger figure in determining prices than in the latter. It was further pointed out that much of the value of dress gingham depends on their style, which is intangible and which is not affected by a rise in the staple. With the mode apparently against them, it is believed to be a wide open question whether advances would prove acceptable to wholesalers at this time or not.

### Costume Slips Still Active.

The call for costume slips continues to be a feature of the demand for lingerie. The garments are being re-ordered in a wide variety of fabrics, including silks, rayon and cotton. White is a shade in much favor at present, but the demand covers varied pastel shades as well. Indications are that the call from retailers will be active for some weeks yet, as stocks in the hands of stores are small and are being steadily liquidated. The vogue for sheer dresses is a strong factor in the excellent business being done.



## MERCHANTS!

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Style 972—16 in. Soft Black Elk Pac

Style 977—16 in. Soft Tan Retan Pac

*Both snug at the ankle and calf. Both Good-year Welts at prices that insure good profit and quick turnover.*

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### Startling Revelations of Modern Astronomy.

Grandville, June 21—The astronomers have discovered a lot of new stars within recent date, which aid in telling the story of creation in more forcible language than any book story can reveal it. A few millions more planets, suns and the like may seem of little consequence to the people of our earth, yet they serve to reveal the littleness of mankind and give us cause for more serious thought than ever before.

The scintillation of millions of sparklers in our skies, each and every one much larger than our earth, certainly gives the human animal food for much reflection, and encourage him to study the whys and wherefores of created things. The great creator of all these systems of light, shine and glory of the heavens, tells the story of creation in more forcible language than anything else under the sun.

We are so small, so insignificant, mere worms of the dust, is it not something to wonder over, why the great God of all this tremendous creation has made so much of mere man, has constituted him a reasoning being, giving him dominion over the remainder of the earth?

There's a big interrogation point right here. This earth, in competition with the billions of other earths, is as a grain of mustard seed alongside a mammoth warship. Yet we arrogate to ourselves the special attention of the Divine Creator of all that is.

How insignificant seem some of the sermons sent up from various pulpits all over the land, pleading to a God who created such vast myriads of outlying worlds over which He has supervision.

Little fellows, some of these preachers, who address the creator as though He was a next door neighbor and had His ear to the ground to catch the faintest lisp from the lips of lilliputian man. The extent of created things is too great for the imagination to comprehend. Well might one ask where, among these whirling masses of matter, sweeping across millions of miles of space, is that place called Heaven?

There may be dozens of heavens among such an extended layout and still be room for many more. The radio opened the eyes of men to some of the mysteries surrounding mankind on this little earth ball. Will it be possible some day to emancipate space and talk with the inhabitants of other stars?

We cannot say such a thing will not come to pass. Too many at one time inconceivable mysteries have been made plain in recent years. There can be no telling as to what we are to expect in the way of illumination of mind in the coming days. To say there has come an end to discoveries in sky and air would be the height of presumption.

The immensity of space, not at one time known, but revealed by new discoveries along astronomical lines, has set the minds of men to studying as never before.

Imagine those early pioneer days when man worshipped in log school houses and looked up at the sky and stars with the idea that this earth and the stars which came within his vision was the whole of God's universe. It was easy to understand creation then and the six days time used making the earth.

Common men, as well as philosophers and statesmen, have learned better in later years, and even the end is not yet. Are the churches doing everything possible to make things plain to their followers? If so, the churches should be thronged with overcrowding souls, intent on getting wise to every possible truth with regard to the future of mankind.

Materialists, as existed in ye olden time, do not claim much of the world's

attention to-day. True that our young people seem to have gone mad over the wild race for a spot in the sun right here and now, yet this is the mere exuberance of youth, agitated to new outbursts because of modern methods of swift locomotion through air and over the land.

In ye olden time, the horse drawn vehicles were too turtle-like in movement to excite the young to any great enthusiasm.

A new era is certainly dawning for the world. The Christian preacher whose mission should be that of a teacher, has a far greater responsibility resting upon him than in the early days of the church.

To-day there is more getting out in the fields with God than ever before. A dear good minister of the modern gospel told me how much he enjoyed a trip to the country, even to the wilds, with wife and family of boys and girls, searching for a happy escape from the confining walls of the church edifice. He could not find it in his heart to scold those members who neglected Sunday morning service to seek pastures green for the exploitation of a feeling that it is good to stand in the garden of nature and see how wonderful are the works of the Creator at this time of the year when everything that went to sleep last fall bursts forth into new life and beauty with the first warm days of spring.

How true were the words of that poet who wrote:

Poems are made by fools like me,  
Only God can make a tree.

We are at the beginning of discoveries of a nature which will tend to open the senses of mankind to the real facts of the universe. Once this earth ball, with an overhead heaven was supposed to be the sum total of created matter. As time passes, all the old theories are being exploded and we are taking steps nearer to God every day of our lives.

So fast are the revelations of modern life, it may be that the child of to-day will in his middle or old age be able to converse with those whom we call dead, who have really only advanced one step farther up the ladder of life.

#### Father's Day Stimulated Sales.

Retailers who played up Father's Day, which occurred on Sunday, are very generally pleased with the result. Manufacturers and retailers of men's neckwear were primarily interested in the event, and large quantities of placards and other advertising material were put before the public all over the country. The tobacco trade also became actively interested in the celebration of the day and some attention was given it by makers of men's shirts and accessories. This year there was no conflict of dates, as was the case last year. Sponsors of the plan in the wholesale neckwear trade see the day as becoming a permanent sales stimulating feature in the retailer's calendar in June.

#### Ten Additions To Tradesman Readers.

The following addition to our list of subscribers have been received during the past week:

Coopersville State Bank, Coopersville.

Daggett Canning Co., Coopersville.

David Riemersma, Coopersville.

Alfred Stevens, Reed City.

Wolgammott & Co., Baldwin.

C. H. Jensen, Kansas City, Mo.

Earl & Wells Motor Co., Grand Rapids.

Margaret Adams, Cooper.

C. G. Waterson, Cascade Village.

Calkins, Bradley & Co., South Lyon.

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And Many Customers know it

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OTTAWA at WESTON

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THE MICHIGAN TRUST COMPANY, Receiver

## FINANCIAL

### Need For Law Grows as Business Expands.

The most successful lawyer to-day is the competent attorney who is also a good business man.

It is often said that the law is becoming more and more commercialized. In view of the close interlocking of the law with business, it is inevitable that the expert who knows the law and who understands the operation of its machinery, must become a close ally of the business man.

All over the country it is a mark of success for a lawyer to be called from his practice and entrusted with the management of a railroad, a bank, a great factory or a great mercantile establishment. His training in the law, his ability to untangle difficulties furnishes a most valuable aid. In the formation of business organizations his type of mind is invaluable.

It is true that the business man who frequently needs the law is not a good business man; but the sword of the law must always hang above his desk. Its hilt must be ready to be grasped, but the blade should stay in the scabbard.

The chief aid of the lawyer to the business man is his service in keeping his client out of the law. A lawyer seldom has a harder task than trying to keep a crooked client straight. A great deal of unjust criticism is leveled at my profession. If a lawyer were half as bad as his clients wanted him to be, he would deserve many of the charges made against him.

No lawyer has a right to prosecute or defend a cause which he believes to be unjust. A man has as good a right to hire me to go into a store and steal for him as he has to hire me to go into court and lie for him. The lawyer who wins a case he believes he should have lost and who thus takes money unjustly from his adversary has stolen money.

No one of course, can be as much interested in a simplified system of civil procedure in the courts as is the credit man. It is he who must bear the first brunt of difficulty from a law which delays, permits side-stepping, and which, by its awkwardness, permits dishonesty.

The soundness of commercial credit might almost be said to mark the extent of a nation's advancement. Therefore, a scientific and general system of credit constitutes a most important aid to national progress and prosperity. However, no system of credit can work successfully unless the power of the law is ready to hand.

The wider the business becomes, the more its affairs need the protection of swift and certain laws. When the obligations of contracts are not rigidly enforced, when a dishonest debt or may shirk and delay, or easily escape these obligations, credits necessarily become short, and profits mount in order to cover the risk. Commerce goes haltingly on crutches.

Education, charity, benevolence, comfort, freedom, even the churches lean on commerce, so the progress of a community or a state is regulated by

the credits of business and the kinds of laws which will influence these credits. Commercial prosperity is a national affair. The prosperity of every commercial house lifts every other establishment. It even helps competitors.

My own profession is slow to make changes in the procedural law. The leaders of the bar have been strong for years to simplify the machinery of justice, both civil and criminal. Lawyers from the rank and file of the profession, who go to legislatures, are either apathetic or hostile.

The duty of the lawyer to business demands that he make easy and simple the procedure of courts so that the hearing of any claim and a final decision can be speedily reached, and, that afterward, the execution of the court's judgment may be sure, quick and effective.

Such changes can seldom be procured in any legislature by the influence of the bar associations alone. Every business organization will have to take a hand. It will be necessary to appoint committees of business men who will join with the leaders of the bar in this work and actually engage in its construction.

Marcus Kavanaugh.

### Electric Power Industry at New Peak.

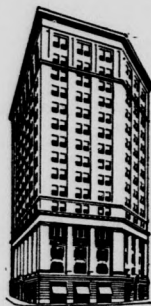
Quietly but none the less steadily the electric power and light companies continue to establish new records in almost every direction. In output, gross earnings and in the volume of new financing they are forging ahead at a rate probably never equaled in any other industry. Compilations just made public by Pynchon & Co., recognized public utility authorities, show that combined gross revenues of the power and light concerns for the first three months of this year were \$451,900,000, as compared with \$411,600,000 for the corresponding period of last year and \$390,500,000 for the first quarter of 1925.

Recognizing the fact that it is yet too early to estimate accurately the probable results for 1927, these authorities state that it is a fair assumption that the total amount of capital invested in the industry will cross the \$9,000,000,000 mark and that gross revenues will approximate \$1,800,000,000 during the current year.

Commenting on such probabilities, the said in part:

"These figures are huge, but they do no more than give complete recognition to the rapid and broad expansion of electric power and light service during the past few years. Time was when the railroads absorbed to a greater extent than any other industry the largest amount of new capital raised in the United States, but that leading position has since been usurped by the electric power and light industry, which in the past five years has required over \$3,000,000,000 of new money.

"To-day the railroad industry is greater in volume of outstanding capital than the electric power and light industry, but the gap promises to be materially lessened during the next decade, as estimates are now at hand



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

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pointing to at least \$8,000,000,000 of new capital now being needed by the American electric power and light companies during the coming ten years. Against the \$900,000,000 increase last year in invested capital of the electric power and light industry, American railroads for the same period reported \$885,000,000 in capital expenditures for additions and betterments to roadway and equipment.

"It is but a comparatively few years since the Pacific Gas and Electric Company took the initial step to interest consumers in its shares. This marked the dawn of customer ownership, a financing factor which has since grown in extent by leaps and bounds across the country from the Pacific to the Atlantic. Furthermore it has succeeded in adding more than 1,500,000 names to the vast army of investors now interested in securities of electric power and light companies.

"That approximately \$1,000,000,000 is to be invested this year in further expanding the electric power and light industry is the commonly accepted estimate. New financing in the first five months of 1927 totaled almost \$723,000,000 including both refunding and extension operations, comparing with \$560,861,000 and \$501,448,000 in the corresponding periods of one and two years ago respectively. Earnings of this group of public utility companies are considerably ahead of previous years, while production of power also maintains its record-breaking strides."

Ralph Hendershot.

[Copyrighted, 1927]

#### Farm Profits Cut By Big Taxes.

Farms in this country are still paying 33.1 per cent. of their net profits to the tax collector, according to a new study just completed by the National Industrial Conference Board of New York. This computation is based on taxes collected from American farms in the crop years, 1923-1924, 1924-1925 and 1925-1926. How substantial has been the increase in the tax burden on our agricultural sections may be seen from a similar study for the three years preceding war. During 1912 1913 and 1914 taxes absorbed an average of 11.2 per cent. of the total net farm profits in this country. When compared to the pre-war situation thus the tax burden now imposed on farmers appear heavy.

Burdensome as taxes still seem conditions are far more favorable to the farmer now than they were at the peak of his troubles six years ago. During the crop year, 1920-1921, taxes collected from farms mounted to a level six times the total net profits from all farms. Or, to put the facts more accurately, net profits from farms in that year fell to one-sixth of what the farmers were obliged to pay out in taxes. Even in the following year, 1921-1922, taxes still absorbed nearly 78 per cent. of all farm net profits. While the relative burden of farm taxes has grown lighter year by year no less than 30.4 per cent. of the total agricultural net profits were paid out in taxes during 1925-1926, the last year for which data is available.

Commenting on this situation the Conference Board says: "The easing of

the tax burden on the farmer since 1921, however, has come about to only a slight extent as the result of tax relief, and that only in some of the States. It has primarily been the result of better prices for agricultural products which netted bigger profits. The amount of taxes levied on agriculture had been steadily rising since before the war, amounting to \$890,000,000 in 1925-1926 as against \$315,000,000 in 1913. Agricultural net profits, on the other hand, which reached their peak in 1919 when they amounted to \$8,857,000,000, dropped to almost one-third of that, or to \$3,013,000,000, within one year and almost vanished altogether in 1920-1921, when the aggregate net profits of agriculture amounted to only \$138,000,000. They have been steadily recovering since and during the last crop year had risen to \$2,930,000,000, about the same amount as in 1913. But while taxes on agriculture in that year totaled only \$315,000,000, the tax bill that had to be paid out of the 1925-1926 crop was \$890,000,000."

Unfortunately the agricultural districts have not benefited greatly from the reduction in Federal Government taxation. Only a small proportion of the farmers earn enough to make them taxable under the income tax laws. Virtually all of their taxes are imposed by the State and local Government which not only have failed to cut taxes but actually have increased them substantially. So far as the farmer is concerned the tax problem does not lie in the yearly fluctuations of the tax bill, however. It lies rather in the wide variations from year to year in agricultural income.

Paul Willard Garrett.

#### Fair Advance Clothing Business.

Most of the road salesmen representing men's clothing manufacturers have completed their initial trips. Business booked in most instances has been up to expectations, and some leading firms are credited with showing a fair increase over last year. Suits have done relatively better than overcoats, but retailers have been amplifying their original orders for the latter so that, taking general totals, the manufacturers are working on a pretty fair backlog of orders. In suits, chevots and novelty woolen types have been outstanding, with retailers covering themselves on both two and three button models. The blue overcoat is to be featured for the early part of the Fall, though chinchillas and through-and-through fabrics are doing well. Browns have also stood out prominently in Fall color preferences.

#### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: A. E. Anderson Construction Corp., Detroit. Hurley Sales Corp., Detroit. Elk Resort Association, Elk Rapids. Van Auker Co., Pontiac. One Hundred Associated Co., Highland Park. Harris Zinc Process Co., Detroit. Pure Oil Co., Detroit. Dynamic Radio Corporation, Detroit. American Piston & Machine Co., Inc., Detroit.

**\$2,800 South Bay Cities, Calif. 5% Sanitation District Bonds**  
**Dated: October 1st, 1924. Due: 1400 October 1st, 1959; 1400 October 1st 1960. Denomination: 1000 and 400. Interest April and October 1st at the County Treasurer's Office, Los Angeles, Calif.**

#### FINANCIAL STATEMENT

Real Value of Taxable Property .....	\$30,000,000
Assessed Value of Taxable Property .....	14,456,300
Total Bonded Debt including this issue .....	462,800

Population 20,000.

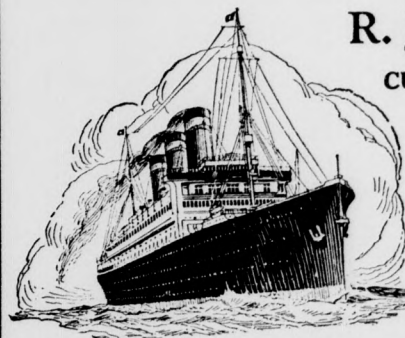
Opinion John C. Thomson, New York.

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### Reminiscence of Civil War Days.

Grandville, June 21—The story of Jack and Dan comes back to me from the dim aisles of the past when I see and hear the bands playing and flowers spread above the graves of the fallen heroes of the civil war.

It is a story not the pleasantest, perhaps, yet it yields much that is interesting in human nature and adds to the evidence that human hearts are susceptible of the touch which makes the whole world kin when the right chord is touched.

It was in the mid days of the civil war that Jack volunteered to fight for the Union and the flag, at a time when hearts were hot with partisan seethe and malevolence. The partisans of the slave power here in the North were relentless in their bitter hatred for the Union cause, and boys who donned the blue and went into battle for the Union were characterized as "nigger lovers," and "slave stealers."

It so happened that when Jack enlisted he had a good boy chum, the son of a neighboring family, named Dan. Although a few years' difference in their ages separated them, they were yet very best of pals; and Dan mourned because of his friend's enlistment. He would surely be killed and that would be the end of it all.

Jack bade Dan goodbye and marched South with the cavalry regiment which rendezvoused at Grand Rapids in 1863. The mothers of the two boys were the best of friends, while the fathers, rival lumbermen, were friendly until the war brought about some bitter arguments and a slight misunderstanding. Those who said a lad who enlisted deserved his fate if he fell in battle were hushed into pained silence when news came that Jack was dead in Tennessee.

Dan was disconsolate and his mother shed many a tear in memory of the lad who had been such a chum of her elder son.

The body of the dead Union soldier boy was brought home two months after his death. The old time remark of the opposition, "served him right," was not heard this time. One mother's heart bled for another and the funeral at the schoolhouse on the hill was very impressive and sad.

Over the steel casket holding the remains of her eldest son, the mother bent and wept scalding tears of grief. Sitting a little way off another mother wiped her eyes more than once, while Dan just cried aloud.

It was a sad funeral and it came on the Fourth of July. The aged minister who had contributed of time and money to the cause of abolition in days past, preached the sermon. It was his voice pleading the cause of the Union the previous year, which had aroused Jack to sign the enlistment roll.

When the mother of Jack stood weeping over the sealed casket, an arm went around her bowed shoulders and a voice whispered consoling words in her ear. That voice and arm belonged to the mother of sobbing Dan, she who had been such a bitter opponent of the "war for the niggers." All hearts were hushed to silent sympathy for the mother of Jack. It might have been less painful had it been possible to open the casket and permit a view of the dead boy hero. This could not be done, however, in that day.

Half a mile from the bluff overlooking the purling Muskegon, in the newly devised cemetery, the body of Jack was deposited for its last long sleep.

The death and burial of Jack had a chastening effect upon the political animosities of the time, and arguments over the rights and wrongs of the war were from that hour less vindictive and merciless.

There is nothing that soothes like sorrow.

Two years later Dan left home to

attend a city school. That school was a commercial college in Grand Rapids. He went in early fall and before snow of winter whitened the ground that mother of Muskegon got news of her son's untimely death.

Dan dead! It did not seem possible. And yet the news was soon confirmed. Jack's chum had followed not far behind, and the two boys, separated in life, found reunion beyond the gates of the grave.

Another funeral at the little schoolhouse on the bluff. This time the mother of Dan wept above the casket of her gone boy, and stealing to her side the gentlest voice and tender touch of a friendly arm recalled the past with vivid power.

"They are together again," whispered the soldier's mother, and the two women, neighbors, yet almost estranged at one time because of the bitter animosities of political strife, mingled their tears over the form of genial Dan, Jack's chum in the days gone by.

How true it is that one touch of nature makes the whole world kin.

The death of Jack and Dan served to reunite two families which had well nigh been forever separated by the bitter animosities of partisan politics.

Not many rods are those graves of the boy chums separated. They were one in life and in death met again on the upper fields of a glory land human eye hath not conceived.

Soldier Jack and his chum, Dan, sleep in the little country cemetery, their moss grown headstones lifting their heads in the air above the two graves within a stone's throw of the winding Muskegon.

It is good for one to think back sometimes and recall the days which tried men's souls as did the days of the great civil war, which devastated more hearts and homes than any war the United States ever engaged in.

Old Timer.

### A Personal Contract.

Although specific property is the subject of fire insurance, it is the interest of the insured which is covered and not the property itself. In other words, the contract is a personal one which promises, in accordance with certain restrictions expressed in the policy, to indemnify the insured for any loss directly traceable to fire. Thus it is essentially a contract which insures the persons possessing an insurable interest in the property, and not the property itself. This distinction cannot be too greatly emphasized as it is apparent that the fire hazard of two buildings, alike in all respects except ownership, will be entirely different if one insured is honest and the other is not. Since the character of the insured is so highly important, it is evident that a fire insurance policy is a personal contract and cannot follow the property unless the insurance company gives its assent.

### Are Making Their Own Felt Hats.

Young girls and their older sisters are taking to making their own felt hats in a fairly big way. The simplicity of the felt hat makes such work very easy. The girls purchase the felt yard-goods in any color they choose and, with a few cutting, sewing and trimming touches turn out a hat in a surprisingly short time. The goods are being offered in different grades of felt by department stores and the ten-cent chain stores. The cost of the finished hat is low.

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305-06 Murray Bldg.

GRAND RAPIDS, MICH.



### Moral Hazard.

Moral hazard constitutes the greatest problem confronting fire insurance companies to-day. Not in its generally accepted sense of honesty or dishonesty of intent, but in a larger and wider significance of an assurance of the exercise of common sense in the every day affairs of this workaday life, it may be said that 75 per cent. of our fire losses are due to a breakdown of moral hazard. Arson, which is rare, and carelessness, which is universal, are the twin causes of a vast proportion of our fire wastage.

