

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, JULY 6, 1927

Number 2285

## Let Me Walk With The Men In The Road

'Tis only a half-truth the poet has sung  
Of the house by the side of the way,  
Our Master had neither a house nor a home,  
But He walked with the crowd day by day.  
And I think when I hear of the poet's desire,  
That a house by the road would be good;  
But service is found in its tenderest form  
When we walk with the crowd in the road.

So I say, let us walk with the men in the road,  
Let us seek out the burdens that crush,  
Let us speak a kind word of good cheer to the weak,  
Who are falling behind in the rush.  
There are wounds to be healed, there are breaks we must mend,  
There's a cup of cold water to give;  
And the man in the road by the side of his friend,  
Is the man who has learned how to live.

Then tell us no more of the house by the road,  
There is only one place we can live;  
It's there with the men who are toiling along,  
Who are needing the cheer we can give.  
It is pleasant to live in the house by the way,  
And befriend as the poet has said;  
But the Master is bidding us, "Bear ye their load,  
For your rest waiteth yonder ahead."

I could not remain in the house by the road,  
And watch as the toilers go on,  
Their faces beclouded with pain and with sin,  
So burdened, their strength nearly gone.  
I'll go to their side, I'll speak in good cheer,  
I'll help them to carry their load;  
And I'll smile at the man in the house by the way,  
As I walk with the crowd in the road.

Out there in the road that goes by the house  
Where the poet is singing his song,  
I'll walk and I'll work midst the heat of the day,  
And I'll help falling brothers along.  
Too busy to live in the house by the way,  
Too happy for such an abode,  
And my heart sings its praise to the Master of all,  
Who is helping us serve in the road.

Walter J. Gresham.

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, JULY 6, 1927

Number 2285

## 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.

### Rouse Killing Time To Put Off the Evil Day.

Guy W. Rouse, who faces a sentence to State prison for a small percentage of his numerous crimes, committed at frequent intervals since 1911—possibly nine years longer—walks the street like a conquering hero and conducts himself like the Napoleon of finance he assumes to be. He calls on his friends with all the nonchalance of the hardened criminal and discusses his impending sojourn in prison with apparent indifference. He never expresses a word of regret for the crimes he has committed, the people he has wronged or the suffering he has caused. Instead, he assumes that he is a martyr to the errors and mistakes of others. One reason he gives for delaying the inevitable and postponing a plea of guilty is that others are implicated with him and that he proposes to do all he can to secure their punishment at the same time he receives his sentence.

A recent development in the Rouse case is the discovery that he accumulated about \$150,000 in bonds from his stealings. Miss Daisy Meech, who acted as Rouse's private secretary for several years, states that she kept track of his bond purchases until they aggregated \$100,000. He then told her he would keep the record himself thereafter, which he did. Those of Rouse's friends who are familiar with this disclosure urge him to turn the bonds over to the Worden Grocer Co., but he counters the suggestion with the statement: "If I do that, what will I have to start in business with when I get out of prison?"

Notwithstanding this damaging disclosure, Rouse continues to harp on the statement he has made several times a day ever since it became known that he was a gigantic defaulter—that everything he did was for the benefit

of the stockholders of the Worden Grocer Co. Of course, the statement is wholly fallacious and would not be made by any man who has a perfectly sane view of life and the inevitable consequences of wrong doing. As a matter of fact, he has been "putting things over" on his friends and business associates so long and so successfully that he does not appear to realize that he has reached the end of his rope and that the time has now come when he must settle for his misdeeds and the wicked life he has led for the past twenty-five years.

Terry Barker, who handed out the \$217,000 which Rouse demanded from time to time for his I. O. U.'s, is under the impression that Rouse began stealing from the company about twenty-five years ago, although the I. O. U.'s date back only to 1911. He states that when Rouse assumed the mantle of authority at the Worden Company, he turned in \$2,500 and asked to be given credit for the amount. From that time on the account was an open one. It has never been closed and the balance soon got over on the other side of the ledger and has remained there ever since, gradually growing to gigantic proportions.

Rouse has been spending most of his time during the past week stirring up trouble among his friends—or the men who pretend to be his friends—by arraying one against the other and by going over the proofs of his perfidy in the hands of the Michigan Trust Co. His peremptory demand to inspect the proofs was referred to the Prosecuting Attorney, who granted the request on condition that an officer of the organization be present while the inspection was in progress. Of course, inspection of proofs in a criminal case like that of Rouse, where the evidence is overwhelming, is purely perfunctory and is undertaken solely to delay the time when he must face prison walls for an indefinite period.