In France and Germany, and in other European countries, where the people by long custom are habituated to the discipline of the state, fire wastage has never become the problem that it is in the new world. There frame houses have stood for hundreds of years, quite immune apparently from any danger of fire. The city of Berlin, with about the same population as Chicago, has less than 5 per cent. of its loss ratio. The view is taken in Europe that a fire is a crime against the state; and the individual responsible for the fire must answer to the state for the loss of property which he has caused. A fire, therefore, means an immediate investigation by the state police, and payment of the loss by him when individual responsibility through deliberate intent or carelessness or ignorance, is proved.

We hold our railways to strict accountability in this respect. If a locomotive, with an unprotected smoke-stack, goes through the country scattering live coals, the company must make good every dollar of loss caused to individual property owners.

The individual should be held as accountable as the corporation for damage caused by fires for which he is responsible. There exists, however, a general reluctance to press home personal responsibility. That the insurance company will pay the loss seems to be a creditable reason for the failure to bring home culpability. It is forgotten that it is the community which pays the loss, and the insurance company is merely an agent for assessing the individual members of the community their just proportion. When the legislative bodies of the Nation write personal responsibility for fires into the laws of the land, we will have a marked reduction in our fire losses.—Fieldmen's Bulletin.

### Aetna Stock Declines From \$1,325 to \$480 Per Share.

Occasionally even the oldest and best-managed concerns make mistakes which prove costly. It is safe to say that a majority of such mistakes arise from doing business outside the realm in which the management is especially trained. Ordinarily little time is wasted in getting back on the right track, but in the meantime the securities of such concerns invariably encounter a setback in price.

In connection with the preparation of a four-year comparative analysis of fifty-three of the leading fire insurance stocks, Ralph B. Leonard & Co. have taken occasion to point out a situation which they say resembles the one outlined above.

"In 1926," says a bulletin just prepared by that company, "the Aetna Life Insurance Co. discovered that they had made a serious error by entering a new field. They had, a few years previous to 1926, gone into the fire insurance field through one of their subsidiaries, the Automobile Insurance Co. In 1926 the error was discovered and they immediately cleaned house, reduced their surplus, took care of their subsidiary and called in new blood, including several of the most successful men in the insurance business in America and faced the situation as they knew it to be.

Aetna Life stock, which had been selling above \$1,325 per share dropped to \$480 per share.

The Aetna is not liked by many people who have held policies in the organization, because of the technicalities it takes advantage of and frequency with which it resorts to litigation to defeat the claims of its policy holders. It has become very rich and powerful by pursuing this policy and employs such an army of legal experts that the ordinary policy holder stands little show whenever he resorts to the courts to secure the relief he seeks.

### Turning the Corner.

Indications are not wanting that fire insurance has turned an important corner that should lead into the fairway for the future. This will not be found so much from the gains in assets, surplus and income set forth in the new annual statements now appearing, as it may from the lack of gains, which reveal in some cases the resolute purpose to turn about face and improve conditions. Following the war, and when the period of expansion was at the peak, there was an unprecedented scramble for volume. This happened at a time when the business of fire insurance for the entire country was none too good. In fact, during those years, and even with the rapidly ascending premium income, the loss ratio still continued at an uncomfortably high level.

The tendency of rapid growth was to impair the classification or risks, already showing no underwriting profit; to issue enormous lines on risks too few as a class to secure a fair average, and to call for extra heavy reserve requirements to a burdensome limit. Now there is widely evident everywhere a more careful underwriting policy. One great company has adhered firmly to such vigorous underwriting policy that it has resulted in a shrinkage in both assets and premium income.

It requires no little courage to adopt drastic changes in underwriting policy. But there can be absolutely no mistake in the principle of management that dictates the acceptance of risks, only where and when there is a reasonable hope of profit. And besides, too, reforms are contagious. The spirit of house cleaning now going on in the business brings in its wake improvements in many other departments, not the least of which is attention to-day directed to many of the organizations, and overlapping bureaus maintained as a part of the business.—U. S. Review.

### The National Convention.

For the first time in its history, the National Association of Mutual Insurance Companies will hold a convention in Washington, D. C. That city has been the scene of many a hard fought mutual battle and now the members of the Association have the privilege of viewing the battle ground. The convention date has been fixed for September 19 to 22. The headquarters will be at the Mayflower Hotel, which is said to be the best equipped hotel for the purpose of holding a convention that has been available for a mutual convention. Harry P. Cooper is busily engaged in arranging a program of which due notice will be given through mutual insurance publicity channels. The secretary gives assur-

ance that some of the leading men of the country, both in an official way and in a mutual insurance way, will appear before the convention. There will be round table discussions, question boxes and other features that have always been appreciated by mutual insurance people.

Habitually go off at the handle and one day you'll go out through the door.

A man may, if he knows not how to save as he gets, keep his nose to the grindstone.—Franklin.

Here's to the Stork, a valuable bird, Who inhabits the residence districts. He doesn't sing tunes or yield any plumes, But he helps out the vital statistics.

**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. SENE, SECRETARY-TREASURER**

**Affiliated with  
THE MICHIGAN RETAIL DRY GOODS ASSOCIATION**

**An Association of Leading Merchants in the State**

**THE GRAND RAPIDS MERCHANTS MUTUAL  
FIRE INSURANCE COMPANY**

**320 Houseman Bldg.**

**Grand Rapids, Mich.**

**Merchants Life Insurance Company**

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**Offices: 3rd floor Michigan Trust Bldg.—Grand Rapids, Mich.**

**GREEN & MORRISON—Michigan State Agents**

## DANIEL STRANGE.

## A Man of Parts—A Unique Personality.

Thoughtful people admire an honest man, whether he deals with the soil, politics, religion or social welfare. A simple statement from a man of sterling integrity who has a philosophic mind, even if it differs from our own convictions, carries great weight and commands our attention and sympathy. A man of this character who comes within our purview naturally leads us to enquire into his antecedents, the influences which have led to his positive convictions and the influence of his life upon the lives of others.

The Tradesman has achieved an enviable reputation through its biographical sketches of Michigan men who have achieved success in their service to their fellows and added to the reputation of their neighborhood, city and state, in the exercise of the attributes of good citizenship. Having this in mind, and with your indulgence, I am taking the liberty of telling the readers of the Tradesman about a man who has recently come into the limelight through circumstances connected with his relationship to the Agricultural College.

Daniel Strange, of Grand Ledge, is a Michigan product and received most of his scholastic education at the Michigan Agricultural College, having entered there in 1864 and being graduated in 1867. Since the death of a classmate a few weeks ago, he is the oldest living alumnus of the college and the only survivor of the classes graduating previous to 1867. I have maintained a rather intimate correspondence with him over this long interval since he received his bachelor's degree and the tie of friendship has led to a pretty frank exchange of views from time to time, and, I think, while we may differ from each other often in our opinions, we have great respect for the ideals of each other. Occupying, as he does, a unique position as a college alumnus who took his work in college in the primitive days of its existence, it occurred to me that something from him and about him would be of interest to the readers of the Tradesman.

Mr. Strange's father was John Strange, who came as a pioneer to Eaton county about 1836 and had his pick of the Government land in Oneida township. From this selection there is a goodly portion still in the possession of the Strange family. In a history of the pioneers of Eaton county which was published last year, Mr. Strange gives a vivid account of the trials, privations and dogged persistence of his father and mother and the triumph of developing a productive and attractive countryside domain. The three sons were all educated at the Michigan Agricultural College; and as Mr. Strange is now over 80 years old and in full command of his faculties, with a retentive memory of early events, I propounded the question to him of how the College and the men who gave it character and standing appealed to him when he entered there

in 1864. In his reply to the interrogation, he says:

"I attended for a brief period two other colleges previous to entering the Michigan Agricultural College and I was surprised and delighted with the change in the quality of the instruction given—the superior industry, intelligence and enthusiasm of the instructors. It seemed to me that there were 'giants in those days.' President Abbot was a man of remarkable erudition, master of seven languages, and taught anything and everything in the curriculum with masterful ability—mathematics, chemistry, philosophy and was superb in literature. He had a teacher's most valuable art or gift of leading his pupil to evoke his own resources. I was very near to him and went to him with many problems. I think he never gave me a solution but would ask if I had tried this or that method of approach, only giving a hint from which I found the solution. His marvelous Christian spirit and educational enthusiasm left an impress of inestimable value.

"Dr. Kedzie was too well known and too highly esteemed by two generations of students to require encomium from me. Many termed him the backbone of the college and some even called him 'the college.' His intelligence, industry, enthusiasm and energy were unbounded.

"Dr. Miles, Professor of Agriculture and superintendent of the farm, had innate genius for scientific research. He developed the science of agriculture in America where before him there was no science. Students lived very near to the faculty in those days, and they questioned Dr. Miles in the fields while they were working under his instruction: "Doctor, if this be so, and this, does not this follow?" "Not necessarily," was his so oft repeated reply, that Professor Will Tracy gave him this as a nickname. He had an uncanny insight for the possible exceptions to an apparent general rule. When experiment stations issued innumerable reports, Dr. Miles took great interest in pointing out their inclusive character. Agriculture of the State will ever owe him a great debt. It was a sad day for Michigan and entailed serious loss to the State when we elected a governor who could no more appreciate Manly Miles than a pig can appreciate a prayer book.

"Oscar Clute was our instructor in mathematics. He was not a brilliant mathematician, for his talent lay in other lines. He was an unusual teacher of rhetoric, literature and logic.

"Albert N. Prentiss taught us botany, horticulture and landscape gardening. His heart was in his work. He taught us well. If he was a martinet in discipline, his kind heart won the affections of us all.

"This was the entire teaching force during my first years in college. Professor A. J. Cook came later to teach mathematics; but this was not his forte and President Abbot sent him East to study entomology. He returned with information which the farmers of Michigan needed and could

# a good DEAL for everybody



## but specially for the grocer

The Borden advertising sales and service plan is bringing you more customers, more sales, more profits.

First, the advertising—consistent, attractive, powerful—is telling the Borden story on the entire Borden line: Eagle Brand, Borden's Condensed Milks, Borden's Evaporated Milks and Borden's Malted Milk, to millions of milk consumers.

In all the leading women's magazines, month after month, in large space and in color—reaching the intelligent housewives who are the backbone of your business.

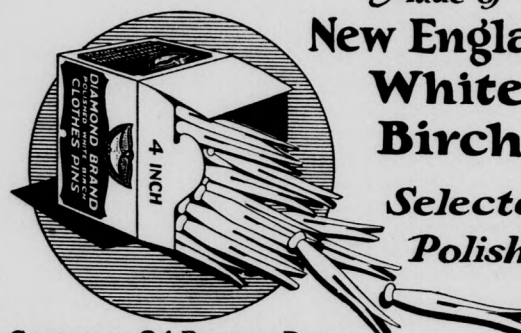
Separate campaigns on Eagle Brand for infant feeding, Eagle Brand for cooking, Borden's Evaporated Milk and Borden's Malted Milk.

And behind these campaigns are the Borden salesmen—always ready to give you service—eager to co-operate with you personally to see that this advertising is put to work for you. The Borden Company, 350 Madison Avenue, New York, N. Y.

## DIAMOND BRAND CARTON CLOTHES PINS

Made of  
New England  
White  
Birch

Selected-  
Polished



CARTONS OF 24 PERFECT PINS~

TRADE MARKED QUALITY  
OF  
THE DIAMOND MATCH CO.

Sold and Recommended by  
ALL LEADING DEALERS



appreciate, and he perhaps did more in those years than anyone else to win the farmers' approval of the College.

"The visible College consisted of 676 acres, a few of them partially improved. Three of the professors' residences are still standing, but somewhat enlarged. The old College Hall housed the laboratories, the museum, library, lecture room and all recitation rooms, as well as bachelor quarters for the young professors. The other buildings were the dormitory afterwards known as 'saints' rest,' a cattle barn, a small horse barn and, as I remember it, a diminutive pigsty. It must be remembered that this was the first agricultural college in the land. The primitive conditions were a reflection of the agricultural status of the country, and the rapid development of the College and its influence were really an index to the progress in farm life.

In writing Mr. Strange, because he was the author of the Farmers' Tariff Manual, published in 1892, and because he has taken during his lifetime a vital interest in matters of taxation and has written valuable essays and contributions to the press upon subjects intimately related to what is known as the American plan of protection, it seemed to me that a brief response to the query of what is the cause and the remedy for the present depression in agricultural interests would be worthy of some publicity. His response to the query was as follows:

"A tariff on farm products that we never import, as wheat and pork, can have no effect whatever. Forty dollars on a bushel or a pound would not touch a price. A tariff equal to the difference in cost here and abroad is the silliest of all demands. It would mean a tax of \$20 a pound on tea—a heavy burden on consumers and no advantage to anyone on earth. A needed tax for protection means its price must be added to the domestic product or there is no protection. When Congress said a 40 per cent. duty was needed on pearl buttons, it meant that foreigners offered for \$1,000 buttons for which our men needed \$5,000. A little tough for the consumer. But the wealth of billionaires is due to protection.

"So long as the importation continues, the duty is added to the domestic as well as the imported article. Importations continue. We collect \$600,000,000 annually at ports of entry. That is \$6 for every man, woman and child in the States. This is doubled by the dealers, costing the average child \$12, not for imported goods but the increased price for foreign goods consumed. Then don't buy imported goods. But you can't escape domestic protected goods. Do your farm and family buy ten times more of domestic protected goods than of foreign make? Ten times twelve is 120 for every man, woman and child to pay for the increase of prices because of the tariff. Escape these figures if you can. Figure it for yourself. Government gets the \$600,000,000 on imported goods; manufacturers and merchants get the increased prices for domestic goods. One hundred twenty dollars per capita

is \$3,500,000 for a county of 30,000 average purchasers: enough to build one hundred \$35,000 court houses every year. It goes to the East and the average farming county of 30,000 has naught whatsoever in return. They still vote for protection and still buy pitchforks, machines and shoes at more than three times a normal price. J. G. Blaine said it is easier to get \$10 in taxation when men don't know it than \$1 when they know it. What think you whose dollars are taken?

"President Coolidge says he would like to see the largest possible accumulation of wealth in the hands of the wealthy few. If he had said he wished to see men of talent earn more, that would do; but he wishes them to accumulate, knowing all wealth is produced by toil and they can only accumulate what toilers produce. He talks sagely of economy and tax reduction, but the only tax reduction he favors is reducing the tax of millionaires, leaving a still heavier burden upon the poor. Large income taxes may be reduced, but not the tax on consumption by the poor so adjusted that the man feeding a dozen mouths may pay more than the millionaire. Congress has authorized the President to reduce the tariff at the request of the Tariff Commission. They asked reduction on sugar to relieve millions of families. Nay, says Coolidge, never an item to be taken from the most iniquitous tariff ever imposed upon the poor of any people.

"The remedy? Tariff reduction. Not to close a factory, but to compel them to sell at home nearly as cheaply as they sell across the water, underselling all nations after paying freight. With cheapened products more will be bought and factories must produce more and give better times for all, as after reductions of tariff in 1846 and 1913. Two golden eras."

In the pronouncement of Daniel Strange on agricultural matters, the methods of taxation and educational subjects in general, he does not indulge in camouflage and uses plain and vigorous English in expressing his views. He is always an attentive listener when his positions are attacked and a courteous gentleman in controversy. He is a logical thinker, a careful and painstaking student of public affairs, and he has lived to see popular approval among the farmers of the advanced positions he took thirty-five years ago. He was at that time subject to severe criticism and disapproval and his pronouncements were ridiculed and scoffed at. He has waited patiently during the years of experience for the reaction of the farmers which has come quite rapidly during these later years. In the annals of progress in American agriculture the men who think when they dig and who carefully weigh in the balance the acclaims of designing politicians and who, like Daniel Strange, fearlessly express their convictions in matters of public policy, regardless of party affiliations, will not be forgotten. Charles W. Garfield.

The honest-to-goodness "good-mixer" is the fellow who mixes brains with his job.

## What a prominent Judge says about Trust Company Service

A Judge of a high State Court writes:

"I named the Trust Company in my will as Executor and Trustee of my Estate because I wanted the peace of mind—the sense of security that comes from knowing that my wishes as to the distribution of my property will be faithfully and efficiently carried out."

This feeling of security will be yours if you appoint this company as your Executor and Trustee. Our experience in business and estate matters, our financial resources and long experience assure a faithful and efficient administration of your Estate.

**THE MICHIGAN TRUST COMPANY**

The first Trust Company in Michigan

**STRENGTH**

**ECONOMY**

## THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the

**MICHIGAN MILLERS MUTUAL FIRE INSURANCE COMPANY**  
(MICHIGAN'S LARGEST MUTUAL)  
AND ASSOCIATED COMPANIES



**Combined Assets of Group**

**\$39,611,125.59**

**20% to 40% Savings Made Since Organization**

**FIRE INSURANCE—ALL BRANCHES**

**Tornado—Automobile—Plate Glass**

## DRY GOODS

**Michigan Retail Dry Goods Association**  
 President—A. K. Frandsen, Hastings.  
 First Vice-President—J. H. Lourim, Jackson.  
 Second Vice-President—F. H. Nissly, Ypsilanti.  
 Secretary-Treasurer—D. W. Robinson, Alma.  
 Manager—Jason E. Hammond, Lansing.

### Fancier Cuff Links To Come?

Fancier cuff links for men than have yet been seen on this side of the Atlantic are presaged by those now being worn abroad to match the light-colored suits that are now so popular with young Europeans. Unusual color combinations in enameled links are quite generally seen there, according to advices received in the local trade, and they are said to be finding favor with some of the older men as well.

The colors in these links match the shades in the scarfs that are worn, and these, in turn, harmonize with the favored striped shirts. A new type of link, which makes a perfect oval, is seen in blue enamel with a gold rim. It is set off by red figures not unlike Egyptian hieroglyphics. The really newest things, however, are the links with outstanding "pebbles," such as seen in fashionable bracelets. Some of them are ridged like a pyramid. One of their advantages is the ease with which they may be put through the buttonhole. Another is the good hold they afford.

### Want a Hot, Dry Fourth.

Makers of merchandise that is used as prizes by concessionaries at the beaches and Summer parks are hop-

ing as hard as they can for a hot, dry Fourth of July. If they get it, with a few similar Saturdays and Sundays in between this time and that, they will be sure of one of the best seasons in many years. The bright Decoration day holiday got the season away to a good start, and the warm weather of the past Saturday and Sunday brought in plenty of business to the stands. Upon the weather on the Fourth, however, will depend much of the duplicating buying for the remainder of the Summer. Whether there is any basis for it or not, bad business on the Fourth of July is looked upon as a "hoodoo" for the rest of the season, and the concessionaires buy accordingly. Leather goods makers, producers of fancy dolls, lamps, candy, etc., are

therefore pulling for good weather on that day.

### Demand For Bathing Accessories.

Beach robes for men are expected to meet with good consumer demand as soon as the weather favors sale of these and other bathing accessories. In past seasons, there has been a pronounced drift noted toward increase in use of these garments by men bathers. Rayon fabrics in novelty patterns are being featured this season in many of the garments, particularly ones to retail at about \$5. The demand for bathing suits is still below anticipations and re-orders have not developed to any marked extent. Striped shirts in various color effects, together with solid colored trunks, are being extensively shown.

## Do You Remember Virginia Wainwright ?

In 1921 a woman whose pictures appear below using the name Virginia Wainwright was arrested at Sturgis for passing worthless checks. She had victimized several merchants in Michigan and among them quite a number members of the Michigan Retail Dry Goods Association. She was returned to Lansing to answer to a charge brought by the Mills Dry Goods Company and the F. N. Arbaugh Company and was sentenced to the Detroit House of Correction from the Ingham County Circuit Court by Judge C. B. Collingwood.

After serving one term she was sentenced on another charge for six months and after serving the second sentence was brought before Judge Collingwood and released on suspended sentence.



Now comes the word from the Saginaw Credit Bureau that the same woman, who in that county used the name of Clara Conaway, has been successfully working her game there. She was described in 1921 by the Birmingham, Alabama Detective Agency as age 30 to 35 years, height 5 ft. 10 ins., weight 130 lbs., slender build, brown hair with slight reddish tinge, and speaks with a decided Northern or Eastern accent. She has used the following aliases: Mrs. Stella Haynes, Mrs. W. W. Guard, Mrs. S. F. Gates, Mrs. H. M. Franklin, Mrs. Ellen Parker, Miss Virginia Wilson, Miss Susan G. Davis, Florence Wilson, W. E. Anderson and many other aliases. In Saginaw this month she went by the name of Johnson.

When she operated in Michigan before she was accompanied by a man who acted as chauffeur, two small children and a nurse girl. She worked alone passing checks, leaving the children and nurse at some hotel.

At Sturgis, Lansing, Muskegon and Saginaw in 1920 and 1921 she occupied summer resort cottages and worked two or three towns at a time. If a woman of this description appears at your store report her immediately to the police.

MICHIGAN RETAIL DRY GOODS ASSOCIATION

Jason E. Hammond, Manager.



### Printed Silks Still Wanted.

While flat crepes continue to have the largest volume call from retailers, business in prints is holding steady. Hot weather has helped the demand for the latter goods, although the stimulation came considerably later than was expected. The buying covers prints at a price and also new patterns which wholesalers say are selling at full quotations. Particularly prominent in the latter are fairly large spaced floral designs on white, dark or light shaded grounds. These are shown on crepe de chine weaves, but there is and has been an active call for printed georgettes. While the situation in prints this season has been unsatisfactory from a number of standpoints, there has been no great surplus dumped on the market as was the case last Spring.

### Buying More Nainsook Lines.

The warmer weather of the last few days has stimulated considerably the demand for men's nainsook and other types of "athletic" underwear in this market, but there is still a good deal of this merchandise in the \$1 retail class to be disposed of. It was estimated yesterday that not over 60 per cent. of a normal season's volume has so far been taken by jobbers and because of this it was predicted that wholesale buying would continue well into July. Ordinarily it is practically over by the middle of June. Were it not for the higher cost of cotton and yarns, the present situation would probably be productive of quite sharp price cutting on the cheaper lines. The higher-priced grades, which are largely made up on order, are in better shape.

### Demand For Summer Suits.

Warmer weather is stimulating the demand for men's Summer clothing and some re-orders are beginning to come in from retailers to fill out stocks. Tropical worsteds are leading in favor, particularly in suits to retail at \$25 to \$30. Specialty Summer weave and mohair suits are also sharing in consumer interest, and the varied new patterns in these goods are attracting much attention. If the hot spell continues, the chances are that manufacturing clothiers will have good opportunity to clean out present stocks. Tropical cloths for 1926 are being prepared, sample lines in some instances having already been shown buyers and some business booked. It will be several weeks yet, however, before the general market in tropicals is opened.

### Fall Blouses Nearly Ready.

The next two or three weeks will see the completion of Fall lines of blouses. The outlook for the new season, says a bulletin from the United Waist League of America, strengthens the manufacturers' convictions that semi-tailored blouses, as well as the strictly-tailored models, will be the most successful items. Some costume blouses will be shown, but they are not going to be counted on to produce the volume that is expected of the other styles. Meanwhile re-orders are coming in for Summer blouses, particular-

ly the sleeveless ones, which have proved so acceptable to the women of the country. Printed blouses matched to pleated skirts of plain crepe, with borders of the printed material, continue to be popular.

### Sterling Wares Selling Freely.

Although June is always second to December in volume of sterling silverware sales, the present month is making something of a record for itself. This is attributed to the large buying of this merchandise for wedding gifts and to the larger than usual number of these events this June. Among the articles selling best for gift purposes right now are console sets consisting of a centerpiece and either two or four candlesticks, sandwich, bread and luncheon trays, chests and tea services. The best selling chests, many of which are put up with eight pieces each instead of the former twelve, are priced at from \$250 to \$350, but they occasionally sell as high as \$1,500 to \$2,000. The tea services run up to \$3,000.

### Weather Affects Cap Sales.

In common with other items of men's sports attire, cap sales have been affected by the poor selling weather of recent weeks. This has served to hold back reorders, but the prospects for retail turnover of present stocks on hand are considered good. Practically all of the new models are of fancy patterned woolens with the eight-quarter style a feature in most instances. Many of the caps incorporate air-cooling features that are counted on to help sales to golfers and automobilists. Pongee and silk caps have not begun to move actively as yet owing to the lack of continued warm weather. Caps to retail at \$2 or thereabouts are having the biggest consumer call.

### New Type of Earring Favored.

One of the present outstanding novelties in women's jewelry abroad is a new type of earring, which is a sphere studded with small diamonds. Whether in white gold or platinum studded with brilliants, most of which are tiny, this type of ornament is very effective, for, as the wearer moves about, the studded sphere catches and reflects the light. Some of the more novel earrings of this order have three spheres but, due to their weight, they must be small. Incidentally, the vogue for brilliants is being accompanied by a mode that calls for heavy gold ornaments with no gem relief whatever.

### Gain in Shirt Orders.

Orders for August and September delivery of men's shirts are gaining in volume. Novelty effects in collar attached and to match models are taking well, but broadcloth merchandise, however, shows no falling off in popularity, according to wholesalers. Large retailers continue to feature shirt sales, and purchases for these events have served to clean up most of the surplus stocks in the market. Some business has been placed in holiday merchandise, with silk garments showing up well in goods to retail from \$5 up.

## At Ramona Park

Ramona Theatre - KEITH VAUDEVILLE

TWICE DAILY AT 3 P. M. AND 8:30 P. M.

RESERVED SEATS AT POPULAR PRICE

FOR RESERVATIONS TELEPHONE 22624

PROGRAM CHANGES THURSDAY AND SUNDAY

DANCE IN RAMONA GARDENS

With Lew Caskey's Feature Orchestra

RIDE THE DERBY RACER

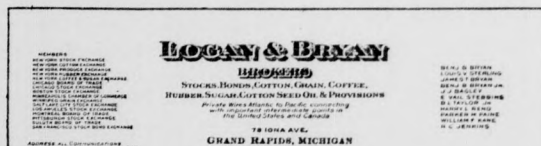
With Its Thrilling Dips

VISIT THE MYSTIC CHUTES, THE FUN HOUSE, 'N EVERYTHING

BRING THE FAMILY

## MICHIGAN BELL TELEPHONE CO.

Long Distance Excels  
Any Other Means of Communication



December 3rd 1927

Michigan Bell Telephone Co.,  
City.

Gentlemen:

We use your long distance facilities very extensively and the results have been very satisfactory. It enables us to keep in direct touch with our clients, which is a great help especially when we have to work quickly.

Yours truly,

*A. E. O'Neill*



## RETAIL GROCER

Retail Grocers and General Merchants Association.

President—Orla Bailey, Lansing.  
Vice-Pres.—Hans Johnson, Muskegon.  
Secretary—Paul Gezon, Wyoming Park.  
Treasurer—F. H. Albrecht, Detroit.

### Outsider Sees What the Proprietor Does Not.

Written for the Tradesman.

Investigators they are often called, also experts; but the proper name is Business Doctor. This because they are men called in to diagnose business ailments or what seem to be ailments and prescribe corrective measures or drastic remedies, as the case may require.

It should be noted, too, that such men have been utilized and are to-day being called in regularly by the best merchants. Department stores have used them longest; and department stores are famous for being the best managed institutions we have. In fact, as a merchant grows in real knowledge himself, he depends more generally on the viewpoint of an outsider—provided that outsider has evinced ability to "size up" a situation and put his finger on the trouble.

This is an important element in department store success; that the owners leave nothing undone that promises to improve their knowledge and management even slightly. For they know that they have to be at their best always to meet and combat the keen competition that lies on all sides of them.

It has been said often that we do not pay a doctor for his pills. The pills may be worth five cents. The doctor may charge us ten dollars for a consultation which lasts ten minutes, and the writing of a few words on a slip of paper with instructions to a druggist to hand the dope when ready—we also pay for it, of course. But to know what pills to prescribe—that is what we pay the doctor for.

So also with the automobile expert. The owner stopped for repairs. The mechanic raised the hood and tapped a few times with a hammer. His bill was \$250. The owner asked for items. He got this bill: "To tapping with hammer \$1. To knowing where to tap, \$249."

If the patient had known what the doctor knew, he could have bought his own pills. That is, maybe he could. For doctors are famous for calling other doctors when they are ill or when their own families fall ill. They feel evidently that they are too near to their own cases to see properly.

If the auto owner had known where to tap, he need but have used his own hammer. But the auto expert had put in years of study and experience to know. The doctor had done likewise. Hence each was cheap at the cost.

Now even grocers are awakening to the need for outside counsel and guidance. Not many of them as yet, but some. And those who are using such counsel are the ones who will be here when the men who say and think "he can't tell me nothing about my business" have dropped into the discard. And just like the pills and the hammer, the remedy is often laughably simple; or it would be laughable were it not

so serious and were the trouble not so universal.

For example: A wakeful grocer recently asked a Business Doctor to give him a day of counsel and advice. He was told it would cost him \$25 and expenses. He said: "No matter what it costs. I know it will be worth my money."

The doctor arrived at 9:30 in the morning and walked to the store. He noted it was a neighborhood place, not particularly well located nor prominent. But as he got near the store he was favorably impressed with several features. There was a modern electric sign which must make the store stand out prominently—the more so as there were no other illuminated signs near it. The store itself was 25 feet front, tapestry brick and new. The exterior was up-to-date and attractive.

Here was a really beautiful room with two fine plate glass windows, sky lights and modern fixtures. It was white finished throughout so it was bright and inviting in itself. It was outfitted with the most modern refrigerator system. Physically, it could not have been a better outfit—convenient, too, in size, being 25 by about 35 feet.

But these advantages were not utilized 10 per cent. The store was so wretchedly dirty, disorderly and neglected that the realization of how bad it was came slowly to the visitor. He could hardly believe his senses. But as one thing after another struck him, he realized that here surely was a case of men so close to their business that they had lost all perspective. The store was busy—goods were plentiful and evidently on the move. That was all that saved it from being too utterly repulsive for any decent person to patronize. Plainly, business was done here in spite and not because of conditions.

A fine refrigerated case across the front at the entrance was filled with cheese, milk, butter, chickens, boiled ham in such confusion that nobody could find anything who was not intimately familiar with the case; and cartons were put in so carelessly that they leaned against the glass—terrible to look at from the front, where customers see things.

The windows were fly specked. Vegetables and fruits in them had been thrown in and only their freshness saved any appearance whatever. Other show cases were covered with the dust of many yesterdays and any old thing was piled on them any old way. That is enough detail. The whole store was a crime. Question was: How to bring home this point to the boss? That was the first thing to be done.

So the doctor had the boss get his car for a drive to Toonerville, about eight miles away. Going over the doctor learned that there were no chain units in this man's town and the boss went on to say that he had never been able to "see" Toonerville. But as they drove in and the doctor saw units of all prominent local chains, including Woolworth and Penney, he said: "Well there must be business in Toonerville or those folks would not be here."

The doctor indicated a stopping  
(Continued on page 31)

# HEKMAN'S

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

COOKIE CAKES AND CRACKERS ARE MOST DELICIOUS AND WHOLESOME.

YOU WILL FIND A HEKMAN FOR EVERY OCCASION AND TO SUIT YOUR TASTE.

## MASTERPIECES

of the Bakers Art



*Hekman Biscuit Co.*  
Grand Rapids, Mich.

## M. J. DARK & SONS

INCORPORATED  
GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST - FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

## ON TO OMAHA — AND IDEAS!

Be sure to attend the annual convention of the National Association of Retail Grocers at Omaha, Nebraska, June 20th to 23rd.

Find out what the other fellow is doing. Get together and swap ideas with your brother tradesmen!

Remember: Omaha . . . June 20-23rd. Make it part of your vacation trip! Get in touch with your local secretary or ask your Fleischmann man.

**THE FLEISCHMANN COMPANY**  
**Fleischmann's Yeast** **Service**

Don't Say Bread

— Say

# HOLSUM



## MEAT DEALER

### Meat Experts and What Makes Them.

We often hear expressions among wholesale and retail meat dealers with respect to ability of certain men. Every one who talks on the subject has his favorite meat expert whose ability in judging meat is above everyone else's. There are men well known for their experience and ability, who find many to endorse them. As a rule, the meat experts who come to the front quickest are those who handle the higher grades. Men who acclaim them experts of the highest order have seen the meat they bought on many occasions, and knowing it to be high in quality come to consider the results of their activities due to superior knowledge. The moral to this might be, then, buy meat high in grade if you would be known as an expert. As a matter of fact, highest quality is not most difficult to grade. Whether we consider meat or other things, we find that superior quality stands out so plainly that it is difficult for anyone to go wrong in judging it. It is the in-between grades that puzzle buyers and sellers in finding out just how high it should stand in the grade scale. Here is where the expert's ability is put to a test, and in order that he may judge correctly he must be an expert in fact as well as in name. A conservative method for a judge of meat to employ would be to call any meat offered for his examination a little lower in grade than it really is. Since he would be more apt to be criticized for over rating than under rating, his name as an expert would be well preserved by such an arbitrary course. This plan, however, would be unfair to producers and a weak way to maintain prestige. Under Government supervision he could not retain it for any definite length of time. Equity is demanded and any Government grader who under grades meat is deemed as incompetent as one who over grades it. It is because of this, as much as for any other reason, that the work of Government graders of meat has been so acceptable to dealers who require impartial judgments. In commercial business some of the most clever meat men handle meat that is not of the highest grade. It is because their wonderful judgment of this meat that they are as successful as they often are. Some of them seem to know intuitively all of the qualities meat possesses. They take into consideration every conceivable feature and reach accurate conclusions. With this knowledge theirs, they find it easy to sell.

### Fascination of Meat When Scarce.

While talking to a young housewife the other day, I mentioned the scarcity and high value of lamb and said that perhaps beef, pork or veal would be found more economical for a while. I met her again the following evening and she said as soon as she came within speaking distance, "Do you know, I could think of nothing but lamb chops after you talked to me yesterday, and I craved them so, I just had to buy them to-night?" Perhaps it is this strange fascination for things restrict-

ed that makes certain real estate ventures successful and bootlegging so profitable. I have no way of knowing how many mouths water for food just out of ordinary reach or where a reversed policy of advertising would show more profit, but it seems to many business men that things sell best when high in price; sometimes at least. When lamb chops cost 75c or 80c per pound, they must be good. When they sell for 30c their appeal is lost, according to 20th century ideas, it seems. We have no prejudice against lambs, whether high or low. It tastes the same to us at both ends of the price scale, but it becomes our duty at times to point economic pathways to housewives to direct their course towards meats that are plentiful and reasonable in price. A few lamb chops, even at present prices, will hardly be expensive enough to be remembered a month hence, even at the high peak of \$1 per pound in some shops for selected milk-fed meat, but how about veal and beef? Both of these kinds of meat are reasonable, especially for high quality. Pork has been rather docile lately raising on a moderate plane and perhaps deserves attention as a reward for its docility, if for no other reason. Best of all, why not ask for a frozen leg of lamb or chops from the same frozen carcass? Both will be found lower in price than fresh meat. Just to find out how valuable these nightly meat chatters are, order frozen domestic lamb from your butcher to-morrow. If you do not find it good, I lose my guess, but order it frozen and defrost it yourself.

### Eggs of World's Champion Hen Bring Record Figure.

Vancouver, B. C., June 10—Three eggs laid by Maizie, world's champion hen, owned by the University of British Columbia, have been sold to a Texas poultry breeder for \$25 apiece, or at the rate of \$300 per dozen, according to announcement by Prof. Everton A. Lloyd. The "miracle" hen recently broke all previous records by producing 351 eggs in a 365 day test. "This is the highest price ever paid for a hen's eggs," said Prof. Lloyd. "If the entire set of 351 eggs had been sold at \$25 apiece, the pullet's production for the year would have been worth \$8,775."

Maizie's record in the egg-laying contest was four eggs ahead of the world's previous high mark, held by an Australian bird, which laid 347 eggs in a year's official test. Former record held in North America was established by a pullet at the Puyallup, Wash., experiment station, which laid 335 eggs in 365 days.

### Hides, Pelts and Furs.

Green, No. 2	11
Green, No. 1	12
Cured, No. 1	13
Cured, No. 2	12
Calfskin, Green, No. 1	16
Calfskin, Green, No. 2	14½
Calfskin, Cured, No. 1	15
Calfskin, Cured, No. 2	13½
Horse, No. 1	3 00
Horse, No. 2	2.00

### Pelts.

Lambs	50@75
Shearlings	10@25

### Tallow.

Prime	07
No. 1	07
No. 2	06

### Wool.

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

THE BEST THREE  
**AMSTERDAM BROOMS**  
 PRIZE *White Swan* Gold Bond  
 AMSTERDAM BROOM COMPANY  
 41-55 Brookside Avenue, Amsterdam, N. Y.

### VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

Latest Arrivals — Strawberries, Pineapples, New Potatoes, Valencia Oranges, Texas Onions.

### RESORTERS AND TOURISTS

Buy a lot of **Candy**

Fill your show cases for this Big Business with

*Putnam's*

The Good Candy

AGENTS FOR

**LOWNEY'S**

PUTNAM FACTORY  
 Grand Rapids, Michigan

### GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

Always Sell

**LILY WHITE FLOUR**

"The Flour the best cooks use."


Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

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

**Peak Sales this year**



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

B 93 26 **RUMFORD CHEMICAL WORKS**  
 Providence, R. I.

## HARDWARE

**Michigan Retail Hardware Association.**  
President—C. L. Glasgow, Nashville.  
Vice-Pres.—Herman Dignan, Owosso.  
Secretary—A. J. Scott, Marine City.  
Treasurer—William Moore, Detroit.

### Catering To the Requirements of the Summer "Outer."

Written for the Tradesman.

The approach of hot weather brings to most people a strong desire to get away from town and eat and sleep out of doors. The number of "outers" in every urban community is steadily increasing. Boy scout and girl guide camps are becoming steadily more popular. Many people go to their summer cottages when hot weather comes; others join the throng of motor tourists; others take to their tents.

All these outdoor activities mean increasing demands for goods which the hardware dealer might just as well supply.

In ordinary camping out, the chief item, of course, is the tent. Many hardware dealers carry tents, or take orders for tents or portable houses. It is quite possible for the alert hardware dealer, with a knack of getting into touch with prospects, to work up a considerable business in these lines without tying up very much money in stock.

These goods are sold now; but in many communities, outside firms quite often make the sales and reap the profits. The hardware dealer might just as well make the sales and get the profits himself. This does not imply that he should lay in a heavy stock and invest a lot of capital in goods which are largely seasonable; but he could advantageously represent some reputable house and take orders from catalog; for summer delivery.

It is not necessary to carry a big stock of tents, awnings, flags or camping utensils; but the dealer can readily place himself in a position to meet and supply the local demand for these things, and to help develop additional business. The venture along these lines does not involve much outlay, and would seem to be worth trying.

It is but a natural step for the dealer supplying sporting goods to handle outfits for tourists, prospectors and campers. The line can be made more or less extensive, according to the desire of the dealer; though naturally the store which goes strongly into the line will command the trade to a very great extent. Such lines as hunters' clothing, camp beds and chairs, camp stoves and reflectors, and collapsible aluminum cooking outfits, all can be worked into this department.

Even where the dealer does not undertake the handling of tents and the larger articles, considerable trade can be worked up in the smaller camp accessories. The old time camp fire is a romantic thing; but for practical camping out, nothing can beat a small oil or gasoline stove; and that is something the dealer at this particular season can advantageously handle and sell.

If the camper prefers the camp fire, that again opens an opportunity for the hardware dealer. The camper must have a pot with which to do his cooking over an open fire. There should

be a tripod from which to hang the pot. Then too he needs a can opener—better, a number of can openers, in case one gets lost—to unlock the summer commissariat.

There are campers, too, who from past practical experience don't care to sit down on decaying logs, the prey to all manner of reptiles and insects. Sell these people camp stools. There is a keen demand, too, in the dark woods at night, for dependable lights. This means a lantern or a flashlight. Possibly you can sell an up-to-date gasoline lamp. Then, too, a full equipment of tools is needed—particularly a sharp and dependable hatchet, which is all-important in real camping.

"Outers" are many and varied. They range from the enthusiasts who plunge right into the backwoods in search of the primitive to the folks who hie themselves by easy stages to well-appointed summer cottages where they expect to dress for dinner. They include the motor tourists, and the enthusiasts for all sorts of outdoor sports: the one-day excursionists and picnickers; and the angling enthusiasts who abound in every community.

To all these varied classes of outdoor enthusiasts, the hardware dealer can profitably cater.

Take, for instance, the picnickers. For a picnic, a first essential is a good-sized basket for lunch. A basket display right now would have a double appeal. You can show (most suitable for both purposes) a basket that can be used not merely for the picnic this week or next week but for marketing all the year round.

Then, too, the picnic party should take cheap knives and forks. On a picnic, it is very easy to lose such table utensils, and usually very difficult to find them again. It's a wise precaution to leave the standard silver and even the silver plate at home when you go picnicking. There are available, indeed, for such purposes, neat outfits of what might be called "temporary" utensils, which can be used and thrown away. Paper napkins and paper plates can similarly be used and discarded. Wise picnickers outfit themselves with stuff that can be discarded; or that, even if lost, will not be seriously missed.

Put in a picnic window display with show cards telling about all these advantages.

Other picnic accessories include individual paper cups or collapsible drinking cups. Thermos bottles are a good line to include in your picnic display.

The points to stress in such a display, and to emphasize by means of show cards, are: first, the importance of being fully equipped for the picnic; and second, the convenience and desirability of using, as far as possible, equipment that can be readily and cheaply discarded and that does not become a source of worry.

The camper out in the vicinity of a lake or stream usually wants to do some fishing. Often the fishing is the prime inducement to camp out. For the hardware dealer, fishing tackle is always a good summer line to push. Even the outer who is no fisherman may be persuaded into purchasing

cheap tackle in the hope of landing some fresh fish.

One big city firm makes its store the rendezvous of the anglers. In one of the store's large windows is set a huge aquarium filled with countless minnows. Every passer-by stops to look at this unusual display. To the fishermen who use minnows for bait, the display proves especially attractive. He may not need bait at the immediate moment, but he remembers where to go for such bait when he wants it.

## SEPTIC TANKS

Reinforced concrete construction  
Approved by State and  
City Authorities.

\$29.50 and up.

Circular mailed upon request.

### GRAND RAPIDS SEPTIC TANK CO., Inc.

2100 Grandville Ave., S. W.  
Dial 3-8993 or 2-2434

## 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

**If You** are interested in buying or selling  
a hardware stock write or call on  
us.

**Foster, Stevens & Co.**  
Founded 1837

GRAND RAPIDS 61-63 Commerce Ave., S.W. MICHIGAN

WHOLESALE HARDWARE

### THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

561-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

## Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting  
Goods and

**Fishing Tackle**



Asked regarding the results from this display, the dealer said:

"It isn't that we make a lot of money from bait. There is no big direct profit. We pay a cent and a quarter for a minnow and sell them at 25 cents a dozen. That leaves a few cents gross profit, but hardly enough to repay us for the trouble. But then there's the indirect profit. We sell a great number of bait pails. Some fishermen who come for bait bring their own pails, but the majority expect to buy them right here. We are near the station and many men, when they decide to go fishing, come here, buy their equipment and bait from us, and walk right across to the train. We sell a lot of rods and lines, and the attraction of the bait helps a lot in making these sales."