Glendale, Calif., June 30—I note your drastic remarks about the Guy Rouse case. Two and a half to five years seems inadequate. I was never so disappointed in a man. I had so much confidence in him that I used to make myself obnoxious singing his praises. I can't understand why he didn't keep his nose clean. I feel very sorry for the men who invested nearly all their life's savings in common stock. There is Bill De Kuiper, of Fremont, for instance. When the last stock issue was voted Bill had a little modest home in Fremont, a mortgage on a farm and \$1,200 in money. He told Rouse he would take \$6,000 common and \$6,000 preferred. Somehow he got all common stock and I remember at the time he said it worried him to have all his eggs in one basket. At the time he spoke to me about it I told him I thought he was lucky to get all common, as the rule was you had to take a \$1,000 preferred for every \$1,000 of

common stock you bought. Regardless of how much Bill may have saved out of his salary in the last ten years, this loss on common is bound to be a big jolt for him.

I am sore because I have lost my money there, but I am extremely sorry that I was foolish enough to advise my relatives and friends to buy Worden stock to the tune of over \$40,000. They all bought preferred and doubtless that will be salvaged, but the chaps who have been the hard workers in the company are the heavy losers, as they all held common.

It is the same old story of a supposedly good man going wrong. The great pity is that such fellows not only wreck their own lives, but they raise such havoc with those who have trusted them.

Will E. Sawyer.

### Praise That Is Praise Indeed.

Lake Odessa, June 30—We are enclosing our check for the Michigan Tradesman. Last year we held back and Dad came out to see us. I was really glad that we did, for I had a very nice visit with him. It would be almost too bad to hold back this year, but I would liked very much to have seen you.

There are some items of printing or some periodicals which you never get a hold of to read but there seems to be something that grips your mental body, or soul, and I figure that the Michigan Tradesman is one of those publications which seems to grip one's very soul when they take it in hand to read.

It seems that there is a deeper sense in very much of the reading in the Tradesman which builds one up. The power behind the throne has something about him that reaches out to humanity. I call it radiating out from the soul, whereby humanity receives the message.

We are glad to send your check, and feel that the Tradesman is a very welcome visitor here.

E. A. Tew.

If Mr. Tew thinks he can make the editor of the Tradesman vain by writing such a beautiful tribute to the soul of the publication, he certainly has another guess coming.

Instead of conducing to vanity and indifference, such voluntary expressions tend to make the writer try harder than ever to be worthy of the words of appreciation so generously bestowed.

When I started the Tradesman in 1883 I distinctly stated that I proposed to "get in bed with the retailer," so to speak, and talk in a language which he could understand. Most trade papers in those days talked over the heads of their readers and dealt more with idealism and glittering generalities than with the cold, hard problems of everyday life. It was not easy to carry this plan into execution, because people as a class dislike to face and discuss the unpleasant features of our existence. In hewing to the line, however, we have succeeded in meeting our readers on a common basis, with a common cause, a common understanding and a common accomplishment. In so doing we have not only

touched elbows with them, but have gradually reached that higher plane where heart speaks to heart and soul to soul. We thank our Lake Odessa friend for stating the situation so accurately and understandingly and we shall never cease to look forward to the time when every reader of the Tradesman will regard the publication with the same spirit of appreciation and understanding Mr. Tew evidently cherishes.

E. A. Stowe.

### Another Quality Service Group.

Wyoming Park, July 5—On June 30 I was asked to attend a meeting in Hastings to explain the Quality Service idea.

In company with my friend, Herman Hansen, Secretary of the Grand Rapids Association, I made a flying trip and, after enjoying a splendid chicken supper, I explained the plan and gave them some ideas on how to proceed. I emphasized the following:

1. To become firmly organized and to tie up with the local newspaper for a period of at least six months.

2. To advertise only nationally known food products.

3. To pay more attention to collective advertising than to the buying as the latter just naturally comes when the boys get organized.

4. To always let the majority rule. It was unanimously agreed that they should organize, which they did, and the following officers were elected.

President—Roman Feldspausch.

Vice-President—Walter Wallace.

Secretary and Treasurer—Miss F. Campbell (Sec. Hastings Commercial Club, who sponsored this meeting.)

What is the next town to ask assistance in organizing a Quality Service group?

It is the biggest thing we have ever done and every town is coming fine.

Following is a letter from Port Huron which I have just received:

Port Huron, June 21—Received your letter this a. m. Thought I would write and tell you to hurry up. We are going fine. I do not think 10 per cent. of the independent retail grocers realize what this movement is going to do for them. We have storage and delivery system now. Our odds and ends buys always have a 5-2 per cent. discount. Last night we bought French mustard at \$1.09 per dozen; Eagle brand milk, \$8.10 per case; Pet milk, large, \$4.65; small, 4.55, and did not buy any large amount. We are buying our future canned goods direct for this fall. Any specialty men who come in take orders from our members, the same as other merchants, but orders are turned over to our buyers. F. O. McCormack, who gets prices and directs salesmen who to ship through many of these orders net us 10 per cent. Our treasury has about \$1,300 in excess of the outstanding obligations. We will be incorporated before long. I expect to see all the merchants from surrounding towns in our bunch before many years roll by. Co-operation is going to be the key to success. If every fellow can think of the other ones and give as well as take, nothing can stop us. Henry C. Schuberth.