The small town dealer could hardly go into the bait business on the same huge scale; yet the idea is an indication of the manner in which some striking, unusual feature helps to attract trade in allied lines.

In this case the attraction lay in the fact that this particular store was headquarters for a certain type of bait often used by anglers. They knew they could get minnows there any time in season; so that store got their preference; and when they bought minnows they bought other anglers' supplies.

In just the same way the hardware store which features, say, tents, will attract a great deal of the subsidiary trade in outers' equipment. Or the store which, in a small city, or even a big city establishes itself in the public mind as the one place to go for camping supplies, will inevitably get the first chance to cater to the needs of a vast majority of campers.

To establish such a reputation for a store in regard to some especial line of business requires more than merely carrying a comprehensive stock. The dealer and his salespeople must possess an intelligent understanding of the line; must, for instance, know in a practical way the problems the camper has to meet and solve; must know the goods and be able to advise intelligently. Knowledge, plus the goods, will establish a reputation for your store; and you can't get that reputation in any other way. To extensively advertise, "Headquarters for Campers' Supplies" and then carry a small and incomplete stock and reveal a half-hearted understanding of real camping out, won't get you anywhere.

What one small town merchant did in the way of providing service for outers indicates a line which can be followed by dealers in close proximity to summer resorts. This merchant carried on business in a town of approximately 2,000 population. A few miles up-river was a summer resort, where the merchant lived in the summer, going to business each morning and coming home each evening in a motor boat. Every evening he mixed with the campers—townspeople he knew and strangers from a distance—took part in the camp sports, and found out what individual campers needed in his line. After the first week there was hardly a return trip from town to camp that the merchant did not take back a boat-

load of goods—fishing tackle, hammocks, screen doors, oil stoves, and the like. Often the camp business at night was bigger than the day's business in town. Campers, instead of making the trip to town for what they wanted, simply went to the merchant's cottage and left their orders.

In connection with camping out some effective and realistic window displays can be put on. A miniature tent with sticks for a campfire laid in readiness to strike the match makes a good center for an effective display. Red tissue and an incandescent light under the sticks will give a hint of reality. Have a pot hanging over the fire from a tripod. Show a canoe drawn up on a make-believe beach. Put in a display of fishing tackle or camp equipment. You can in this way work up, without too much difficulty, a very attractive display.

The dealer who carries on business near a summer resort may find it well worth while to visit the resort frequently and canvass new cottagers or campers as they arrive. It is rarely indeed that a cottager or camper does not forget some important item of equipment; and in such a case the hardware dealer who is right on the ground will usually get the business. In addition to camping equipment,

there is considerable opportunity for the sale of attractive souvenirs.

Victor Lauriston.

#### Flivver Store Outlet For Farm of Ford.

Henry Ford plans to make his company grocery stores an outlet for foods raised on company farms, according to a statement, made by Mr. Ford to Ida M. Tarbell, made public in the July issue of McCall's Magazine.

"We make flour out of the wheat we raise," said Mr. Ford to Miss Tarbell. "All the flour we make, like all the potatoes we raise, all the apples we pick, thousands and thousands of bushels and barrels of them, the oranges we raise in Florida, we sell direct to our employees and their friends and neighbors."

"The only trouble is we cannot get enough to supply them, but we shall in time. We have groceries at the factories, in the lumber camps and at the mines. A family of four can save a dollar a day buying there."

Investigating Mr. Ford's flax enterprises, Miss Tarbell reports:

"Men were called out of the factory to put in a first six hundred acres of flax and ingenious men were called from the machines that they were manipulating, and other men were called

ed from other departments to study the problem of removing the fibre from the flax stalk by mechanical means—and they have done it. To-day flax is being raised, prepared, spun and woven in and around Dearborn and yearly it is expected that the output will increase.

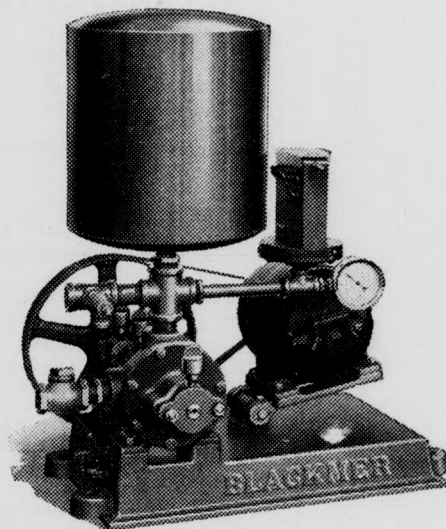
"It is a new industry and no small one. It will take 50,000 acres to grow enough flax for Ford's needs—as they stand to-day. He does not propose, however, to continue to send Ford workmen out to do the cultivation—unless he must. In this case he proposes another variation of his theory of balancing the trade and the farm."

"Let the farmer raise the flax and take the linen factory to him. The place for the gin and spindles and the looms is out in the country where the flax is grown," says Henry Ford.

"It could be made a village industry manned by farms who can apportion their time between farm and factory. We are doing this successfully now. It is going back to early times."

Most generally, business don't go where it ain't invited; and it don't stay where it ain't treated right.

Half knowledge is worse than ignorance.—Macaulay.



## BLACKMER HOUSE WATER PUMP

**300 Gallons per hour**

Special Introductory Price

**\$110.00**

Price includes 1/4 H. P. 110 V. 60 cycle A. C. Single Phase Motor or 32 V. D. C. Motor.

With 110 V. 1/4 H. P. 30 cycle A. C. Single Phase Motor.

Price \$120.00

All prices quoted F. O. B. Grand Rapids, Mich.

## 2¢ a Day Furnishes Running Water for Suburban & Country Homes

The Blackmer House Water Pump supplies an abundance of clean, healthful aerated water under pressure for Bathroom, Kitchen, Laundry Tubs, Stock Watering and to sprinkle the lawn or garden.

It operates from a shallow well or cistern. The large sturdy rotary type pump is entirely automatic. Starts and stops itself to maintain even water pressure. Long life of pump is assured for it runs at only 1/5 its normal capacity. Pumps 300 gallons per hour. Has no valves, no leathers to cause trouble. No delicate parts. Takes up its own wear automatically. Can be used with farm electric plant or with central station power.

Priced unusually low. Backed by 25 years successful manufacture.

Ask for free booklet.

Reliable dealers wanted.

**BLACKMER ROTARY PUMP CO.**

1809 Century Ave.

Grand Rapids, Michigan

## COMMERCIAL TRAVELER

### Verbeck Off For California For Two Months.

Grand Rapids, June 21—The Grand Rapids, Grand Haven & Muskegon Railway has been granted permission to put on motor busses between its several terminals. The decadence of this electric system, as well as others, is due to malpractice.

When competition was threatened the rail organization very promptly advanced their passenger rates and reduced their service, which was not very agreeably received by the public. In fact, it made the people sore and they still are. Consequently the established bus lines, which have all along been operated on business principles, are doing and will continue to do the bulk of the business between the principal terminals.

Kindergarten pupils could not have done much worse.

The supreme court of Arkansas has handed down a decision to the effect that an opinion formed from reading a newspaper need not disqualify one from serving on a jury.

This is exactly as it should be.

There is nothing more exasperating than the waste of time in impaneling a jury. One frequently reads in the newspapers that weeks are wasted before a jury is selected on a case of prominence. Counsel are permitted to ask all kinds of frivolous and irrelevant questions and, of course, time wasted in this way adds to the expense of court proceedings.

Under the ancient common law the jurors were selected from among those nearest to the place of crime and best informed as to the facts. The idea was that the neighbors would know more about the character of the defendant and the nature of his offense than anyone else and were best suited to pass upon his case.

In some way, for a reason that has never been satisfactorily explained to me, the rule has become established that a jury must be composed of persons who have formed no opinion as to the guilt or innocence of the accused. In fact, in most states a juror is held to be disqualified if, in consequence of reading a newspaper, he has formed an opinion and he may not serve on the case. Why the newspaper? Are there not myriads of sources through which information might be disseminated, especially in a criminal cause?

Everyone is bound to form an opinion if he possesses even a smattering of human intelligence; and based upon such rules a majority of such juries are composed of men whose judgment is absolutely worthless, or crooks who have gone upon the jury, perjuring themselves for the purpose of turning some defendant criminal loose.

Seems to me one would better rest his case with men or women of an analytical mind who are humanly kind.

Now we learn that some 2500 persons were killed by automobiles on public highways in the United States during the month of May. 304 of these fatalities being in the State of Michigan. Just think of it! Ten human lives being snuffed out every day among our own home folks. And all this despite regulations of all kinds governing the highway. The chief defect in all our laws regulating highway traffic is that we do not make any real test to ascertain whether a person is mentally fit to run an automobile, whether he knows anything about car control or car regulation. Children of immature age are entrusted with cars under the pretext that at least one number of the family has a driver's license. If state troopers would spend more time ascertaining these facts and pay less to speeders who are com-

petent to drive a car, there would be fewer mishaps.

Nearly every day we see something in print about the Shylock tendencies of the United States in asking France, among others, to pay or do something. The awkward part of the whole proposition is that all we have asked France to pay represents money which we loaned her after the war was over. Instead of paying as she might, and certainly ought to do, she even refuses to face the facts and views the situation with annoyance. France has certainly "had a run" with our money, has shown little disposition to even consider her indebtedness, and has made up her mind she will pay nothing and keeps her finances skinned down to the marrow with useless expenditures. She really acts as though she hankered after another war. She ought to have it. It would be the only thing to bring her to her senses. She will never be able to form an alliance such as brought her through the last difficulty. She seems to feel that her special mission is to stir up conflicts and then let the other fellow settle them. Without a doubt she will be better off if we leave her entirely alone. She may come to a sense of realization of her weaknesses. Now she isn't even willing to "rob Peter to pay Paul." She must needs eat her cake and keep it.

Hujikawa is a princess of the royal stock, being a niece of the late Mikado and reckoned with in the social circles of Hawaii covering a period of many years—just a rare bit of Dresden China.

I met her there, socially, and she asked me to make an investigation of conditions surrounding the Japanese race in the Islands. I did so, writing up in detail conditions as I found them.

She now writes me that a local Japanese paper, Tanru, has republished this article and sends me a translation of an editorial which was printed contemporaneously. After giving the writer full credit for his display of fairness, claiming it to be the first time the Japanese have been accorded justice by traveling correspondents, and laying special stress on my statement to the effect that Japanese is asking little or nothing from our own government, Tanru goes on to say:

The Japanese government has shown from the very beginning, as expressed by the Michigan Tradesman correspondent, their perfect willingness to co-operate with the United States Government effectively to prevent by all honorable means the entrance into the United States of such Japanese nationals as are not desired by that country, and have given ample evidences thereof, the facts of which are already known to said United States Government. To Japan the question is not one of expediency but of principle. To her the mere fact that a few hundred or thousands of her nationals will or will not be admitted into the domain of other countries is immaterial, so long as no question of national susceptibilities is involved. The only question is whether Japan as a nation is or is not entitled to the proper respect and consideration of other nations. In other words all the Japanese government asks of the United States Government is simply the proper consideration ordinarily accorded by one nation to the self respect of another, which, after all forms the basis of amicable intercourse throughout the civilized world. This the Tradesman correspondent has aptly and honorably handled and for which service has earned the respect of home diplomatic circles, to which knowledge of the spirit of fairness of his correspondence will be communicated."

Notwithstanding the Waterloo accorded the proposed twentieth amend-

### On Beautiful Torch Lake Pere Marquette Beach Hotel

Spend your vacation in one of Nature's most restful places. The view from this point cannot be surpassed. Fishing and bathing.

Beautiful Bungalows to Rent and for Sale. All Furnished.

Address: HELENA, MICHIGAN



### Warm Friend Tavern Holland, Mich.

140 comfortable and clean rooms. Popular Dutch Grill with reasonable prices. Always a room for the Commercial traveler.

E. L. LELAND, Mgr.

### MORTON HOTEL

Grand Rapids' Newest  
Hotel

400 Rooms -- 400 Baths

#### RATES

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

"A MAN IS KNOWN BY THE  
COMPANY HE KEEPS"

That is why LEADERS of Business and Society make their headquarters at the

### PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -- Sandwich Shop

**In Detroit  
It is the Tuller  
For Value**

Facing Grand Circus Park, the heart of Detroit. 800 pleasant rooms, \$2.50 and up. Ward B. James, Manager. DETROIT, MICH.

**HOTEL  
TULLER**

### HOTEL 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

### NEW BURDICK

KALAMAZOO, MICHIGAN

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 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

### Four Flags Hotel

Niles, Michigan

80 Rooms—50 Baths

30 Rooms with Private Toilets

N. P. NOWATT, Mgr.

### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWART R. SWETT, Mgr.

Muskegon -- Michigan

### CODY HOTEL

GRAND RAPIDS

RATES—\$1.50 up without bath.

\$2.50 up with bath.

CAFETERIA IN CONNECTION



ment to the Federal constitution met upon its submission to the states, it might be regarded as a dead issue were it not that California and other legislatures have it up for further consideration, and its most prominent proponents still avow they will capture enough votes from states in the several year period given for the consideration of such measures to put it across.

It will be a feature next year in national politics and it is time to begin the process of "nipping it in the bud."

There has been altogether too much labor legislation, too much catering to the farmer; in fact, too much class legislation, which used to be frowned down upon by the higher courts, who now almost uniformly bend to the will of the politicians. If we could have a let up on this coddling and allow every tub to stand on its own bottom, legitimate equity might be encouraged. But regulations of age and working conditions for employees is going a little bit too far. State legislatures are becoming more wary in the same ratio that Congress is indulging in absolute abandon.

Congress's merchant marine act of 1920 was, to all interests and purposes, a good thing. The preamble to this legislation, as you will see, was logical and reasonable:

"It is necessary to the national defense and for the proper growth of its foreign and domestic commerce that the United States shall have a merchant marine of the best equipped and most suitable types of vessels sufficient to carry the greater portion of its commerce and serve as a naval or military auxiliary in time of war or national emergency, ultimately to be owned and operated privately by citizens of the United States, and it is hereby declared to be the policy of this Government to do whatever may be necessary to develop and encourage the maintenance of such a merchant marine, and, so far as may not be inconsistent with the express provision of this act, the United States Shipping Board shall, in the making of rules and regulations, and in the administration of the shipping laws, keep always in view this purpose and object as the primary end to be obtained."

After throwing around this project safeguards more or less senile, they arranged that the shipping board then in existence should be increased as to members, with also a very handsome increase in salaries, and then the comedy started!

In the first place appointments of civilians as members of the board included such as did not know a thing about transportation. They mused up everything they handled about as badly as a local committee of hotel builders handles a community proposition. The very first effort in functioning was to proceed to lose money in operation—plenty of it.

If they had had a Robert Dollar or even a "Cappy Ricks" to act as experts the project might have boomed, but handicapped by the infamous La-Follette seaman's act and backed up by stupendous ignorance of even true commercial business, principally, they proceeded to "sink the ships" they already had and allow practical marine investors to salvage them at prices which were ridiculous, only to be resuscitated and put back into service under foreign registration.

It wouldn't have been quite so bad if they had realized something—at least enough to replenish the salary budget, but they didn't, and though we hear a constant wail about deficiencies in the Postoffice Department, which really returns an asset in the form of service to the public, we are all in the dark, as a whole, as to what is becoming of the huge sums disbursed by the treasury for the shipping board.

Any practical transportation man could enlighten the public. The matters touched on here are only a sample of that body's administration.

They do admit, however, that of the fleet turned over to them after the war, they have sold 800—witness the Dollar Line, now operating at a profit, with vessels given them by the shipping board—and scrapped 475 more.

The Government would better encourage private organizations to operate neutral boats, and subsidize them with the savings they would make by consigning the shipping board to "Davy Jones' locker."

It is frequently claimed by advocates of prohibition and through correspondents in the daily press that the Volstead act has not been successfully enforced because the Federal Government has not made a thoroughly sincere effort to enforce it. I do not consider this statement warranted by the facts. I do not believe the Government as a Government has ever more punctiliously sought to carry out a policy of law enforcement, obnoxious to a popular sentiment, than they have in this instance. The dregs have certainly had their way in the matter of appropriations; they have absolutely been called into direct supervision of appointments and their policies alone have been incorporated in every act, judicial and otherwise. They have had the complete sympathy of the judiciary to the very point of discriminating against constitutional provisions. Last year they spent for Uncle Sam in various ways \$30,000,000, without any particular source of revenue to provide it.

The whole trouble rests on the fact that they "lack the support accorded by public sentiment." One of our Federal judges made this statement at a public function a short time ago.

From defending the depriving of private citizens of operating stills and breweries before Volstead, it has been found essential as a political sop for the courts to establish a policy of toleration in most cases where private citizens are detected in manufacturing liquor. Witness the display in many of the drug and grocery stores, of different liquids and compounds in containers, which openly publish to the world that they can be used for illegal purposes. Congress has legislated in all these matters, the prohibitionists have had their say in the law's administration, but they, as well as the law makers, have never had any well defined program.

They have caught the street car, as it were, and do not find it essential to do any more sprinting.

Upon the heels of the news that a brace of murderers carded to be hung for murder, at Joliet, Illinois, took French leave the other day, comes a thriller to the effect that a bunch of convicts at Jefferson City, Missouri, have been discovered with a comprehensive counterfeiting outfit in their cells, and passing out \$20 bills in competition with the Government. Stills and moonshine outfits have been found in our own State reformatories, all of which seems like unfair competition by "prison labor."

Just prior to my "hop-off" to California, I ran into Milt. Steindler, of the Steindler Paper Co., Muskegon, who was collecting orders in Grand Rapids. Milt was the first individual to place his name on the register of my first hotel venture, some dozen or more years ago. At that time he encompassed a fair sized meal and proceeded to the counter and laid down 51 cents. He explained that the penny was to reimburse me for the cost of the meal, the 50 cents being my profit. He still speaks to me though.

En route once more for Sunny California. If you want to com-

municate with me, send your letter in care of the Tradesman and it will find me.  
Frank S. Verbeck.

#### Keep Well Covered on Flour and Meal.

Written for the Tradesman.  
There have been no new developments in the grain markets during the past week, although both corn and wheat have advanced some in price, with a continued strong undertone to both. The visible supply decreased 1,947,000 bushels during the week and a fair export business for this time of the year was transacted. Some new business on flour with domestic trade was consummated but on the whole, as far as domestic business in general is concerned it was rather slow, and probably will continue so until new wheat moves in volume. Of course, there will be the regular replenishment buying but it is difficult to convince the flour and wheat buyer that it is good policy to purchase for future delivery at a comparatively high range of prices just before the advent of a new crop, particularly with a reasonably good crop in prospect.

The fore part of July is the period of crop scares in the spring wheat territory, and probably the usual variety will appear this year, as in the past. With just a fair-sized crop in prospect any deterioration, or reported deterioration, causes the "shorts" to run for cover, and of course an upward trend in price is the result for the time being at least. The corn crop is a big factor this year, in the guessing contest over "what will be the price of wheat in August", and it is really a serious threat to the "shorts". Planting conditions have been very unsatisfactory, and growing conditions are no better; we must have warm nights, as well as days to make corn, and thus far we are not getting them. Will we? If you can answer that little question correctly you can make a lot of money without taking a shot at some one else's oil well, and with a lot less risk.

The "bears" are humming that optimistic line of that optimistic verse "We've always been provided for and we shall always be", but there are not as many joining in the chorus as usual, nevertheless the higher the price goes the weaker the technical position of both corn and wheat becomes, and while we would be willing to guess there will be a slump in the price of wheat during the heavy movement in August and September (if there isn't a heavy one there will be fireworks) that will provide an excellent opportunity for profitable investment in both wheat and flour for merchandising purposes; yes, even for speculation pure and simple. The way things are lining up it appears advisable to keep immediate requirements well covered, for you cannot sell merchandise if you haven't it, and besides even present prices are not out of line with crop prospects and stocks. This looks like a good year for the farmer, and that means, under the present high cost of living, reasonably high prices. Don't believe it is going to be profitable to go "short" on this crop; that is short on wheat or corn or the products thereof as a general policy. Of course there

will be "ups" and "downs" but right now it appears the "ups" will be elected, things may look different the middle of August, but for the time being keep well covered on flour and meal requirements. Remember this is not advice; it is merely our opinion, based on present conditions.

Lloyd E. Smith.

Having disposed of his water frontage on Glen Lake to a syndicate who propose to improve the property Frank S. Verbeck will not be able to entertain his hotel patrons this season. The destruction of his hotel by fire last fall left him without an adequate building in which to house the friends who have favored him with their patronage for the past half dozen years. Mr. Verbeck's friends will be glad to learn that the price he obtained for his land will enable him to live comfortably the remainder of his life. He left Sunday for California, where he will spend a couple of months. His letters to the Tradesman will continue without interruption.

Work is your chance to prove you are not a misfit.



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## DRUGS

**Michigan Board of Pharmacy.**  
President—James E. Way, Jackson.  
Vice-President—J. C. Dykema, Grand Rapids.  
Director—H. H. Hoffman, Lansing.  
Coming Examinations—Detroit, June 21, 22 and 23; Marquette, Aug. 16, 17 and 18.

### How To Increase Turnover at the Fountain.

Somehow there has been a questionable impression created relative to increased overhead as a result of the installation of a soda fountain in many drug stores.

A druggist said not long ago, "Thank God, I have no fountain to mess up my store, and to extort from me extra salary checks every Saturday night." He spoke of it as an expense pure and simple, without a thought of the added profits, more turnover, and added sales on the other side of the store by the people who attend the fountain.

The matter of turnover in the average drug store has now become the daily topic of argument, and inasmuch as this is really a topic there must be reasons for it—and also there must be solutions.

To begin with it need not be necessary that a store should be messed up simply because there are aprons to send to the laundry, chocolate to handle, and glasses to wash. A stack of dirty glasses is no worse than an ichthyol mortar, or a gallon measure that is used most of the time for linseed oil. And as far as the fountain goes, well, look at the prescription floor some time.

The matter of cleanliness in a drug store fountain is a foregone conclusion. People come right out and state that it "looks nice." The sparkle and the illuminated bars and shiny glassware add to appearances in almost any drug store, and the attraction of the whole adds in no small way to the impression in the public's mind. Another thing—people really believe that a drug store fountain is a fountain—plus.

There are drug stores that have attained high degrees of success without a soda fountain, but there are, too, many others who have built up immense sales with the fountain as the central figure. That is, they have added enough sales at the fountain to actually increase the sales elsewhere about the store. And it works every time.

People who patronize the fountain are frequent visitors. They drop in after the show, after their shopping trip, during the lunch hour, and bring their friends in for a little chat over a cup of the luscious hot chocolate. This they would not do very often in the finest drug store were it not for the attraction of a fountain. There seems to be something refreshing about a refreshment counter.

While the sales in a fountainless drug store may climb high, one can only imagine what they might have been with the help of a soda bar. And for the added salaries, one can only state that they are producing those profitable added sales not only at the fountain but in other departments as well.

A case in a small Western town answers the question.

In this town there are two drug stores. (There should be only one.) In the older there is no fountain. The stock is large and varied from jewelry and radios to pianos and paints. The turnover is not great but the margin of profit is great indeed. The proprietor detests a fountain. Wouldn't have one as a gift and that was always his attitude.

When the second store opened, the young proprietor knew this fact, and at once appealed to the public with a glittering soda fountain. He said little about the rest of the store, but made the soda bar so attractive and inviting that people didn't even question the rest. His stock is small, and his fixtures only mediocre. He employs three people, while the older store has four. In the latter the sales will run something like \$60,000 a year with good profit. In the new store the sales are less than \$40,000 with almost as much profit. In fact the four years spent by the second store have produced a new building for the owner and have increased his stock some 15 per cent. without the added fear of debts.

The whole thing is answered by turnover.

The soda fountain operator keeps his people coming every few hours. They drop in often. One would not go very often for tooth paste, wall paper, or a wedding ring, but sodas—that's different. The young folks who "just love to eat," come every few hours for lunches and sundaes. They feel that the spirit about a store built around a fountain is a little more liberal and free than the sedate pharmacy without it. There is more of a crowd most of the time, and things seem a little more cheerful. They really are.

The dispenser is a jovial fellow, and the fountain girls go in for levity to a greater extent. There isn't the dullness that sometimes follows in the wake of a drug store. Hustling trays of goodies, and the sizzle of the goose-neck have their day—all day. A smack of a delicious frappe invites more, and the gay party of young-uns who make merry over their cups do—in the well known words—add to the life of the party.

All of these things are contributing to more sales on everything carried in that store. The oftener people pass by the soap case, the more soap they'll buy. The more they see of the candy case the more they'll want the candy. If the surroundings about the stationery case are conducive to levity and mirth, that creates the right kind of desire for more stationery. The kids who notice that the boss and the clerks are naturally cheerful, and that small crowds in this booth or that are having a good time, they will naturally come to that store if for no other reason. One cannot emphasize too strongly the importance of a happy following. And that following may be attached easier by the fountain than by other methods, other things being equal.

And the oftener they come, the oftener they buy.

But the extra salaries. A dispenser in a busy store is paid \$18 a week. The sales at his fountain will average some \$45 a day. This he takes care of with the help of one girl, who of course is experienced as a fountain assistant. She gets \$12 a week. Then at times the prescriptionist and the proprietor get out on the floor to help in rush times, and even the book-keeper takes a hand at times.

But the dispenser also has his drawer in the drug register. Last year he rang up more than \$3,600 there, all of it done during quiet moments at the bar. And the girl has had day sales as high as \$20 to \$30 in the drug register between jumps to the booths.

Certainly there is some profit in those figures. What shall they be charged up to? If the salaries at the fountain are "extra" then these profits are also extra and should be credited to the fountain. But ordinarily they are not.

The dispenser makes a few sales right at the bar that do not belong to the fountain service. Candy—lots of it. Gifts—lots of them. Cigars—thousands of them, and in the work of making these sales he comes in contact with the patronage that will soon need punch for a party, ten gallons of ice cream for a class-ball or forty to fifty lunches for the club. The fact is that no finer contact man could be added to the average drug store force than a fairly live soda dispenser. Nor is his salary very "extra."

The whole trouble is that there is more in the average fountain than the boss can see. How could he expect the dispenser to get it out, when the poor fellow doesn't even know that it is in there. But even with half of it out, the sale of merchandise created by the frequent visits of soda patrons more than pays the added costs of operating a fountain.

### New Remedy For Tuberculosis.

It was an unhappy day for the quack but a merry day for his enemies, when the law read out the word "cure" from the labels of patent medicines. Before that time there was no disease so powerful and insidious but that "Tono Bungay" could "cure" it.

There was a "cure" for cancer—and a "cure" for consumption—and a "cure" for everything. If baby slept badly or not at all—pappa could soon "cure" his colicky son's insomnia with a sweet syrup of coca and opium. That was the golden age of morphine when babies were swindled to sleep with poppy lullabies.

But no longer is this word so loosely used. There is entirely too much positiveness to its promises, and much too little reality to its performances, especially when it adorns a patent medicine label. Far better is the word remedy. There is an element of doubt—a suggestion of fallibility to this word—that makes it much safer to use in connection with medicinal promises.

And so we refer to Triphal—the new tuberculosis remedy. So far the mean little T. B. bacillus has been elusive to all his scientific chasers. Of course they have found him, and they know his bad habits—but try as they will they cannot correct them. He

still bores holes in lungs—and sets his court in any human organ, with his overcoat of wax defying all antiseptics. The great white plague is almost as black as ever it was.

Prof. Erich Leschke, of the medical faculty of the University of Berlin, has been working with this new gold compound (called triphal) according to a German correspondent of the English Medical Journal Lancet. Injections of one-quarter of a grain of the new compound are administered every four days to patients in various stages of the disease, and it has also been used before performing the operation known as pneumothorax, when there is a cavity in one lung and lesions in the other. Pneumothorax is a process whereby one lung is collapsed to give the tubercular lesions a chance to heal.

The results so far are encouraging according to Prof. Leschke, but he is unwilling to give out more information or make further statements until the remedy has been more completely tested.

Strange indeed that this harmless looking little rod, one of the first bacteria to be discovered, still resists all efforts to eradicate it. But some day its end too, will come, for the silent man of science, inveterate hunter, patient Nimrod of the unseen world, hugs its spoor and treks its tracks.

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## Going Home.

The wide world has been calling me  
In myriad of symphonies  
I've sung them everyone  
And listened to their harmonies  
But now the day is done  
And I am going home.

The swelling chorus fades away  
I stand 'mid shadows of the day  
While twilight falls around  
The snow of winter's on the ground  
And I am going home.

It is the chorus of tramping feet  
From summer sun to winter's sleet  
From youthful hope to age's memories  
And wraps us in the mantle of eternity  
Yes, I am going home.

J. Edward Kirbye.

## The Joy of Life.

The joy of life is in doing things  
And doing them well.  
The joy of doing things is the life,  
And that's what both spell.

L. B. Mitchell.

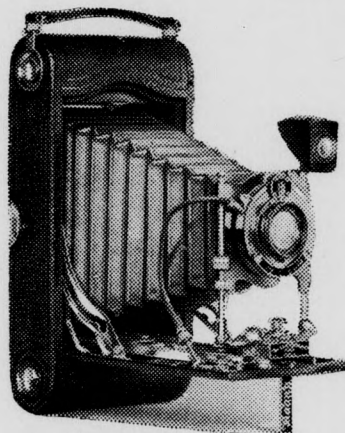
As was hoped when the law limiting the jurisdiction of the Supreme Court was passed in 1925, that overworked body is catching up with its cases. Chief Justice Taft announces that during the term which has just closed the court made a net reduction of 156 in the number of cases in arrears. While only thirty-three more cases were disposed of this year than last, so many of last year's cases were similar to one another that the reduction of 156 represents an important advance. The idea underlying the law of 1925 and applied by many Supreme Courts besides the one at Washington is that when litigants have had a hearing in a trial court and an appellate court substantial justice may properly be considered to have been done. Appeals to the Supreme Court are to be allowed, therefore, only when the principles to be settled will be useful to the public in determining general law. The advantages of a speedier final disposition of cases are so great as to outweigh by far the very small risk of injustice in ending most appeals in an appellate court below the Supreme Court. A few years ago the Supreme

Court seemed almost hopelessly behind in its work. The Taft report shows what can be done by a wise measure of reform. It indicates no less certainly the wisdom of not waiting until the wheels are clogged before taking steps to keep them clear. If the law of 1925 had been passed half a dozen years earlier we should have been much nearer to exemplifying one of the principles laid down in Magna Charta—that justice should not be delayed.



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No. 2C ..... Retails 5.00 Each

## Vest Pocket Kodaks

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No. AFL ..... Retails 15.00 Each  
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No. 1 Single ..... Retails \$12.50  
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No. 1A Single ..... Retails 14.00  
No. 1A Double ..... Retails 18.00  
No. 1A D. S. A. ..... Retails 23.00

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## 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 @ 30	Cubebs	6 50 @ 75	Benzoin	22 28
Boric (Xtal)	15 @ 25	Elgeron	7 50 @ 75	Benzoin Comp'd	22 40
Carbolic	34 @ 40	Eucalyptus	1 25 @ 1 50	Buchu	22 16
Citric	53 @ 70	Hemlock, pure	2 00 @ 2 25	Cantharadics	22 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50 @ 4 75	Capsicum	22 28
Nitric	9 @ 15	Juniper Wood	1 50 @ 1 75	Catechu	22 44
Oxalic	16 1/2 @ 25	Lard, extra	1 55 @ 1 65	Cinchona	22 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25 @ 1 40	Colchicum	21 80
Tartaric	50 @ 60	Lavender Flow'r	6 00 @ 6 25	Cubebs	22 76
<b>Ammonia</b>		Lemon	85 @ 1 20	Digitalis	22 04
Water, 26 deg.	06 @ 16	Linseed, raw, bbl.	4 50 @ 4 75	Gentian	21 35
Water, 18 deg.	05 1/2 @ 13	Linseed, boiled, bbl.	@ 90	Gualac	22 28
Water, 14 deg.	04 1/2 @ 11	Linseed, bld, less 1 00	@ 1 13	Gualac, Ammon.	22 04
Carbonate	20 @ 25	Linseed raw, less 97	@ 1 10	Iodine	21 25
Chloride (Gran. 09	@ 20	Mustard, artifl. oz.	@ 35	Iodine, Colorless	21 50
<b>Balsams</b>		Neatsfoot	1 25 @ 1 35	Iron, Clo.	21 56
Copaiba	1 00 @ 1 25	Olive, pure	4 00 @ 5 00	Kino	21 44
Fir (Canada)	2 75 @ 3 00	Olive, Malaga,	2 85 @ 3 25	Myrrh	22 52
Fir (Oregon)	65 @ 1 00	yellow	2 85 @ 3 25	Nux Vomica	21 80
Peru	3 00 @ 3 25	Olive, Malaga,	2 85 @ 3 25	Opium	25 40
Tolu	2 00 @ 2 25	green	2 85 @ 3 25	Opium, Camp.	21 44
<b>Barks</b>		Orange, Sweet	5 00 @ 5 25	Opium, Deodor'd	25 40
Cassia (ordinary)	25 @ 30	Origanum, pure	@ 35	Rhubarb	21 92
Cassia (Salign)	50 @ 60	Origanum, com'l	1 00 @ 1 20	<b>Paints</b>	
Sassafras (pw. 50c)	@ 50	Pennyroyal	3 25 @ 3 50	Lead, red dry	13 1/2 @ 14 1/2
Soap Cut (powd.)	18 @ 25	Peppermint	6 50 @ 6 75	Lead, white dry	13 1/2 @ 14 1/2
<b>Berries</b>		Rose, pure	13 50 @ 14 00	Lead, white oil	13 1/2 @ 14 1/2
Cubeb	@ 1 00	Rosemary Flows	1 25 @ 1 50	Ochre, yellow bbl.	@ 2 1/2
Fish	@ 25	Sandelwood, E.	10 50 @ 10 75	Ochre, yellow less	3 @ 8
Juniper	11 @ 20	Sassafras, true	1 75 @ 2 00	Red Venet'n Am.	3 1/2 @ 7
Prickly Ash	@ 75	Sassafras, artifl	75 @ 1 00	Red Venet'n Eng.	5 @ 8
<b>Extracts</b>		Spearment	8 00 @ 8 25	Putty	5 @ 8
Licorice	60 @ 65	Sperm	1 50 @ 1 75	Whitting, bbl.	@ 4 1/2
Licorice, powd.	50 @ 60	Tar USP	65 @ 75	Whitting	5 1/2 @ 10
<b>Flowers</b>		Turpentine, bbl.	@ 61	L. H. P. Prep.	2 90 @ 3 05
Arnica	@ 75	Turpentine, less	68 @ 81	Rogers Prep.	2 90 @ 3 05
Chamomile (Ged.)	@ 60	Wintergreen,	6 00 @ 6 25	<b>Miscellaneous</b>	
Chamomile Rom.	@ 50	leaf	6 00 @ 6 25	Acetanilid	57 @ 75
<b>Gums</b>		Wintergreen, sweet	3 00 @ 3 25	Alum	08 @ 12
Acacia, 1st	50 @ 55	Wintergreen, art	75 @ 1 00	Alum, powd. and	09 @ 15
Acacia, 2nd	45 @ 50	Worm Seed	6 00 @ 6 25	Bismuth, Subni-	2 83 @ 3 08
Acacia, Sorts	20 @ 25	Wormwood	9 00 @ 9 25	trate	
Acacia, Powdered	35 @ 40	<b>Potassium</b>		Borax xtal or	6 1/2 @ 15
Aloes (Barb Pow)	25 @ 35	Bicarbonate	35 @ 40	powdered	2 70 @ 2 91
Aloes (Cape Pow)	25 @ 35	Bichromate	15 @ 25	Cantharadics, po.	1 50 @ 2 00
Aloes (Soc. Pow.)	25 @ 35	Bromide	69 @ 85	Calomel	2 70 @ 2 91
Asafoetida	50 @ 60	Bromide	54 @ 71	Capsicum, pow'd	35 @ 40
Pow.	75 @ 1 00	Chlorate, gran'd	23 @ 30	Carmine	7 00 @ 7 50
Camphor	95 @ 1 02	Chlorate, powd.	16 @ 25	Cassia Buds	35 @ 40
Gualac	@ 80	or Xtal	16 @ 25	Cloves	50 @ 55
Gualac, pow'd	@ 90	Cyanide	30 @ 90	Chalk Prepared	14 @ 16
Kino	@ 1 10	Iodide	4 36 @ 4 55	Chloroform	53 @ 60
Kino, powdered	@ 1 20	Permanganate	20 @ 30	Chloral Hydrate	1 20 @ 1 50
Myrrh	@ 60	Prussiate, yellow	40 @ 50	Cocaine	12 10 @ 12 80
Myrrh, powdered	@ 65	Prussiate, red	@ 70	Cocoa Butter	70 @ 90
Opium, powd.	19 65 @ 19 92	Sulphate	35 @ 40	Corks, list, less	40-10%
Opium, gran.	19 65 @ 19 92	<b>Roots</b>		Copperas	2 1/2 @ 10
Shellac	65 @ 80	Alkanet	30 @ 35	Copperas, Powd.	4 @ 10
Shellac Bleached	85 @ 95	Blood, powdered	35 @ 40	Corrosive Sublim	2 21 @ 2 42
Tragacanth, pow.	@ 1 75	Calamus	35 @ 75	Cream Tartar	35 @ 45
Tragacanth	1 75 @ 2 25	Elecampane, powd.	25 @ 30	Cuttle bone	40 @ 50
Turpentine	@ 30	Gentian, powd.	20 @ 30	Dextrine	6 @ 15
<b>Insecticides</b>		Ginger, African,	30 @ 35	Dover's Powder	4 00 @ 4 50
Arsenic	08 @ 20	powdered	30 @ 35	Emery, All Nos.	10 @ 15
Blue Vitriol, bbl.	@ 07	Ginger, Jamaica,	60 @ 65	Emery, Powdered	@ 15
Blue Vitriol, less	08 @ 15	Ginger, Jamaica,	60 @ 65	Epsom Salts, bbls.	@ 3 1/2
Bordea. Mix Dry	13 @ 22	powdered	45 @ 50	Epsom Salts, less 3 1/2	@ 1 10
Hellebore, White	18 @ 30	Goldenseal, pow.	@ 80	Ergot, powdered	@ 1 50
Insect Powder	35 @ 45	Ipecac, powd.	@ 60	Flake, White	15 @ 20
Lead Arsenate Po.	14 1/2 @ 26	Licorice	35 @ 40	Formaldehyde, lb.	15 1/2 @ 30
Lime and Sulphur	8 @ 22	Licorice, powd.	20 @ 30	Gelatine	80 @ 90
Dry	8 @ 22	Orris, powdered	30 @ 40	Glassware, less 55%	
Paris Green	22 @ 28	Poke, powdered	35 @ 40	Glassware, full case 60%	
<b>Leaves</b>		Rhubarb, powd.	@ 1 00	Glauber Salts, bbl.	@ 02 1/2
Buchu	85 @ 1 00	Rosinwood, powd.	@ 40	Glauber Salts less 04	@ 10
Buchu, powdered	@ 1 00	Sarsaparilla, Hond.	@ 90	Glue, Brown	21 @ 30
Sage, Bulk	25 @ 30	ground	@ 90	Glue, Brown Grd	15 @ 20
Sage, 1/2 loose	@ 40	Sarsaparilla Mexican.	32 @ 52	Glue, White	27 1/2 @ 35
Sage, powdered	@ 25	Glycerine	32 @ 52	Glue, white grd.	25 @ 35
Senna, Alex.	50 @ 75	Squills	35 @ 40	Glycerine	32 @ 52
Senna, Tinn. pow.	30 @ 35	Squills, powdered	60 @ 70	Hops	75 @ 95
Uva Ursi	20 @ 25	Tumeric, powd.	20 @ 25	Iodine	6 45 @ 7 00
<b>Oils</b>		Valerian, powd.	@ 1 00	Iodoform	8 00 @ 8 30
Almonds, Bitter,		<b>Seeds</b>		Lead Acetate	20 @ 30
true	7 50 @ 7 75	Anise	@ 35	Mace	@ 1 50
Almonds, Bitter,		Anise, powdered	35 @ 40	Mace, powdered	@ 1 60
artificial	3 00 @ 3 25	Bird, is	13 @ 17	Menthol	7 50 @ 8 00
Almonds, Sweet,		Canary	10 @ 16	Morphine	11 18 @ 11 93
true	1 50 @ 1 80	Caraway, Po.	25 @ 30	Nux Vomica	@ 30
Almonds, Sweet,		Cardamon	3 75 @ 4 00	Nux Vomica, pow.	15 @ 25
imitation	1 00 @ 1 25	Coriander pow.	20 @ 25	Pepper black, pow.	40 @ 50
Amber, crude	1 25 @ 1 50	Dill	15 @ 20	Pepper, White, pw.	55 @ 60
Amber, rectified	1 50 @ 1 75	Fennell	25 @ 40	Pitch, Burgudry	20 @ 25
Anise	1 40 @ 1 60	Flax	7 @ 15	Quassia	12 @ 15
Bergamont	9 50 @ 9 75	Flax, ground	7 @ 15	Quinine, 5 oz. cans	@ 40
Cajuput	1 50 @ 1 75	Poenugreek, powd.	15 @ 25	Sacharine	2 60 @ 2 75
Cassia	4 00 @ 4 25	Hemp	8 @ 15	Salt Peter	11 @ 22
Castor	1 60 @ 1 85	Lobelia, powd.	@ 1 60	Selditz Mixture	30 @ 40
Cedar Leaf	2 00 @ 2 25	Mustard, yellow	17 @ 25	Soap, green	15 @ 30
Citronella	1 25 @ 1 50	Mustard, black	20 @ 25	Soap mott cast.	22 1/2 @ 25
Cloves	2 50 @ 2 75	Poppy	15 @ 30	Soap, white castile	@ 15 00
Cocunut	25 @ 35	Quince	1 25 @ 1 50	less, per bar	@ 1 60
Cod Liver	2 00 @ 2 50	Rape	15 @ 20	Soda Ash	3 @ 10
Crotos	2 00 @ 2 25	Sabadilla	60 @ 70	Soda Bicarbonate	3 1/2 @ 10
<b>Tinctures</b>		Sunflower	11 1/2 @ 15	Soda Sal	02 1/2 @ 08
Aconite	@ 1 80	Worm, American	30 @ 40	Spirits Camphor	@ 1 20
Aloes	@ 1 54	Worm, Levant	5 00 @ 5 25	Sulphur, roll	3 1/2 @ 10
Arnica	@ 1 44	<b>Tinctures</b>		Sulphur, Subl.	4 1/2 @ 10
Asafoetida	@ 2 28	Aconite	@ 1 80	Tamarinds	20 @ 25
		Aloes	@ 1 54	Tartar Emetic	70 @ 75
		Arnica	@ 1 44	Turpentine, Ven.	50 @ 75
		Asafoetida	@ 2 28	Vanilla Ex. pure	1 50 @ 2 00
				Vanilla Ex. pure	2 25 @ 2 50
				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