If any town in the State would like assistance let me know, but please let me hear from you in time.

Paul Gezon,

## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

The Apple Hat Manufacturing Co. is getting nasty again in mailing out letters to merchants who act on the Tradesman's advice and refuse to return unauthorized shipments without a penalty. It recently sent the J. G. Cutler Co., Sheridan, the following letter:

St. Louis, June 29—We have for acknowledgment your letter of the 25th admitting the receipt of 33c in postage for the return of our shipment. We also note that you enjoy the correspondence from the Snow-Church Adjustment Co. It may be possible that you will enjoy their further actions as well.

It may interest you to know that you are subject and liable to the return of our merchandise and that your demands for additional charges are absolutely illegal. Regardless of the cost to us, we are going to show you and a few other Michigan merchants who have been influenced by the Michigan Tradesman into making these unethical and illegal demands, that you are wrong. It may also interest you to know that our attorneys are taking steps towards legal action against the Michigan Tradesman.

We have been in this business for thirty-one years and employ our attorneys by the year, who keep us well informed of all postal regulations and the laws of each state. Since you elect to bring this trouble on yourself, we are more than delighted to see that you get it. We conduct our business on a legitimate basis, have over 14,000 active accounts on our books, are members of every civic organization in St. Louis, always discount our bills and maintain an enviable reputation. When a few, would-be hard-boiled merchants, such as yourself, assume a "smart alec" attitude, the amount involved ceases to become an issue with us. It is just the principle of proving to you that we are not one of these "fly-by-night" concerns who send out inferior merchandise, with the idea of getting rich quick in a season or two and then discontinuing business.

We believe you will soon see a retraction of all derogatory statements in the columns of the Michigan Tradesman. For there will, no doubt, be enough damages collected from this worthy concern that will be sufficient to defray all charges, such as merchants like yourself, illegally demand, through its influence.

Apple Hat Mfg. Co., Inc.

On receipt of this letter the Realm wrote the St. Louis hat distributors as follows:

Grand Rapids, June 30—I am in receipt of the letter you recently sent a Sheridan merchant and note your threat of a libel suit.

You are invited to start your suit any time you feel so disposed.

I have had thirteen such suits started against me during the forty-four years I have published the Tradesman—and won every one.

You are evidently not aware of the order recently issued by the Government to the effect that merchants who receive unauthorized and unwanted shipments are under no obligation to return them.

Under this ruling the demands you are making on merchants are unlawful and render you liable to prosecution for misuse of the mails.

They also open the door for prosecution under the charge of attempted blackmail.

If, after this explanation, you still insist on continuing your practice of sending out threatening letters, persons who receive such illegal documents will be advised to lay the mat-

ters before the U. S. District Attorney for appropriate action. E. A. Stowe.

The Cutler Co. is entirely within its rights in refusing to return any shipments sent it without authority. These rights are based on the recent ruling of the Postoffice Department, which holds that no merchant is under obligation to return goods sent him without his order. In order to discourage such despicable business and make it so unprofitable that the schemers will quit it, the best way seems to be to write them that they can come for the goods or pay \$1 and storage if it is not convenient to send a messenger for the articles. All threats of suit or prosecution for non-return of the goods are actionable and make the writers—either shippers or attorneys—amenable to the law.

On receipt of the threatening letter from the St. Louis shysters the Cutler Co. wrote them as follows:

Sheridan, June 25—On May 4 we wrote you regarding shipment of caps sent to us without our authorization. We offered to return these caps to you, express collect, upon receipt of \$1 to pay us for our trouble. On May 7 you sent us 33c postage to pre-pay the charges of return by parcels post, but failed to include the \$1 for packing charge. We are still holding the caps, but they are in our way and for the inconvenience we are compelled to add storage charges to your bill.

If you will send us your check (certified) for \$1.50—\$1 for packing charges and 50 cents for storage charges—at once, we will return the caps to you by insured parcels post.

If you do not comply with this request, we will add storage charges of 50c per month. Delays are expensive.

Incidentally, we have been receiving some very friendly letters from Snow-Church Adjustment Co., which claims to be your representative. We enjoy their correspondence very much.

The J. C. Cutler Co.

On receipt of the above letter the architect of this department wrote the Snow-Church Co. as follows:

Grand Rapids, July 5—Notwithstanding the recent ruling of the Postoffice Department that the merchants who receive unauthorized and unwanted shipments are under no obligation to return them, I note you are accepting these bastard claims for collection and are sending out letters to merchants, threatening suit within a certain time if payment is not made forthwith.

Under the ruling above named, such letters are unmailable and render the attorneys using them liable to prosecution for misuse of the mails.

They also open the door for prosecution under the charge of attempted blackmail.