### Smoked Hams

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



### AXLE GREASE

48, 1 lb. ----- 4 35  
24, 3 lb. ----- 6 00  
10 lb. pails, per doz. 8 50  
15 lb. pails, per doz. 11 95  
25 lb. pails, per doz. 19.15

### BAKING POWDERS

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

### K. C. Brand

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

### BEECH-NUT BRANDS.



### BLUING

The Original

### Condensed

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

### BREAKFAST FOODS

#### Kellogg's Brands.

Corn Flakes, No. 136 2 85  
Corn Flakes, No. 124 2 85  
Corn Flakes, No. 102 2 85  
Pep, No. 224 ----- 2 70  
Pep, No. 202 ----- 1 75  
Krumbs, No. 424 ----- 3 70  
Bran Flakes, No. 624 2 25  
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 40  
Postum Cereal, No. 10 4 50  
Postum Cereal, No. 1 2 70  
Post Toasties, 36s ----- 2 85  
Post Toasties, 24s ----- 2 85  
Post's Bran, 24s ----- 2 70

### BROOMS

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

### BRUSHES

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

**Stove**  
Shaker ----- 1 80  
No. 50 ----- 2 00  
Peerless ----- 2 60  
**Shoe**  
No. 4-0 ----- 2 25  
No. 20 ----- 3 00

### BUTTER COLOR

Dandelion ----- 2 85

### CANDLES

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

### CANNED FRUIT

Apples, 3 lb. Standard 1 50  
Apples, No. 10 ----- 4 50  
Apple Sauce, No. 10 8 00  
Apricots, No. 1 ----- 1 75  
Apricots, No. 2 ----- 3 00  
Apricots, No. 3 ----- 3 40  
Apricots, No. 10 ----- 8 50  
Blackberries, No. 10 ----- 8 50  
Blueberries, No. 2 ----- 2 00  
Blueberries, No. 10 ----- 14 00  
Cherries, No. 2 ----- 3 75  
Cherries, No. 2 1/2 ----- 4 25  
Cherries, No. 10 ----- 14 00  
Loganberries, No. 2 ----- 3 00  
Loganberries, No. 10 ----- 10 00  
Peaches, No. 1 ----- 1 50  
Peaches, No. 1, sliced 1 25  
Peaches, No. 2 ----- 3 75  
Peaches, No. 2 1/2 Mich 2 20  
Peaches, 2 1/2 Cal. 3 00  
Peaches, 10, Mich. ----- 8 50  
Pineapple, 1 sl. ----- 1 75  
Pineapple, 2 sl. ----- 2 60  
Pineapple, 2 br. sl. ----- 2 40  
Pineapple, 2 1/2 sl. ----- 3 00  
Pineapple, 2, cru. ----- 2 60  
Pineapple, 10 cru. ----- 9 00  
Pears, No. 2 ----- 3 15  
Pears, No. 2 1/2 ----- 3 50  
Plums, No. 2 ----- 2 40  
Plums, No. 2 1/2 ----- 2 90  
Raspberries, No. 2 blk 3 25  
Raspb's, Red, No. 10 13 50  
Raspb's Black, No. 10 ----- 12 00  
Rhubarb, No. 10 4 75  
Strawberries, No. 10 12 00

### CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Ch., No. 3 ----- 3 50  
Clams, Steamed, No. 1 2 00  
Clams, Minced, No. 1 3 25  
Pinnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. 2 50  
Chicken Haddie, No. 1 3 75  
Fish Flakes, small ----- 1 35  
Cod Fish Cake, 10 oz. 1 35  
Cove Oysters, 5 oz. ----- 1 65  
Lobster, No. 1/4, Star ----- 2 00  
Shrimp, 1, wet ----- 2 00  
Sardines, 1/4 Oil, Key ----- 6 10  
Sardines, 1/4 Oil, Kless ----- 5 50  
Sardines, 1/4 Smoked ----- 6 75  
Salmon, Warrens, 1/4 ----- 2 80  
Salmon, Red Alaska 3 10  
Salmon, Med. Alaska 2 85  
Salmon, Pink Alaska 1 85  
Sardines, Im. 1/4, ea. 10@28  
Sardines, Im. 1/4, ea. ----- 25  
Sardines, Cal. ----- 1 65  
Tuna, 1/2, Albocore ----- 95  
Tuna, 1/4, Curtis, doz. 2 20  
Tuna, 1/4, Curtis, doz. 3 50  
Tuna, 1s, Curtis, doz. 7 00

### CANNED MEAT

Bacon, Med. Beechnut 3 30  
Bacon, Lge. Beechnut 5 40  
Beef, No. 1, Corned ----- 3 10  
Beef, No. 1, Roast ----- 3 10  
Beef, No. 2 1/2, Qua. sl. 1 50  
Beef, 3 1/2 oz. Qua. sl. 2 00  
Beef, 5 oz., Qua. sl. 2 75  
Beef, No. 1, B'nut, sl. 4 50  
Beefsteak & Onions, s 3 45  
Chili Con Ca., 1s 1 35  
Deviled Ham, 1/4s ----- 2 20  
Deviled Ham, 1/4s ----- 3 60  
Hamburg Steak & Onions, No. 1 ----- 3 15  
Potted Beef, 4 oz. ----- 1 10  
Potted Meat, 1/4 Libby 52 1/2  
Potted Meat, 1/4 Libby 92 1/2  
Potted Meat, 1/4 Qua. ----- 30  
Potted Ham, Gen. 1/4 ----- 1 85  
Vienna Saus., No. 1/4 ----- 1 45  
Vienna Sausage, Qua. ----- 95  
Veal Loaf, Medium ----- 2 65

**Baked Beans**  
Campbells, 1c free 5 ----- 1 15  
Quaker, 18 oz. ----- 85  
Premont, No. 2 ----- 1 10  
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, Large Green 4 50  
W. Beans, cut 2 1 45  
W. Beans, 10 ----- 7 50  
Green Beans, 2s 1 45  
Green Beans, 10s ----- 97 50  
L. Beans, 2 gr. 1 35  
Lima Beans, 2s, Soaked 95  
Red Kid, No. 2 ----- 1 25  
Beets, No. 2, wh. 1 75  
Beets, No. 2, cut 1 10  
Beets, No. 3, cut ----- 1 60  
Corn, No. 2, stan. ----- 1 10  
Corn, Ex. stan. No. 2 1 25  
Corn, No. 2, Fan. 1 30  
Corn, No. 10 ----- 8 00  
Hominy, No. 3 ----- 1 00  
Okra, No. 2, whole ----- 2 00  
Okra, No. 2, cut ----- 1 65  
Dehydrated Veg. Soup 90  
Dehydrated Potatoes, lb. 45  
Mushrooms, Hotels ----- 35  
Mushrooms, Choice, 8 oz. 40  
Mushrooms, Sur Extra 60  
Peas, No. 2, E. J. ----- 1 65  
Peas, No. 2, Sift. ----- 1 85  
Peas, No. 2, Ex. Sift. ----- 2 25  
Peas, Ex. Fine, French 25  
Pumpkin, No. 3 ----- 1 25  
Pumpkin, No. 10 ----- 4 00  
Pimientos, 1/4, each ----- 12 1/4  
Pimientos, 1/2, each ----- 37  
Sw't Potatoes, No. 2 1/2 ----- 2 25  
Sauerkraut, No. 3 1 35  
Succotash, No. 2 ----- 1 65  
Succotash, No. 2, glass ----- 2 50  
Spinach, No. 1 ----- 1 25  
Spinach, No. 2 ----- 1 60  
Spinach, No. 3 ----- 2 25  
Spinach, No. 10 ----- 6 50  
Tomatoes, No. 2 ----- 1 20  
Tomatoes, No. 3 ----- 1 00  
Tomatoes, No. 10 ----- 65

### CATSUP.

B-nut, small ----- 1 90  
Lily of Valley, 14 oz. ----- 2 60  
Lily of Valley, 1/2 pint 1 75  
Paramount, 24, 8s ----- 1 40  
Paramount, 24, 16s ----- 2 35  
Paramount, Cal. ----- 13 50  
Sniders, 8 oz. ----- 1 75  
Sniders, 16 oz. ----- 2 55  
Quaker, 8 oz. ----- 1 25  
Quaker, 10 oz. ----- 1 35  
Quaker, 14 oz. ----- 1 90  
Quaker, Gallon Glass 13 00  
Quaker, Gallon Tin ----- 9 00

### CHILI SAUCE

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

### OYSTER COCKTAIL.

Sniders, 16 oz. ----- 3 30  
Sniders, 8 oz. ----- 2 30

### CHEESE.

Roquefort ----- 65  
Kraft, small items ----- 65  
Kraft, American ----- 1 65  
Chili, small tins ----- 1 65  
Pimento, small tins ----- 1 65  
Roquefort, sm. tins ----- 2 25  
Camembert, sm. tins ----- 2 25  
Daisies ----- 26 1/2  
Longhorn ----- 26 1/2  
Michigan Flat ----- 25  
New York New 1926 ----- 32  
Sap Sago ----- 38  
Brick ----- 27

### CHEWING GUM.

Adams Black Jack ----- 65  
Adams Bloodberry ----- 65  
Adams Dentyne ----- 65  
Adams Calif. Fruit ----- 65  
Adams Sen Sen ----- 65

Beeman's Pepsin ----- 65  
Beechnut Wintergreen ----- 70  
Beechnut Peppermint ----- 70  
Doublemint ----- 65  
Peppermint, Wrigleys ----- 65  
Peppermint, Wrgleys ----- 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 35  
Droste's Dutch, 5 lb. ----- 60  
Chocolate Apples ----- 4 50  
Pastilles, No. 1 ----- 12 00  
Pastilles, 1/2 lb. ----- 6 00  
Pains De Cafe ----- 3 00  
Droste's Bars, 1 doz. ----- 2 00  
Delft Pastilles ----- 2 15  
1 lb. Rose Tin Bon ----- 13 00  
Bons ----- 13 00  
7 oz. Rose Tin Bon ----- 9 00  
Bons ----- 9 00  
13 oz. Creme De Cara-que ----- 13 20  
12 oz. Rosaces ----- 10 80  
1/2 lb. Rosaces ----- 7 80  
1/4 lb. Pastilles ----- 3 40  
Langues De Chats ----- 4 80

### CHOCOLATE.

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

### COCOANUT

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

### CLOTHES LINE.

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



### COFFEE ROASTED

1 lb. Package  
Melrose ----- 32 1/2  
Liberty ----- 24  
Quaker ----- 39 1/2  
Nedrow ----- 37 1/2  
Morton House ----- 43 1/2  
Reno ----- 34 1/2  
Royal Club ----- 38 1/2

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

### Maxwell House Coffee.

1 lb. tins ----- 45  
3 lb. tins ----- 1 33

### Coffee Extracts

M. Y., per 100 ----- 12  
Frank's 50 pkgs. ----- 4 25  
Hummel's 50 1 lb. ----- 10 1/2

### CONDENSED MILK

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

### MILK COMPOUND

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

### EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 90  
Quaker, Baby, 8 doz. ----- 4 80  
Quaker, Gallon, 1/2 doz. ----- 4 90  
Carnation, Tall, 4 doz. ----- 5 15  
Carnation, Baby, 8 doz. ----- 5 05  
Oatman's Dundee, Tall 5 15  
Oatman's D'dee, Baby 5 00  
Every Day, Tall ----- 5 00  
Every Day, Baby ----- 4 90  
Pet, Tall ----- 5 15  
Pet, Baby, 8 oz. ----- 5 05  
Borden's Tall ----- 5 15  
Borden's Baby ----- 5 05  
Van Camp, Tall ----- 4 90  
Van Camp, Baby ----- 3 75

### CIGARS

G. J. Johnson's Brand  
G. J. Johnson Cigar, 75 00  
10c ----- 75 00  
Worden Grocer Co. Brands  
King Edward ----- 37 50  
Master Piece, 50 Tin. ----- 35 00  
Canadian Club ----- 35 00  
Little Tom ----- 37 50  
Tom Moore Monarch ----- 75 00  
Tom Moore Panetris ----- 65 00  
T. Moore Longfellow ----- 95 00  
Webster Cadillac ----- 75 00  
Webster Knickerbocker ----- 95 00  
Webster Belmont ----- 110 00  
Webster St. Reges ----- 125 00  
Bering Apollon ----- 95 00  
Bering Palmitas ----- 115 00  
Bering Dellosos ----- 120 00  
Bering Favorita ----- 135 00  
Bering Albas ----- 150 00

### CONFECTIONERY

**Stick Candy Pails**  
Standard ----- 16  
Pure Sugar Sticks 600s 4 20  
Big Stick, 20 lb. case ----- 20  
**Mixed Candy**  
Kindergarten ----- 17  
Leader ----- 14  
X. L. O. ----- 12  
French Creams ----- 16  
Paris Creams ----- 17  
Grocers ----- 11

### Fancy Chocolates

5 lb. Boxes  
Bittersweets, Ass'ted 1 75  
Choc Marshmallow Dp 1 70  
Milk Chocolate A A 1 80  
Nibble Sticks ----- 1 85  
No. 12, Choc., Light ----- 1 65  
Chocolate Nut Rolls ----- 1 85  
Magnolia Choc ----- 1 25

### Gum Drops Pails

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

### Lozenges Pails

A. A. Pep. Lozenges 17  
A. A. Pink Lozenges 16  
A. A. Choc. Lozenges 16  
Motto Hearts ----- 19  
Malted Milk Lozenges 21

### Hard Goods Pails

Lemon Drops ----- 18  
O. F. Horehound dps. ----- 18  
Anise Squares ----- 18  
Peanut Squares ----- 17  
Horehound Tablets ----- 18

### Cough Drops Bxs

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

### Package Goods

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

### Specialties

Walnut Fudge ----- 23  
Pineapple Fudge ----- 22  
Italian Bon Bons ----- 17  
Banquet Cream Mints ----- 23  
Silver King M.Mallows 1 35

### Bar Goods

Walnut Sundae, 24, 5c ----- 80  
Neapolitan, 24, 5c ----- 80  
Mich. Sugar Ca., 24, 5c ----- 80  
Pal O Mine, 24, 5c ----- 80  
Malty Milkies, 24, 5c ----- 80  
Bo-Ka-To-Ka, 24, 5c ----- 80

### COUPON BOOKS

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

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

### CREAM OF TARTAR

6 lb. boxes ----- 38

### DRIED FRUITS

**Apples**  
N. Y. Fcy., 50 lb. box ----- 15 1/2  
N. Y. Fcy., 14 oz. pkg. ----- 16

### Apricots

Evaporated, Choice ----- 28  
Evaporated, Fancy ----- 33  
Evaporated, Slabs ----- 25

### Citron

10 lb. box ----- 40

### Currents

Packages, 14 oz. ----- 17  
Greek, Bulk, lb. ----- 17

### Dates

Dromedary, 36s ----- 6 75

### Peaches

Evap. Choice ----- 21  
Evap. Ex. Fancy, P. F. ----- 30

### Peel

Lemon, American ----- 30  
Orange, American ----- 30

### Raisins

Seeded, bulk ----- 11  
Thompson's s'dles blk ----- 9 1/2  
Thompson's seedless, 15 oz. ----- 10 1/2  
Seeded, 15 oz. ----- 12 1/2

### California Prunes

90@100, 25 lb. boxes ----- 07 1/2  
60@70, 25 lb. boxes ----- 07 1/2  
50@60, 25 lb. boxes ----- 07 1/2  
40@50, 25 lb. boxes ----- 07 1/2  
30@40, 25 lb. boxes ----- 07 1/2  
20@30, 25 lb. boxes ----- 07 1/2

### FARINACEOUS GOODS

#### Beans

Med. Hand Picked ----- 07  
Cal. Limas ----- 09  
Brown, Swedish ----- 07  
Red Kidney ----- 07 1/2

#### Farina

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

#### Hominy

Pearl, 100 lb. sacks ----- 3 50

#### Macaroni

Mueller's Brands  
9 oz. package, per doz. 1 30  
9 oz. package, per case 2 60

#### Bulk Goods

Elbow, 20 lb. ----- 09  
Egg Noodle, 10 lbs. ----- 15

#### Pearl Barley

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

#### Peas

Scotch, lb. ----- 05 1/4  
Split, lb. yellow ----- 08  
Split green ----- 08

#### Sage

East India ----- 10

#### Tapioca

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

### FLAVORING EXTRACTS

#### JENNINGS

#### PURE

#### FLAVORING

#### EXTRACT

#### Vanilla and



### DRINK POWDER

#### LEMON AND ORANGE

Just Add Water



Lemonade, 2 1/2 oz. pkg.,  
packed, 24s ----- 1 80  
Orangeade, 2 1/2 oz. pkg.,  
packed, 24s ----- 1 80

Attractive Counter Display  
Carton.

### SURESET

#### ICE CREAM POWDER



6 Flavors.  
4 1/2 oz., 4 doz. to case 3 60  
Can be assorted with Sure-  
set Jell. Lemon & Orange-  
ade for Drop Shipment.

### GELATINE



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

### 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. ----- 21  
Nucoa, 2 and 5 lb. ----- 20 1/2

Wilson & Co.'s Brands  
Oleo

Certified ----- 24  
Nut ----- 18  
Special Roll ----- 19

### MATCHES

Swan, 144 ----- 4 75  
Diamond, 144 box ----- 6 00  
Searchlight, 144 box ----- 6 00  
Ohio Red Label, 144 bx 4 20  
Ohio Blue Tip, 144 bx 6 00  
Ohio Blue Tip, 720-1c 4 50  
Blue Seal, 144 ----- 5 60  
Rollable, 144 ----- 4 25  
Federal, 144 ----- 5 80

### Safety Matches

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

### MOLASSES

Molasses in Cans  
Dove, 36, 2 lb. Wh. L. 5 60  
Dove, 24, 2 1/2 lb. Wh. L. 5 20  
Dove, 36, 2 lb. Black 4 30  
Dove, 24, 2 1/2 lb. Black 3 90  
Dove, 6 10 lb. Blue L. 4 45  
Palmetto, 24, 2 1/2 lb. 5 75

### OLIVES

Bulk, 5 gal. keg ----- 10 00  
Quart Jars, dozen ----- 6 50  
Bulk, 2 gal. keg ----- 4 50  
Pint Jars, dozen ----- 3 50  
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. do. ----- 4 25  
3 oz. Jar, Stu., doz. 1 35  
6 oz. Jar, stuffed, dz. 2 50  
9 oz. Jar, stuffed, doz. 3 50  
12 oz. Jar, Stuffed,  
doz. ----- 4 50 @ 4 75  
20 oz. Jar, stuffed dz. 7 00

### PARIS GREEN

1/4 s ----- 31  
1 s ----- 29  
2 s and 5 s ----- 27

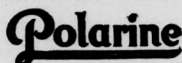
### PEANUT BUTTER



Bel Car-Mo Brand  
24 1 lb. Tins ----- 31  
8 oz., 2 do. in case ----- 29  
15 lb. pails ----- 27  
25 lb. pails ----- 27

### PETROLEUM PRODUCTS

Perfection Kerosene ----- 13 6  
Red Crown Gasoline ----- 14 7  
Tank Wagon ----- 17 7  
Solite Gasoline ----- 37 1  
Gas Machine Gasoline ----- 37 1  
V. M. & P. Naphtha ----- 19 6  
Capitol Cylinder ----- 39 1  
Atlantic Red Engine ----- 21 1  
Winter Black ----- 12 1



### Iron Barrels

Light ----- 65 1  
Medium ----- 65 1  
Heavy ----- 65 1  
Special heavy ----- 65 1  
Extra heavy ----- 65 1  
Polarine "F" ----- 65 1  
Transmission Oil ----- 65 1  
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



### PICKLES

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  
900 Size, 48 gal. ----- 22 00  
1100 Size, 48 gal. ----- 27 50

### PIPES

Cob, 3 doz. in bx. 1 00 @ 1 20  
Bicycle ----- 4 75

### POTASH

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

### FRESH MEATS

Beef  
Top Steers & Heif. ----- 18  
Med. Steers & Hf. 15 1/2 @ 17  
Com. Steers & Hf. 14 1/2 @ 15  
Cows  
Top ----- 15  
Good ----- 14  
Medium ----- 13  
Common ----- 12

### Veal

Top ----- 19  
Good ----- 18  
Medium ----- 16

### Lamb

Spring Lamb ----- 35  
Good ----- 32  
Medium ----- 27  
Poor ----- 25

### Mutton

Good ----- 18  
Medium ----- 16  
Poor ----- 13

### Pork

Light hogs ----- 12  
Medium hogs ----- 12  
Heavy hogs ----- 11  
Loins, Med. ----- 20  
Butts ----- 18  
Shoulders ----- 14  
Spareribs ----- 12 1/2  
Neck bones ----- 06

### PROVISIONS

Barreled Pork  
Clear Back ----- 30 00 @ 32 00  
Short Cut Clear ----- 31 00 @ 33 00  
Dry Salt Meats  
D S Bellies ----- 18-20 @ 20-22

### Lard

Pure in tierces ----- 13 1/2  
60 lb. tubs ----- advance 1/2  
50 lb. tubs ----- advance 1/2  
20 lb. pails ----- advance 1/2  
10 lb. pails ----- advance 1/2  
5 lb. pails ----- advance 1  
3 lb. pails ----- advance 1  
Compound tierces ----- 12  
Compound, tubs ----- 12 1/2

### Sausages

Bologna ----- 16  
Liver ----- 14  
Frankfort ----- 19  
Pork ----- 18 @ 20  
Veal ----- 19  
Tongue, Jellied ----- 35  
Headcheese ----- 18

### Smoked Meats

Hams, Cer., 14-16 lb. @ 24  
Hams, Cer., Skinned  
16-18 lb. ----- @ 25 1/2  
Ham, dried beef  
Knuckles ----- @ 33  
California Hams ----- @ 16 1/2  
Picnic Boiled  
Hams ----- 20 @ 22  
Boiled Hams ----- @ 33  
Minced Hams ----- @ 19  
Bacon 4/6 Cert. ----- 24 @ 33

### Beef

Boneless, rump 23 00 @ 30 00  
Rump, new ----- 29 00 @ 32 00

### RICE

Fancy Blue Rose ----- 06 1/2  
Fancy Head ----- 09  
Broken ----- 03 1/2

### ROLLED OATS

Silver Flake, 1 2 Fam. ----- 2 45  
Quaker, 18 Regular ----- 1 80  
Quaker, 12s Family ----- 2 70  
Mothers, 12s, M'num ----- 3 25  
Nedrow, 12s, China ----- 3 25  
Sacks, 90 lb. Jute ----- 3 75  
Sacks, 90 lb. Cotton ----- 3 80

### RUSKS

Holland Rusk Co.  
Brand  
13 roll packages ----- 2 30  
36 roll packages ----- 4 50  
36 carton packages ----- 5 20  
18 carton packages ----- 2 45

### 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  
doz. ----- 1 40  
Wood boxes, Pure ----- 23 1/2  
Whole Cod ----- 11 1/2

### HERRING

Holland Herring  
Mixed, Keys ----- 1 15  
Mied, half bbls. ----- 9 50  
Mixed, bbls. ----- 17 00  
Milkers, Kegs ----- 1 25  
Milkers, half bbls. ----- 10 25  
Milkers, bbls. ----- 19 00  
K K K K, Norway ----- 19 50  
8 lb. pails ----- 1 40  
Cut Lunch ----- 1 65  
Roned, 10 lb. boxes ----- 15

### Lake Herring

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

### Mackerel

Tubs, 100 lb. fncy fat 24 50  
Tubs, 50 count ----- 9 00  
Pails, 10 lb. Fancy fat 2 00

### 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. ----- 1 35  
Bixbys, Doz. ----- 1 35  
Shinola, doz. ----- 90

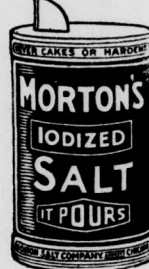
### STOVE POLISH

Blackline, per doz. ----- 1 35  
Black Silk Liquid, ds. 1 40

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

### SALT

Colonial, 24, 2 lb. ----- 95  
Colonial, 36-1 1/2 ----- 1 25  
Colonial, Iodized, 24-2 ----- 2 00  
Med. No. 1 Bbls. ----- 2 60  
Med. No. 1, 100 lb. bg. ----- 85  
Farmer Spec., 70 lb. ----- 90  
Packers Meat, 50 lb. ----- 57  
Crushed Rock for Ice  
cream, 100 lb., each ----- 85  
Butter Salt, 280 lb. bbl. ----- 4 24  
Block, 50 lb. ----- 4 10  
Baker Salt, 280 lb. bbl. ----- 4 10  
24, 10 lb., per bale ----- 2 45  
35, 4 lb., per bale ----- 2 60  
50, 3 lb., per bale ----- 2 85  
28 lb. bags, Table ----- 42  
Old Hickory, Smoked,  
6-10 lb. ----- 4 80



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, 100 box ----- 4 00  
Big Jack, 60s ----- 4 50  
Fels Naptha, 100 box ----- 5 50  
Flake White, 10 box ----- 3 80  
Gdma White Na. 10s ----- 3 35  
Swift Classic, 100 box ----- 4 40  
20 Mule Borax, 100 bx ----- 7 55  
Wool, 100 box ----- 6 50  
Jap Rose, 100 box ----- 7 85  
Fairy, 100 box ----- 5 50  
Palm Olive, 144 box ----- 11 00  
Lava, 100 bo ----- 4 90  
Octagon ----- 6 00  
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, 72s, box ----- 2 85  
Fairbank Tar, 100 bx ----- 4 00  
Trilby Soap, 100, 10c ----- 7 30  
Williams Barber Bar, 9s ----- 50  
Williams Mug, per doz. ----- 48

### CLEANSERS



80 can cases, \$4.80 per case

### WASHING POWDERS

Bon Ami Pd., 3 dz. bx ----- 3 75  
Bon Ami Cake, 3 dz. ----- 3 25  
Brillo ----- 85  
Climaline, 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  
Octagon, 60s ----- 4 00  
Rinso, 40s ----- 3 20  
Rinso, 24s ----- 5 25  
Rub No More, 100, 10  
oz. ----- 3 85  
Rub No More, 20 Lg. ----- 4 00  
Spotless Cleanser, 48,  
20 oz. ----- 3 85  
Sani Flush, 1 doz. ----- 2 25  
Sapallo, 3 doz. ----- 3 15  
Soapine, 100, 12 oz. ----- 6 40  
Snowboy, 100, 10 oz. ----- 4 00  
Snowboy, 24 Large ----- 4 80  
Speedee, 3 doz. ----- 7 20  
Sunbrite, 72 doz. ----- 4 00  
Wyandotte, 48 ----- 4 75

### SPICES

Whole Spices  
Allspice, Jamaica ----- @ 24  
Cloves, Zanzibar ----- @ 40  
Cassia, Canton ----- @ 25  
Cassia, 5c pkg., doz. ----- @ 40  
Ginger, African ----- @ 15  
Ginger, Cochon ----- @ 30  
Mace, Penang ----- 1 10  
Mied, 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, Corkin ----- @ 38  
Mustard ----- @ 32  
Mace, Penang ----- 1 30  
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  
Penalty, 3 1/2 oz. ----- 3 25  
Kitchen Bouquet ----- 4 50  
Laurel Leaves ----- 20  
Marjoram, 1 oz. ----- 90  
Savory, 1 oz. ----- 90  
Thyme, 1 oz. ----- 90  
Tumeric, 2 1/2 oz. ----- 90

### STARCH

Corn  
Kingsford, 40 lbs. ----- 11 1/2  
Powdered, bags ----- 4 50  
Argo, 48, 1 lb. pkgs. ----- 3 60  
Cream, 48-1 ----- 4 80  
Quaker, 40-1 ----- 07 1/2

### Gloss

Argo, 48, 1 lb. pkgs. ----- 3 60  
Argo, 12, 3 lb. pkgs. ----- 2 96  
Argo, 8, 5 lb. pkgs. ----- 3 35  
Silver Gloss, 48, 1s ----- 11 1/2  
Elastic, 64 pkgs. ----- 5 35  
Tiger, 48-1 ----- 3 50  
Tiger, 50 lbs. ----- 06

### CORN SYRUP

Corn  
Blue Karo, No. 1 1/2 ----- 2 42  
Blue Karo, No. 5, 1 dz. ----- 3 33  
Blue Karo, No. 10 ----- 3 13  
Red Karo, No. 1 1/2 ----- 2 70  
Red Karo, No. 5, 1 dz. ----- 3 71  
Red Karo, No. 10 ----- 3 51  
Imit. Maple Flavor  
Orange, No. 1 1/2, 2 dz. ----- 3 15  
Orange, No. 5, 1 do. ----- 4 41  
Orange, No. 10 ----- 4 21

### Maple

Green Label Karo ----- 5 19

### Maple and Cane

Mayflower, per gal. ----- 1 55

### Maple

Michigan, per gal. ----- 2 50  
Welchs, per gal. ----- 2 80

### TABLE SAUCES

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

### Zion Fig Bars

Unequaled for  
Stimulating and  
Speeding Up  
Cooky Sales

Obtainable from Your  
Wholesale Grocer

Zion Institutions & Industries  
Baking Industry

### TEA

Japan ----- 27 @ 33  
Medium ----- 37 @ 46  
Choice ----- 54 @ 59  
Fancy ----- 54 @ 59  
No. 1 Nibbs ----- 54  
1 lb. pkg. Sifting ----- 13

### Gunpowder

Choice ----- 40  
Fancy ----- 47

### Ceylon

Pekoe, medium ----- 57

### English Breakfast

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

### Oolong

Medium ----- 39  
Choice ----- 45  
Fancy ----- 50

### TWINE

Cotton, 3 ply cone ----- 33  
Cotton, 3 ply pails ----- 35  
Wool, 6 ply ----- 18

### VINEGAR

Cider, 40 Grain ----- 20  
White Wine, 80 grain ----- 26  
White Wine, 40 grain ----- 20

### WICKING

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

### WOODENWARE

Baskets  
Bushels, narrow band,  
wire handles ----- 1 75  
Bushels, narrow band,  
wood handles ----- 1 80  
Market, drop handle ----- 90  
Market, single handle ----- 95  
Market, extra ----- 1 60  
Splint, large ----- 8 50  
Splint, medium ----- 7 50  
Splint, small ----- 6 50

### Churns

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

### Pails

10 qt. Galvanized ----- 2 40  
12 qt. Galvanized ----- 2 60  
14 qt. Galvanized ----- 3 00  
12 qt. Flaring Gal. Ir. ----- 5 00  
10 qt. Tin Dairy ----- 4 00

### Traps

Mouse, Wood, 4 holes ----- 60  
Mouse, Wood, 6 holes ----- 70  
Mouse, tin, 5 holes ----- 65  
Rat, wood ----- 1 00  
Rat, spring ----- 1 00  
Mouse, spring ----- 30

### Tubs

Large Galvanized ----- 8 50  
Medium Galvanized ----- 7 25  
Small Galvanized ----- 6 50

### Washboards

Banner, Globe ----- 5 50  
Brass, single ----- 6 00  
Glass, single ----- 6 00  
Double Peerless ----- 8 50  
Single Peerless ----- 7 50  
Northern Queen ----- 5 50  
Universal ----- 7 25

### Wood Bowls

13 in. Butter ----- 5 00  
15 in. Butter ----- 9 00  
17 in. Butter ----- 18 00  
19 in. Butter ----- 25 00



## Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 14.—We have to-day received the schedules, reference and adjudication in the matter of Abraham Hoodhood, Bankrupt No. 3177. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his schedules show that he has no occupation. The schedules show assets of \$225 of which the full interest is claimed as exempt, with liabilities of \$7,122.60. 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:

Rose Gebora, Grand Rapids	\$240.00
Nafe Hoodhood, Grand Rapids	2,600.00
DeVries Biscuit Co., Zeeland	137.50
Voight Milling Co., Grand Rapids	68.50
Ferris Coffee House, Grand Rapids	96.70
Square Deal Food Products Co., Chicago	33.30
Blodgett Beckley Co., Toledo	25.00
Walker Birk Candy Co., Chicago	34.30
Hamilton Harris & Co., South Bend	4.17
W. F. McLaughlin Co., Chicago	22.78
Watson-Higgins Milling Co., G. R.	21.53
Camburn Candy Co., Grand Rapids	135.90
Lee & Cady Wholesale Co., G. R.	818.25
Miller Candy Co., Grand Rapids	189.00
Sawyer Biscuit Co., Chicago	36.39
Holsum Bakery Co., Grand Rapids	6.00
Kellogg Products Co., Battle Creek	5.42
Bultema-Timmer Coal Co., G. R.	7.00
H. L. Barrett Co., Grand Rapids	3.70
Postma Biscuit Co., Grand Rapids	8.01
Abe Scheffman & Co., Grand Rapids	32.00
D. Cavers & Co., Grand Rapids	35.00
Rademaker-Dooze, Grand Rapids	100.00
Rysdale Candy Co., Grand Rapids	600.00
A. B. Walker Candy Co., Owosso	22.25
George Hoodhood, Grand Rapids	1,300.00
Ellis Bros., Grand Rapids	352.00
Dr. W. D. Lyman, Grand Rapids	77.00
Blodgett Hospital, Grand Rapids	50.00
Joseph Gebora, Grand Rapids	60.00

June 14. We have to-day received the schedules, reference and adjudication in the matter of Calude Pell, Bankrupt No. 3178. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$1,202.01. 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:

Herrick Piano Co., Grand Rapids	\$108.00
Kalamazoo Stove Co., Grand Rapids	97.70
Easy Washing Mach. Co., Grand R.	122.00
Wood Motor Co., Grand Rapids	49.30
Henry H. Heystek Co., Grand R.	81.06
John Rudin Co., Chicago	40.00
Fred Brogger, Grand Rapids	162.40
William Westveer, Grand Rapids	69.00
Dr. John Rogers, Grand Rapids	4.00
Dr. Paul S. Miller, Grand Rapids	3.00
Lowell Ledger, Lowell	2.00
W. H. Beauchamp, Lowell	20.00
Hub Clothing Co., Grand Rapids	46.50
Mrs. Marks, Fennville	60.42
Vredevoogd Furn. Co., Grandville	13.00
Hodges Grocer Store, Lowell	15.83
Dr. Godfredson, Lowell	24.00
Consumers Fuel Co., Grand Rapids	11.05
Miskat Fuel Co., Grandville	17.25
Shipman Coal Co., Grand Rapids	28.00
G. R. Savings Bank, Grand Rapids	80.00
Dr. Campbell, Grand Rapids	7.00
Alexander Hamilton Institute	98.00
Kuiper Clothing Store, Grandville	42.50

June 14. We have to-day received the schedules, reference and adjudication in the matter of Marlow Perks, Bankrupt No. 3180. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Belding, and his occupation is that of a butcher. The schedules show assets of \$975 of which \$225 is claimed as exempt, with liabilities of \$1,557.80. 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:

Gina Olson, Greenville	\$400.00
Walter J. Jones, Belding	150.00
Wagner Bros., Grand Rapids	338.00
Swift & Co., Lansing	150.00
Armour & Co., Chicago	130.00
Belding Savings Bank, Belding	150.00
Johnson Auto Co., Langston	147.00
Fish & Ward, Belding	17.81
C. W. Mills Paper Co., Grand Rap.	25.00
Mrs. J. B. Vincent, Belding	50.00

In the matter of Floyd Burlington, Bankrupt No. 3176, the funds for the first meeting have been received and such meeting has been called for June 28.

In the matter of De Forrest Peet, Bankrupt No. 3150, the funds for the first meeting have been received and such meeting has been called for June 28.

In the matter of Clark L. Fox, Bankrupt No. 3167, the funds for the first meeting have been received and the meeting of creditors has been called for June 28.

In the matter of Joseph Boos, Bankrupt No. 3173, the funds for the meeting have been received and it has been called for June 27.

In the matter of Lewis Hooker, Bank-

rupt No. 3174, the funds for the first meeting have been received and such meeting has been called for June 27.

In the matter of Walter B. Dudley, Bankrupt No. 3166, the funds for the first meeting have been received and such meeting has been called for June 27.

In the matter of Marcus O. Riddle, Bankrupt No. 3168, the funds for the first meeting have been received and such meeting has been called for June 27.

In the matter of Norman R. F. Johnson, Bankrupt No. 3038, the funds for the first meeting have been received and such meeting has been called for June 27.

In the matter of Herbert Major, Bankrupt No. 2903, the funds for the first meeting have been received and the first meeting has been called for June 27.

In the matter of Henry Van Allsburg, Bankrupt No. 2790, the trustee has filed his final report and account and a final meeting of creditors has been called for June 30. The report and account of the trustee will be considered and passed upon. The expenses of administration and if possible, a first and final dividend to general creditors ordered paid.

In the matter of August Homrich, Bankrupt No. 2807, the trustee has filed his final report and account and a final meeting of creditors has been called for June 30. The report and account of the trustee will be considered and passed upon. The expenses of administration and if possible, a first and final dividend to creditors will be ordered paid.

In the matter of Emma Orsinger, Bankrupt No. 2876, the trustee has filed his final report and account and a final meeting of creditors has been called for June 30. The report and account of the trustee will be considered and passed upon. Expenses of administration will be ordered paid, as far as the funds on hand will permit. There will be no dividends for general creditors.

In the matter of Irene Townley, Bankrupt No. 3006, the final report and account of the trustee has been filed and a final meeting of creditors has been called for June 30. The report and account of the trustee will be considered and passed upon. Expenses of administration and if possible, a first and final dividend to creditors will be ordered paid.

In the matter of Lawrence Freedman Co., Bankrupt No. 2380, the final report and account of the trustee has been filed and a final meeting has been called for June 28. The report and account of the trustee will be considered and passed upon. Expenses of administration and a final dividend to creditors will be ordered paid.

In the matter of Boyes & Blandford Co., Bankrupt No. 1965, the final report and account of the trustee is filed. A final meeting of creditors will be held at the referee's office on June 27. The report and account of the trustee will be considered and passed upon. The various petitions for compensation from funds in the trustee's hands will be passed upon. Expenses of administration will be ordered paid and a first dividend to creditors generally will be declared and ordered paid.

June 16. In the matter of Sampsell & Bloode, Bankrupts No. 2311, the final meeting of creditors was held on this day. The bankrupts were not present or represented. The trustee was present in person. Claims were proved and allowed. The report and account of the trustee was approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of first and final dividend of 9 per cent. to general creditors. No objections were made to discharge. The meeting then adjourned without date and the case will be closed and returned to the district court, as soon as the checks are returned from these payments.

On this day also was held the final meeting of creditors in the matter of Herman Teitsma, Bankrupt No. 3103. The bankrupt was not present or represented. The trustee was present in person. The trustee's final report and account was considered and approved. Expenses were approved and ordered paid, as far as the funds on hand would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The first meeting then adjourned without date. The case will be closed and returned to the district court in due course.

June 15. We have to-day received the schedules, reference and adjudication in the matter of Paul B. Bellew, Bankrupt No. 3181. 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 salesman. The schedules show assets of \$1,775, of which \$275 is claimed as exempt, with liabilities of \$10,758.57. 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:

Rikert Lumber Co., Lansing	\$754.57
Emery Richardson, Bath	120.00
Central Electric Co., Battle Creek	54.00
Industrial Bank, Grand Rapids	230.00
Emma E. Cassidy, Chicago	1,000.00
Capitol Nat'l Bank, Lansing	4,500.00
City Nat'l Bank, Lansing	800.00
Thunder Bay Milling Co., Alpena	300.00

A. M. Swartz, Wallterton, Ind. -- 3,000.00

June 16. We have to-day received the schedules, reference and adjudication in the matter of Frank H. Newton, Bankrupt No. 3182. 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 baker. The schedules show assets of \$1,200 of which \$500 is claimed as exempt, with liabilities of \$1,305.74. 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:

Herman VanDrie, Grand Rapids	\$170.00
Lee & Cady, Grand Rapids	18.90
Kent Storage Co., Grand Rapids	13.50
Breen & Halladay Fuel Co., G. R.	11.75
Mills Paper Co., Grand Rapids	15.13
Ryskamp Bros., Grand Rapids	21.60
Voight Milling Co., Grand Rapids	128.30
Wolverine Spice Co., Grand Rapids	8.33
Welmers & Dykman, Grand Rapids	19.00
Worden Grocer Co., Grand Rapids	4.18
DeRoller Henry, Grand Rapids	55.00
John V. Gysels, Grand Rapids	200.00
F. L. Newton, Grand Rapids	400.00
Gast Motor Sales Co., Grand Rap.	40.00
Heyman Co., Grand Rapids	200.00

June 16. We have to-day received the schedules, reference and adjudication in the matter of Winifred M. Schumann, Bankrupt No. 3183. 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 an ice deliveryman. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$4,643. 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:

Sheboygan Mattress Co., Sheboygan, Wis.	\$ 30.00
David B. DeYoung, Grand Rapids	38.20
McKim & Cochran Furn. Co., Madison, Ind.	20.00
Carpeles Bag & Trunk Co., Milwaukee	130.00
Huenefeld Co., Cincinnati	125.00
Wehrle Co., Newark, Ohio	165.00
L. A. Althoff Mfg. Co., LaPorte, Ind.	40.00
J. Frank Darling Co., Brooklyn	215.00
Butler Bros., Chicago	210.00
Geneva Mfg. Co., Geneva, Ill.	15.00
G. R. Bedding Co., Grand Rapids	30.00
Michigan Hdwe. Co., Grand Rapids	48.00
Kent Tent & Awning Co., Grand R.	120.00
H. Leonard & Sons, Grand Rapids	315.00
I. Hecht, Grand Rapids	95.00
Press, Grand Rapids	32.00
Jack Schumann, Grand Rapids	200.00
Fred Schumann, Ann Arbor	500.00
Kent State Bank, Grand Rapids	90.00
G. R. Savings Bank, Grand Rapids	150.00
Mrs. Lucille Buck, Grand Rapids	125.00
W. Roggie, Grand Rapids	50.00
L. DeWee, Grand Rapids	100.00
Mr. Boogart, Grand Rapids	200.00
Mrs. C. A. Schumann, Grand R.	1,600.00

June 16. We have to-day received the schedules, reference and adjudication in the matter of Julian F. Cooper, Bankrupt No. 3185. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules show assets of \$125 with liabilities of \$1,743. 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:

Walter Thompson, Kalamazoo	\$150.00
Fred H. Cooper, Kalamazoo	500.00
C. Sagers, Kalamazoo	120.00
Old Borgess Hospital, Kalamazoo	400.00
A. H. Gifford, Kalamazoo	100.00
A. S. Youngs, Kalamazoo	165.00
Heber Pike, Doster	300.00
A. E. Henwood, Kalamazoo	8.00