Because you are my good friends and patrons, I wish to caution that you are treading on dangerous ground in handling claims which you know are bogus, because you evidently read the Tradesman each week in which such propaganda is denounced.

It would please me greatly if you would kindly favor me with your assurance that such trash will not be given place in your files hereafter.

E. A. Stowe.

So the cruel Postoffice Inspectors issued another fraud order against E. G. Lewis and once more denied this "martyr" the use of the mails, thereby robbing the Kingdom of the Great American Sucker of its ruling monarch.

For twenty-five years E. G. Lewis through a process of rigid selection has developed the species known as the

Great American as distinguished from the common or garden variety of sucker. During that quarter of a century he borrowed more than thirty million dollars and lost it all. All the gold he touched turned to dross. He had an uncanny ability to pick the

wrong spot for oil, the wrong invention to finance, the wrong location to build a fruit-growing community, the wrong mine to exploit, the wrong thing to do at the wrong time. Of more than a hundred ventures he never carried one to ultimate success, yet the

# 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—anxious 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.

## Efficiency In Routine

is an important factor in banking service, but the prompt and accurate handling of detail is not of itself enough. The spirit behind the handling of it is what determines the quality of banking service.

THE GRAND RAPIDS SAVINGS BANK reputation for helpfulness, built up through 56 years of successful service, is largely due to the fact that its organization makes conscious effort to handle every item to the enduring satisfaction of the customer.

## GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 Convenient Offices



hand-picked suckers that constituted his old guard put up ever more money after each fresh failure for a quarter century. Even after the second crash of his enterprises, after a bankruptcy involving fourteen millions, they came through with vigor and vim, handing him \$800,000 to play with in two years.

Surely a man who can invest thirty million dollars in a hundred enterprises and never once make a success of anything is the greatest of them all. He deserves the title and the belt as Champion Heavyweight Supersucker of the World.—Sunset Magazine.

Lansing, July 5—Word has been received by the Lansing Credit Exchange that a person giving her name as Mrs. Marvel Brockwell and giving as a reference Mrs. Harry Cole, 619 N. Butler boulevard of this city made purchases in Muskegon under false representations. The communication was received from the Muskegon Merchants Service Bureau and sought the co-operation of the local organization in identifying the woman. Walter L. Kirby, manager of the local bureau was unable to locate a Mrs. Harry Cole in this city and said that the number purporting to be Mrs. Cole's address did not exist.

Five ingenious individuals of obscure business history and reputation launched the Decimo Club, Inc., which, if the plan succeeds, will make 100,000 American male adults their vassals. They attract members through the endless chain of personal recommendations by holding out the vague hope that the club will contribute to the financial independence of members. In practice, the club has been evasive concerning the modus operandi in the matter of making members financially successful, and in the certificate of incorporation of the club as a non-stock corporation in the State of Delaware, this indefinite allusion to the prime appeal of the club is made: "the purposes for which the corporation is formed are . . . for the financial advancement of its members, through any honest and honorable method that may later develop." The five insiders in the Decimo Club, Inc., have beclouded in mystery their activities in behalf of the club and a second corporate structure, The Apasco Purchase and Sales Corporation, which makes no pretense of being a non-profit making organization. By an agreement with members, who waive virtually all their rights, the five promoters of the Decimo Club, Inc., have assured the continuance of their grip on a group which already counts its membership from coast to coast in tens of thousands—65,000 according to recent reports. They have appealed to men's primitive impulse to band together and to their aspirations for personal success. The promoters have measurably progressed in their campaign to collect a lump sum of \$2,000,000 in initiation fees and \$2,400,000 annually in dues. The great republic of the membership, through a willingness to sign on the dotted line, has meekly delegated every shred of authority to these five men, and bovinely and supinely submitted to admonitions from the founders to have faith in vague ideals which have never been adequately clarified. The energy of individual initiative on which this

Nation developed has no place in the Decimo Club scheme of exploitation. With voices muffled, personal impulses smothered and reason stifled, the drugged adherents blithely dance to the tune of the five gay pipers of Decimo.

"This national organization shall have administration and complete and absolute control over each and every member, officer, representative, Division Board, District Board, and every other portion or part of the organization and all powers of any such member, officer, representative, Division Board, and District Board shall be derived from the authority given such officers, representative, Division Board and District Board by the National Board and from no other source whatsoever."

The foregoing extract from Article 5 of the Decimo Club Constitution expresses the autocratic spirit of the whole administrative structure. The Constitution, or "Supreme Law" of the Decimo Club, Inc., confers a Mussolini-like dictatorship on the five men who form the controlling nucleus of the National Organization's Board of Governors. Although the instrument purports to exact from its members allegiance to the constitution of the United States with its executive, judicial and legislative trio of checks and balances, its spirit is radically at variance with the fundamental democratic philosophy of the country. For example, it makes an enquiry into the exercise of these arbitrary powers a sufficient reason for expelling a member from the club. The curious constitution provides for two classes of members—associate and full. Associate members, despite mandatory payment of the same dues as full members, have no part whatsoever in the administration of the organization. Full members have a voting power so circumscribed with inequitable limitations as to strip it of every vestige of any but nominal power. Associate members acquire a voting status, not by right or definite stipulation, but only by privilege "after successfully proving their loyalty to the club and earnestness and dependability as individuals."