June 16. We have to-day received the schedules, reference and adjudication in the matter of Charles D. Eugene Richards, Bankrupt No. 3184. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt with liabilities of \$1,252.45. The court has received funds and first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

Muskegon Hts. Furn. Co., Muskegon Hts.	\$ 22.50
G. W. TenBrink, Muskegon	175.00
Ed. Kolkema, Muskegon	285.00
Schuitema Elect. Co., Muskegon	105.00
East Side Lumber & Salvage Co., Muskegon	61.00
Markle Cement & Coal Co., Muskegon	42.00
Haveman & Holman, Muskegon	33.00
Edgar L. Jordan, Muskegon	75.00
W. J. Brinen Lbr. Co., Muskegon	17.00
Muskegon Lumber Co., Muskegon	18.00
Spiegel, May, Stern Co., Chicago	29.00
Buitendorp Dept. Store, Muskegon	7.00
Olson Music House, Muskegon	11.00
Liberal Credit Co. Co., Muskegon	22.00
Peoples Credit Clothing Co., Muskegon	7.00

## 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.

Hardware Stock Wanted.—Will pay cash for stock in town of 30,000 or larger. Address No. 605, c/o Michigan Tradesman. 605

Young man with business and mechanical experience wishes connection with manufacturing concern. Can invest limited amount. Address No. 606, c/o Michigan Tradesman. 606

GENERAL STORE FOR SALE.—At a resort town in Northern Michigan; dry goods, boots, shoes and groceries, \$5,000; also store building, \$2,500. A good live merchant can make \$4,000 to \$5,000 a year in this location. Write No. 607, c/o Michigan Tradesman. 607

FOR SALE OR RENT.—AURORA, Ill., population 45,000. Right on Broadway. The George Lane store. Can secure good lease at reasonable rent. \$10,000 will finance this store. Hurry for this opportunity. Average sales \$50,000. George Lane, Aurora, Illinois. 608

For Sale.—General store and meat market in small town on railroad near South Haven. Building, fixtures, and stock. Living rooms upstairs. Reason, ill health of owner who wants to change climate. Address No. 609, c/o Michigan Tradesman. 609

STOCK AND STORE FOR SALE.—We wish to sell our building, lot, fixtures and stock. This place is situated right in the heart of what is getting to be one of the most popular resort and fishing sections in Western Michigan. This of course, gives us a very fine summer resort business besides our regular farmer trade, which is very good the year round. We will sell the stock on an inventory priced at the wholesale price today, plus freight (probably about \$4,500). The lot, building and fixtures we will sell for \$3,500, preferably cash for the whole thing but to good, responsible parties terms might be arranged for the buildings and fixtures. The stock, however, must be a cash sale. R. E. Hodgins, Peacock, Mich. 610

FOR SALE.—Hardware and implement stock located within forty miles of Grand Rapids in a good farming community. Business established fifty years. Will sell separately. Reason for selling is poor health. Will sell or lease buildings. Address No. 611, c/o Tradesman. 611

For Sale.—The President Benjamin Harrison special sale men's silk scarfs, four-in-hands, bows, novelties. 5,000 dozen. 10 day advertising leader. Address Sol Raduziner, 40 East 22nd St., New York City. 612

Store Fixtures For Sale.—6 heavy plate glass show cases, hat cases, tables, triple mirror, clothing cabinet, etc. Hersfield Bros., Kalamazoo, Mich. 598

DRY GOODS STOCK WANTED.—We have a buyer for a general stock of \$5,000 to \$10,000. Must be clean stock and priced right. Address No. 600, c/o Michigan Tradesman. 600

FOR SALE.—National safe 38 in. x 36 in. x 6 ft. Upper compartment for books, chrome steel screw door, time lock money chest lower chamber. Perfect condition. Act soon. S. Wm. Nielsen, Receiver, Greenville, Mich. 602

GOLF EQUIPMENT.—We manufacture and offer for sale, direct to retail hardware stores, full line of GOOD GOLF CLUBS at very low prices. Retail prices \$2.75 for woods; \$2.75 for irons. Write for our circulars and proposition. I. R. Longworth Co., Somerset, Kentucky. 603

For Sale.—Stock in Grand Rapids Wholesale Grocery Co., Oscar Hoklas, Marne, Mich. 604

FOR EXCHANGE.—For drug or general store in Michigan, forty-four acre farm with splendid apple orchard in N. Y. fruit belt or 640 acres well-grassed Nebraska land. W. I. Benedict, Kalamazoo, Mich. 594

## 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.

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

Phone 61366

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GRAND RAPIDS, MICHIGAN



Silverman's Nat'l Clo. Co., Mus-	
kegon	10.00
Muskegon Elec. Co., Muskegon	90.70
James Coyne Plumbing Co.,	
Muskegon	4.75
Wm. H. Banninga, Muskegon	13.00
Bert McWilliams, Ravenna	8.00
Iver Anderson, Muskegon	10.00
Kuizenga & Spyke, Muskegon	6.00
A. Hoekenga, Muskegon	90.00
J. Yonkman, Muskegon	35.00
Grand Union Tea Co., unknown	75.00
Grover Fletcher, Muskegon	23.00

June 20. On this day was held the final meeting of creditors in the matter of Carl Hettler, Bankrupt No. 2934. The bankrupt was not present or represented. The trustee was present in person. Certain creditors were represented by R. J. Cleland, attorney. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration. There were no funds for dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Tuinstra, Herren & Heyboer, Bankrupt No. 2928. The bankrupts were not present or represented. Creditors were present in person and by R. J. Cleland, attorney. The trustee was present. The report and account of the trustee was considered, passed upon and approved. The expenses of administration were ordered paid, as far as the funds on hand would permit. Claims were allowed. No dividends were paid to general creditors. No objections were made to the discharge of the bankrupts. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

#### Outsider Sees What the Proprietor Does Not.

(Continued from page 20)

place. The grocer got out with him, asking, "Where are we going?" "We are going to visit the chain units," answered the doctor. "What—go in there? Suppose somebody should see us?" "See us?" asked the doctor; "what of that?"—and he spoke with genuine astonishment. "Why, they'll think I'm trying to pick up something from them." And he indicated that if nobody was liable to know the doctor, somebody might know him and wonder what he was doing there.

Could you beat that? The doctor assured the grocer that nobody would think a thing. So they went into chain after chain. Everywhere they went unquestioned. In the Piggly-Wiggly, where they had to pass the gate both ways, the doctor told the manager: "We didn't buy anything. Just wanted to look at your neat store." "That's all right," was the answer: "You're welcome to come any time."

That was the first object lesson. The doctor impressed it on the grocer. He showed the neatness and perfect order, the scrupulous cleanliness of every portion of the shelving, windows, stocks and salespeople. The Penney store was instructive—as the doctor knew it would be—because precisely similar in plan and arrangement and in the care of stock as if it had been Grand Junction, Fresno or Lancaster—any of the Lancasters you care to choose.

Now, surely, this grocer might have gone to visit those stores himself; but he never thought of it. Also, plainly, had he thought, he would not have gone because of a false self-consciousness. But any experienced man knows that anybody can go into any store anywhere and do no more than look around—and he will be welcome so long as he behaves himself decently.

That was the first lesson. I'll tell of others later. Will it strike home?

Maybe. If it does, the doctor earned his fee in full on that trip to Tooner-ville. If not—well the grocer will continue under at least one handicap so severe that it may well lead to his failure. Let us hope for the best—learned from the chains.

Paul Findlay.

#### IN THE REALM OF RASCALITY.

(Continued from page 2)

ness man went back to St. Paul together. They arrived at a different station than the one in which Burke and Coleman expected the business man. The banker laid the matter before the St. Paul police department. There was a delay which prevented "planting" the business man in the station where he was supposed to arrive, with the expectation that he would be met by Burke and Coleman. But he registered at the room in the Ryan hotel which had been selected; two detectives were secreted in the room, and the banker took up his vigil at the hotel desk.

Not 10 minutes later a well-dressed middle-aged man passed the desk, glanced, glanced the merest second at the register, and proceeded to the elevator. The banker leaned toward the hotel manager and said: "That's one of them." It was. Coleman went to the business man's room, was admitted, and immediately asked: "Did you get the money?"

"Sure," replied the Traverse citizen. "I raised \$11,000. It's down stairs in the safe." "Fine," chuckled Coleman. "Let's go down and get it, look up Burke, and collect our winnings."

The guns of two detectives were rammed into Coleman's ribs. "Stick 'em up," was the command, and Coleman wilted. He had scarcely been removed to the lockup, when the phone rang—Burke calling. The Traverse man answered it, and Burke asked if Coleman was there. The Traverse man said he was, and invited Burke up. "Let me talk to him," asked Burke. "He's just stepped out," said the business man.

A few more words—and evidently Burke tumbled. The phone connection was severed, and that's the last seen or heard of Burke to date, although the St. Paul officers are searching for him and the rest of a gang of five notorious swindlers. Coleman, with a dozen aliases, is wanted in several cities for big confidence game steals.

Had the gang's plans gone through, the Traverse business man doubtless would have been hustled into a taxi, transported to some lonely road, slugged, robbed of his \$11,000, and probably killed. But he's back in Traverse City all safe, both as to skin and to purse—and somewhat wiser.

#### When I go.

Written for the Tradesman.  
I want no priestly muttering.  
I want no fear nor stuttering;  
I only ask to go,  
In faith, in failure, in truth, in lies,  
I ask no prize beyond the skies;  
I want the sweep,  
Of God's great deep,  
While in mystic mystery I sleep.  
And if in his great plan  
Of the universe for man  
I shall live and sing again  
I only want to know  
That I have lived below  
Treading courageously the sod  
In the universe of God.

J. Edward Kirbye.

SELL  
**Ge Bott's**  
**Kream FrydKaKes**  
DECIDEDLY BETTER  
Grand Rapids Cream Fried Cake Co.  
Grand Rapids, Mich.

ASK FOR  
**KRAFT CHEESE**  
A variety for every taste

**Henry Smith**  
**FLORAL Co., Inc.**

52 Monroe Avenue  
GRAND RAPIDS

Phone 9-3281



NO DUST

NO SMOKE

#### DAILY SERVICE

from Grand Rapids, Muskegon, Grand Haven, Holland, Benton Harbor and South Haven.

Save Money—Travel the Cool, Clean, Comfortable way.

Autos handled with safety. Unexcelled dining service on all steamers. For both reservations, tickets and general information call on or address any office in above cities or

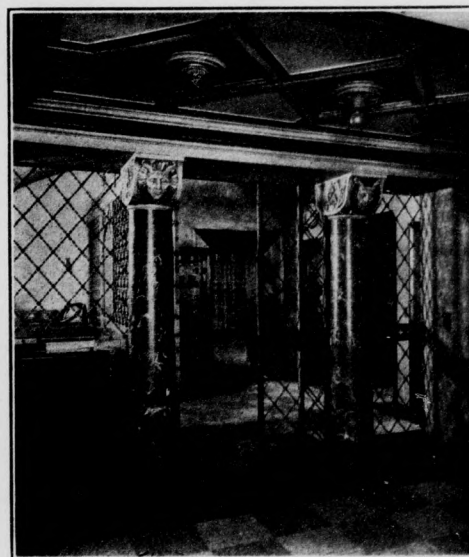
#### GOODRICH TRANSIT COMPANY

Grand Rapids, Michigan

Phones 88428—62343

W. S. NIXON—Dist. Pass. Agt.

More than 71 years of successful steamship operation.



LOBBY AND ENTRANCE TO  
GRAND RAPIDS TRUST COMPANY SAFE DEPOSIT  
VAULTS, LOCATED ON MAIN FLOOR

PROTECTION FOR YOUR VALUABLES FOR LESS  
THAN A DIME A WEEK.

**GRAND RAPIDS TRUST COMPANY**

### Rouse Advised By His Friends To Plead Guilty.

On the return of Guy W. Rouse last Wednesday afternoon, he was escorted by the officer to Police Court, where he was formally charged with embezzlement. His attorney stated he had no plea to make, whereupon Judge Hess directed that the record show that Rouse stood mute. Bail was placed at \$15,000, whereupon five of his friends stepped forward and offered themselves as sureties, as follows:

**Ferry K. Heath  
Claude Hamilton  
Robert W. Irwin  
Earle S. Irwin  
Charles G. Watkins**

Judge Hess then announced that the preliminary examination would be held at 9 o'clock a. m. June 22.

On Friday Rouse attended a conference of his friends, including the men who signed his bond. Everyone present agreed that the proper thing for him to do is to plead guilty and accept such sentence as Judge Verdier may see fit to impose on him. Rouse gave no indication of what decision he had reached in the matter.

A gentleman who has recently returned from Los Angeles stated that a leading contractor of that city told him he was estimating on the cost of a palatial residence for Guy W. Rouse at Pasadena; that the architect's estimate of the cost was \$50,000. The gentleman asked the contractor if he was aware that Rouse was accused of being a defaulter and embezzler in Grand Rapids. He replied that he was fully cognizant of the situation, but that Rouse had shown him where he had liquid funds in excess of \$50,000 in readiness to apply on the cost of the residence. Rouse now claims to be destitute and has thrown himself on the charity of his friends, but he did not talk that way to the Los Angeles contractor.

In addition to any funds which Rouse may have secreted from his stealings, it is known that there is considerable money in the hands of the Rouse family which came from the estate of Mrs. Rouse's former husband, Howard Thornton. She recently sold her equity in the seven acres of land between Reed's Lake and Fisk Lake to Stuart Foote for \$25,000. In addition to this payment to Mrs. Rouse, Mr. Foote assumed a mortgage of \$6,000 on the property.

Rouse appears to have been very fortunate in the selection of an attorney to represent him in California. He engaged a man named Fredericks, whose father was a former congressman and who was connected with one of the strongest legal firms in the Land of the Setting Sun. Mr. Fredericks appeared for Rouse at the hearing before the Governor at Sacramento. When he came to see the proof of Rouse's perfidy and criminality, he stated that he could see no course open for the Governor but to permit Rouse to go back to Michigan for trial. The State of California was represented at the hearing by Assistant Attorney General Jones, who has held that office for twenty-two consecutive years. He has represented the State in all the

extradition cases which have been heard in the meantime and voluntarily stated that the extradition papers presented by Prosecuting Attorney Munshaw in this case were the most complete and comprehensive which had ever been brought to his attention. He recommended that the Governor sign the papers, which recommendation was acted on promptly. On their return to Los Angeles Fredericks advised Rouse that there was nothing left for him to do but to go back to Michigan promptly and face such penalty as the trial judge might see fit to deal out.

After considering the matter for a day or two Rouse undertook to obtain some concession from Munshaw in the event of his giving himself up, but the Prosecuting Attorney frankly stated that such a matter was out of his province; that it was his duty to conduct the trial of all persons accused of criminal conduct in a fair and impartial manner; that in the event of a conviction it was up to the trial judge to pass such sentence as seemed to him to be in keeping with the crime.

Rouse then undertook to induce Munshaw to permit him to return to Grand Rapids without being accompanied by the officer. Such overtures were peremptorily declined.

Rouse then sought to obtain a stay in the proceedings for two months in order to enable him to close some deals which he asserted would bring him a \$50,000 profit. Denied. He then asked for one month. Denied. Then one week. Denied. Munshaw finally gave him one day, at the expiration of which time he started for Grand Rapids in the custody of the officer. When the two reached Salt Lake City Detective Blinston was so exhausted from lack of sleep that he placed Rouse in jail for 24 hours, while he hit a bed in a hotel and proceeded to obtain the rest he required in order to complete the journey. He arranged for a section to Chicago, but Rouse insisted on having a private compartment and personally paid the difference in cost of the two methods of travel.

It was expected that Stuart Knappen, the celebrated corporation lawyer, would act as Rouse's attorney, but Mr. Knappen pleaded his unfamiliarity with the meshes of criminal procedure and Charley Ward was retained to conduct the examination of Rouse in Police Court and his subsequent trial in the Superior Court in the event of Judge Hess holding him for trial in the higher court.

A local friend of Rouse created something of a disturbance at the office of the Michigan Trust Co. one day last week by a boisterous verbal protest over the manner in which Rouse was being treated by the officer who was detailed to bring him back to Grand Rapids. As a matter of fact, the Michigan Trust Co. had nothing to do with the way in which Rouse was permitted to occupy jails at convenient intervals. The detective who conferred this honor on his prisoner was acting under instructions from his superior officer. The person who created the disturbance was unfaithful to his trust some years ago and would probably still be serving time in prison

but for the intercession of friends and relatives, some of whom nearly pauperized themselves to settle the criminal cases which would otherwise have been brought against him.

Later—Rouse and his attorney appeared in Police Court this morning and asked for an adjournment for one week, which was granted by Judge Hess. It is reported that Rouse will waive examination, go into the Superior Court and plead guilty, receive sentence and start immediately for Jackson.

### Twenty-Five Additions To Our List of Readers.

The strength of any institution depends largely upon the amount of fresh blood that is constantly brought into the organization. This applies with equal force to any line of business, any church, social or fraternal society. Old members persist in dying and becoming lukewarm, so that the vitality and usefulness of the organization depends upon the percentage of new members which are brought into harmonious relations with the main body. It affords the Tradesman much pleasure to announce that it has enrolled twenty-five new names on its list of subscribers during the past week, as follows:

Coopersville State Bank, Coopersville.  
Daggett Canning Co., Coopersville.  
David Riemersma, Coopersville.  
Alfred Stevens, Reed City.  
Wolgammott & Co., Badwin.  
C. H. Jensen, Kansas City, Mo.

Earl & Wells Motor Co., Grand Rapids.

Margaret Adams, Cooper.  
C. G. Waterson, Cascade Village.  
Calkins, Bradley & Co., South Lyon.  
Geo. B. Reader, Grand Rapids.  
Fisher-Drummond Co., Grand Rapids.

Furniture Mfr. Association, Grand Rapids.

Ellis Bros. Co., Grand Rapids.  
Battjes Fuel Co., Grand Rapids.  
D. E. Burgess, Allegan.  
B. J. Mersman, Byron Center.  
H. J. Gray, Grand Rapids.  
Board of Commerce, Detroit.  
Geo. S. Driggs, Grand Rapids.  
Mulder & Son, Graafschap.  
H. W. Taylor, Gobles.  
Michigan Candy Co., Grand Rapids.  
Worden Grocer Co., Lansing.  
Jacob A. Besteman, Grand Rapids.

When it is recalled that the Tradesman has had no regular subscription solicitor in the field since Mr. Sheldon was obliged to retire on account of blindness, we think the showing made from week to week is somewhat remarkable. Merchants as a class do not voluntarily request that their names be placed on the subscription list of a publication unless they have satisfied themselves in advance that the medium is worthy of their support and can render them a service far in excess of the price paid therefor.

Truth when not sought after rarely comes to light.—Holmes.

## INCREASED BUSINESS for the Citizens' Mutual Automobile Insurance Company, Howell, Mich.

*April and May Two Largest Months  
in the History of the Company*

During the month of April and May the company wrote and renewed 14,700 policies on automobiles, an increase of 1,100 over the same months last year, and an increase in business of \$21,537.84.

Automobile owners have begun to appreciate the great hazard in driving a car and when the car is stolen or wrecked in a collision or a liability loss occurs, the policy-holder then appreciates an opportunity to call at the home office or the office of the local agency and get a prompt adjustment. One man, who has a large number of cars and trucks insured in this company, says, "I have tried a number of different insurance companies and where the main office is located out of the state, there is usually a delay and in complicated cases it is impossible to get in touch with the main office. Then too, as most of the cars in the territory where my cars are driven are insured in the Citizens' Mutual, I find it much easier to get a satisfactory settlement as where two or more companies are involved, there is always a difference of opinion and delays."

If not insured, call on local agent, or write

**CITIZENS' MUTUAL AUTOMOBILE INSURANCE CO.  
HOWELL, MICHIGAN**





## And we even insure you against infestation losses!

The only time I ever came close to being thrown out of a grocery store was one summer day years ago on one of my first calls on the trade. I'd asked the grocer if I could sell him some raisins, not knowing that he had just lost his entire stock by infestation. Gosh he was riled! And I couldn't blame him—it all went out of his own pocket.

"Them days," as the poet says, "is gone forever" now—gone, at least, for grocers who handle Sun-Maids. In the first place, you ought to see how thoroughly they sterilize the raisins in Sun-Maid plants, and how carefully they pack 'em

**Them days is gone forever!**



to eliminate any chance of infestation from the inside.

Still infestation is sometimes known to occur, coming from outside sources. But Sunland even insures grocers against loss from that.

If your stock of Sun-Maids should become infested, all you need to do is call your jobber and turn the infested stock over to him. Sunland will issue to him a credit memorandum covering in full the invoice value of the stock which he can apply in full against new raisins.

That's how Sunland insures your investment in raisins, and guarantees your customers' satisfaction with the Sun-Maids you sell. It's one of many protective policies that Sunland alone uses in the raisin industry—policies that make your profit greater and surer on Sun-Maid raisins.

*Larry.*

## More Profit to You

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

# K C

## Baking Powder

### 25 ounces for 25¢

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

Same price for over 35 years

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

**Millions of Pounds Used by the Government**

# LIGHT HOUSE COFFEE,

as different as  
day and night-  
here's quality  
that is quality

NATIONAL GROCER COMPANY



General Offices and Mills, Detroit. Branches in the following Cities:

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Owosso

INDIANA  
South Bend

Port Huron  
Saginaw  
Sault Ste. Marie