The mysterious, secret fraternal Decimo Club, according to Article 4 of its constitution, is to be organized into five divisions and fifteen districts. The District Board of Governors, whose authority is absolute in the district, may in turn act only under powers granted to it by the National Board of Governors. Complete and final control is thus delegated to the National Board of Governors, which as provided by Article 6 of the constitution, is to be made up of "at least five members, they to select additional members as necessity or expediency requires." The board becomes self-perpetuating as a result of the right of surviving members to fill vacancies. Full members may "vote in person only on admission of new members, both associate and full" and they may vote for Governors "other than the five regular officers of the Club"—the

five favored insiders—the promoters of the scheme. Aside from this generous privilege, full members may be "stockholders in the business corporation which will control all business activities of affiliated and associated companies or corporations which are in prospect or which may later be formed." As to the disposition of the funds, the whole initiation fee of \$20 and \$1 of subsequent monthly dues go to the National Organization. In other words, \$32 of the \$44 paid by each member during

the first year goes to the Decimo Club's National Board of Governors for its unfettered disposition. The implication is that it is a mark of special honor to join the sacred ranks of Decimo, but to any individual with \$20 and the requisite humility it is about as difficult to become a Decimo as to gain admission to an inter-city bus.

What man has done woman thinks she is qualified to improve upon.

## EVIDENCE

HENRY C. HART  
LAWYER  
GRAND RAPIDS, MICH.

July 10, 1927.

Blackmer Rotary Pump Co.,  
1809 Century Avenue, S. W.  
Grand Rapids, Michigan.

Gentlemen:

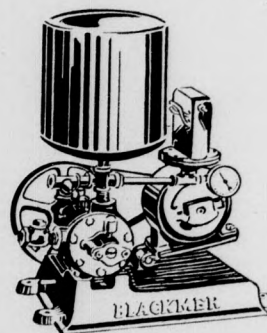
In response to your inquiry regarding the Blackmer House Water Pump which is installed in my house, I want to say that it is more than satisfactory in every respect. The pump is installed in our basement and draws water from a 33 foot well. It requires no attention and supplies more than enough water for our needs. For sprinkling the lawn and garden it throws a splendid stream of water, in fact, far more than my neighbor's pump which cost him a whole lot more money.

We are very much pleased with your outfit and will not hesitate to recommend it to anyone who is planning to purchase such a system.

Yours very truly,

3433 Pickwick Avenue.

Henry C. Hart



### BLACKMER HOUSE WATER PUMP

300 Gallons per Hour  
Special introductory price  
**\$110.00**

F. O. B. Grand Rapids, Mich.

Price includes 1/4 h. p. 110 V. 60 cycle A.C. single phase or 32 V. D.C. motor. If you do not have electric current available, write for prices on gasoline engine outfits.

This habit of delivering more than just satisfaction is typical of Blackmer Rotary Pumps.

Ask for free booklet  
Reliable dealers wanted

**Blackmer  
Rotary Pump Co.**  
1809 Century Ave.  
Grand Rapids, Mich.

**MOVEMENTS OF MERCHANTS.**

Clyde—W. W. Baker has engaged in the shoe business.

Mt. Vernon—J. A. Chmelnitsky has engaged in the boot and shoe business.

Bessemer—Heinricks Oil Co. has changed its name to the Schubert Oil Co.

Bay City—The Phelps-Moore Auto Co., Inc., has changed its name to the Kolat-Nash Motors, Inc.

Bannister—John Holoccek has purchased the store building which he occupies with his grocery stock.

Detroit—Maxwell I. Gold, 594 Grafton avenue, dealer in boots and shoes, has filed a petition in bankruptcy.

Saginaw—The Michigan Bean Co., 212 Bearinger building, has increased its capital stock from \$100,000 to \$150,000.

Detroit—The Ferris Jackson Coal Co., 12818 Greenfield avenue, has changed its name to the Jackson Bros. Coal Co.

Mackinaw City—The Mackinaw City State Savings Bank has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Flint—The Flint Hyde & Tallow Co., Inc., 416 West Second street, has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Beulah—The Benzie Co. has been incorporated to engage in the mercantile business, with an authorized capital stock of \$30,000, \$10,105 of which has been subscribed and paid in in property.

Detroit—The Lakin Sales Co., Inc., 858 West Fort street, has been incorporated to deal in machinery, with an authorized capital stock of \$10,000, \$5,250 of which has been subscribed and paid in in cash.

Saginaw—The Saginaw Lumber Co., 1600 Holland avenue, has been incorporated with an authorized capital stock of \$500,000 common and \$500,000 preferred, all of which has been subscribed and paid in in property.

Flint—Silverthorn & Co., 1901 Corunna Road, has been incorporated to deal in auto accessories at wholesale and retail, with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed and \$1,500 paid in in cash.

Detroit—The Detroit Importing Co., 335 Monroe avenue, has been incorporated to import and export oriental goods, food products, etc., with an authorized capital stock of \$20,000, \$5,000 of which has been subscribed and paid in in cash.

St. Joseph—The Twin City Storage Co. has been incorporated with an authorized capital stock of 12,500 shares of class A stock at \$10 per share and 10,000 shares class B stock at \$5 per share, \$25,000 being paid in in cash and \$65,000 in property.

Detroit—Beelby Motors, Inc., 2845 West Grand boulevard, has been incorporated to deal in autos, parts and supplies, with an authorized capital stock of \$10,000, \$8,000 of which has been subscribed, \$3,000 paid in in cash and \$1,000 in property.

Kalamazoo—The Paper City Motor

Sales, with business offices at 608 Kalamazoo National Bank building, has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$3,000 paid in in cash.

Detroit—The Skylark Airplane Corporation, 503 Guaranty Trust building, has been incorporated with an authorized capital stock of 10,000 shares at \$1 per share, of which amount \$1,000 has been subscribed and paid in, \$500 in cash and \$500 in property.

Jackson—The Jackson Equipment Co., 410 Dwight building, has been incorporated with an authorized capital stock of \$5,000 preferred and 20,000 shares at \$1 per share, of which amount \$20,000 has been subscribed and paid in, \$2,500 in cash and \$17,500 in property.

Frankfort—The Crystal Canning Co. has merged its business into a stock company under the same style with an authorized capital stock of \$20,000, of which amount \$15,000 has been subscribed and paid in in property. The business offices of the company are at 102 Bay street, Traverse City.

Grand Rapids—The Grand Rapids Packing Co., Bristol avenue, N. W., has merged its business into a stock company under the style of the Kent Packing Co., with an authorized capital stock of \$200,000 common and \$100,000 preferred of which amount \$1,000 has been subscribed and paid in in cash.

**Manufacturing Matters.**

Muskegon Heights—The Morton Manufacturing Co. has completed a \$10,000 addition to the plant.

Muskegon—The West Michigan Steel Foundry Co., is building three small additions to its plant and about Aug. 1 a new electric furnace will be installed. About 250 men are now employed.

Grand Rapids—The Grand Rapids Desk Co., 70 Front Ave., S. W., has been incorporated with an authorized capital stock of 1,000 shares at \$1 per share, \$1,000 being subscribed and paid in in cash.

Detroit—The Safety Washing Machine Co., 1513 Broadway, has been incorporated with an authorized capital stock of \$50,000, \$32,000 of which has been subscribed and paid in, \$2,226 in cash and \$29,774 in property.

Detroit—The Pur-Vey Carburetor Corporation, 530 South Manistique avenue, has been incorporated with an authorized capital stock of 50,000 shares at \$1 per share, of which amount 26,826 shares has been subscribed, \$1,826 paid in in cash and \$25,000 in property.

Detroit—The Industrial Heating Equipment Co., 6565 Russell street, has been incorporated to manufacture and sell industrial furnaces, with an authorized capital stock of \$40,000, of which amount \$25,000 has been subscribed and paid in, \$3,000 in cash and \$22,000 in property.

Detroit—The Detroit City Service Co., 2450 Buhl building, has been incorporated to manufacture and deal in ice, fuel, etc., with an authorized capital stock of \$2,500,000 preferred and 200,000 shares no par value, of which

amount \$1,600,000 and 200,000 shares has been subscribed and paid in.

Detroit—The Detroit Concrete Construction Co., West Chicago street and Terminal Ry., has been incorporated to manufacture and sell concrete products, with an authorized capital stock of 100,000 shares no par value, of which amount 64,152 shares has been subscribed and \$7,500 paid in in cash.

Grand Haven—The Detroit Piston Pin Manufacturing Co. will locate at Grand Haven, on Pere Marquette tracks, and will start with fifty men, turning out pins for automobiles and electric refrigeration plants. The Grand Haven Chamber of Commerce won the new industry in competition with other cities.

Battle Creek—The Physical Therapy Appliance Co., Washington and Champion streets, has been incorporated to manufacture and deal in equipment for hospitals and allied goods, with an authorized capital stock of 25,000 shares of class A stock at \$10 per share, 75,000 shares class B stock at \$2 per share and 100,000 shares no par value, of which amount 75,000 shares no par value has been subscribed and \$35,000 paid in in cash.

Cadillac—The Cadillac city commission has voted to establish a commercial and industrial fund for the purpose of assisting to locate industries there and to render other aid to manufacturing enterprises as provided by Act 359 of the Michigan Public Acts of 1925. The first use of the fund will be to assist the Standard Foundry and Pattern Works in a needed expansion. R. A. Porter, owner of the foundry, has built up a large business in small hardware parts. The new arrangement will allow for the building by the city of a brick building, the city to assume the expense up to \$5,000, the remainder to be financed by Mr. Porter. After the concern has paid out \$100,000 in wages the city will deed the building to the company.

Eaton Rapids—Eaton Rapids is a city of 2,500 people in Eaton county. It is located eleven miles from the county seat in Charlotte, eighteen miles from Lansing, and 100 miles from Detroit, on the Grand Rapids division of the M. C. R. R. and the Lansing branch of the N. Y. C. R. R. The various types of industries located there are as follows: Woolen, knitting and hosiery mills, two dump truck body works, creameries, flour mills and pickle factories. The woolen industry is the principal industry and employs the greatest number of industrial workers of the city. The most important concerns are the Eaton Rapids Woolen Mills, Davidson Woolen Mills, and the True Manufacturing Co., employing together 500 men and women. The city has good express, telegraph and railroad service.

**Salient Features of the National Convention of Grocers.**

At the meeting of the National Association of Retail Grocers, held at Omaha, four days week before last, it was decided to change the term independent grocer to individual grocer.

The distribution of pamphlets prepared by the Calumet Baking Powder

Co. was disapproved by the resolutions committee and concurred in by the convention.

The National Cash Register Co. was commended for the work it is doing through the merchant's bureau.

Sunday selling was condemned.

The action of the U. S. Chamber of Commerce in fostering a movement to eliminate waste and trade abuses through the co-operation of the various food trade associations was approved, and the National Association was instructed to publish the facts with reference to trade abuses with a view to curbing them. The dues of the association were ordered raised from 25 to 50 cents per capita, effective December, 1927, in order to provide more revenue with which to carry on the work.

Certain standards for the conduct of food shows were favored and local associations complying therewith are to be given the endorsement of the National Association, following which such organizations are to pay to the National body a fee of 5 per cent. of net profits. This arrangement however, is wholly voluntary on the part of associations.

John Coode, vice-president of the National Association of Retail Grocers, was elevated to the position of president. John C. Sheehan, who retires to become past president, had aspired for another term, but withdrew from the race because of the attitude with reference to a third term and the custom of continuing presidents for not more than two years. Coode is of an independent frame of mind, makes a good presiding officer, and has an inimitable way of handling himself, which appeals to the trade. His home is in Nashville, Tenn.

Eugene S. Berthiaume, Superior, Wis., was made vice-president without opposition. He has been a director and operates one of the largest retail grocery stores in this country. John F. Weidenmann was reelected treasurer. J. Walter Tyer of Sacramento, Calif., was re-elected as a member of the board of trustees to succeed himself. Richard Jepson of Omaha was elected to the remaining vacancy on the board through the advancement of Berthiaume. S. T. McAtee, who had been nominated the previous day, withdrew.

New Orleans was selected for the city in which the next convention will be held over Dallas (which was an aspirant for this honor last year when Omaha was chosen), Indianapolis, St. Louis, Columbus and Chattanooga.

**Probable Rise in Men's Fabrics.**

Indications continue to pile up that firm and probably higher prices will prevail in men's wear Spring fabrics at the forthcoming openings next month. The matter was referred to yesterday at the meeting of the woolen industry at the Hotel Roosevelt, and the case made out for higher prices was applauded by the large number of mill men and selling agents present. One prominent sales executive said that the buyers for the clothing manufacturers are aware that an advance is coming and are preparing for it.



### Essential Features of the Grocery Staples.

**Sugar**—Jobbers hold cane granulated at 6.70 and beet granulated at 6.60.

**Tea**—The warm weather of the past week has increased the consumptive demand for tea and the market on most wanted lines is firm. Prices from primary markets tell of a decided upward tendency in Ceylons, Indias and Javas. Japan teas, on the other hand, are somewhat easier. China greens are stronger. Formosas are not very plentiful. The bulk of the demand is for Ceylons and Indias.

**Coffee**—The general sentiment is bearish, the feeling seeming to be that prices must go lower before Brazil can hope to sell any considerable quantity of actual coffee, but for the present the shippers at Santos, at least, seem inclined to resist a further downward movement of prices, notwithstanding they appear to be unable to draw out any worthwhile orders from our importers.

**Canned and Dried Fruits**—The acid test of any business is to strike a balance between assets and liabilities. If this is done in the canned foods and dried fruit trades, it is found that they are in much better shape than they have been in many months. The depressing influence of a superabundance of merchandise is less potent; goods have melted away and have been converted back into money, and what is more they cannot so easily be duplicated at their former cost. In other words, a profit can be made on the purchases made at the low point of the market, and there seems to be little fear of overproduction this season to cause a recurrence of the buyer's market of the past year. Man and nature have been at work toward correcting the results of excessive supplies, while consumers have been instrumental in absorbing those which have resulted from several years of packing and canning at a pace faster than retail outlets were able to follow with profit for manufacturer and distributor. There is no question but what the output of canned foods this year will be materially curtailed and it is equally true that a mountain of merchandise has been moved into retail channels. Some of the surplus yet unsold is still to be marketed, as it is held by canners or by wholesale grocers. Stocks in canners' hands are often held in lieu of duplicating the same kind of food this season. Many prominent canners will not pack a case of their usual assortments; others have cut down their anticipated outputs, and still others have positively announced that they will accept future business up to a certain date and amount and will then pack accordingly. They are through with speculating on the market by creating a surplus which they have to sacrifice later at heavy losses. Many of the smaller canners will be idle this season because they are unable to finance themselves. Canners are convinced that they can hurry the stabilization of the industry by drastically limiting their operations, in order to give the market a chance to right itself and to eliminate the possibility of dumping more stock on jobbing centers than the trade can absorb

at prices which show a profit to the producer. It is needless to mention the effects of weather conditions on growing crops. The season is late and has not been favorable for large production. What is more, early frosts are a hazard of more than usual significance. The weather has tended to reduce the canned food output as much as other factors controlled by canners and distributors.

**Canned Vegetables**—Peas continue to get a little firmer, on account of low pack prospects and there is some demand for the old pack. Packers have generally withdrawn on Southern stringless beans and spinach. Some Maine corn packers have named opening prices, but the season is several days late. It looks like a short pack. Packers are accordingly quite firm in their ideas of price, as they say the pack will be doing well if it amounts to 50 per cent. of last year. A good many packers of Maine corn have sold already all they have to sell. The market for other grades of corn has slightly improved, as sales have undoubtedly been very heavy at the low prices. Tomatoes are unchanged and the pack will be undoubtedly late in the South.

**Canned Fish**—Maine sardines showed another 10c advance on July 1 and imported sardines are also tending upward. Red and pink Alaska salmon show a rather healthy demand at unchanged prices. Shrimp continues scarce and firm. Tuna is wanted. Speaking of salmon again, Columbia River brands are pretty generally cleaned up.

**Salt Fish**—The deliveries which have been made of Irish and Norwegian mackerel have been so satisfactory that the fish is being absorbed almost as fast as it is delivered from abroad. The range is equally satisfactory which has led to a good movement at wholesale and retail. Buying is along conservative lines since it is not known now just how large the world's supply of mackerel will be this season, but preliminary estimates are that the amount salted will not equal that of last year. Domestic mackerel has been well absorbed also. Alaska salmon is firm and the new catch is generally held for advances as the amount of fish available in Alaska has not been up to expectations.

**Beans and Peas**—The market for dried beans is very dull, with most lines soft and in buyer's favor. Dried peas are in the same condition.

**Cheese**—Offerings of cheese during the week have been light and the market is therefore steady, with a moderate demand.

**Fancy Cheese**—The market is very firm in all types of domestic and foreign cheese, without radical changes in prices during the past week. Holdings of both kinds have been kept at a low level so that there has been a closer cleanup than usual. High costs of importation keep foreign types well maintained.

**Nuts**—An era of high prices on California walnuts is in prospect until new crop appears, as there is only a handful of California carryover left and not a whole lot of foreign stock. It has been many years since there has been

such a famine and it cannot be remedied, as original holders have no surplus nuts to ship in. Naturally prices are on a high basis and are apt to remain so even though there is a restricted demand. The outlook is for a plentiful supply later on when new crop moves as the world's supply is regarded as ample. Brazil nuts are also at high levels as the current crop which is now in at primary points is estimated at 18,000 tons, which makes it one of the smallest in several years. The trade of the country has absorbed the crop so readily that prices have been on the advance and still higher levels are predicted.

**Syrup and Molasses**—Low-grade molasses has advanced during the week, but the finer grades are dull and remain unchanged. Molasses will be dull for several weeks to come. Sugar syrup is also in light demand, but the supply is not very heavy and the market is steady to firm. Compound syrup has been stronger during the week, on account of firmness in corn, but the demand is light.

### Review of the Produce Market.

Asparagus—\$1.40 per doz. bunches.  
Bananas—6@7c per lb.

Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$6.10  
Light Red Kidney ----- 7.50  
Dark Red Kidney ----- 6.90

Beets—Home grown, 30c per doz. bunches.

Butter—Receipts of fine fresh creamery have been light during the week. The demand has quickly absorbed them. No fluctuation in price has occurred. Undergrades are very plentiful, but are not specially wanted. Jobbers hold fresh packed at 40c, prints at 41c. They pay 24c for No. 1 packing stock.

Cabbage—Home grown, \$2 per bu.  
Cantaloupes—In full supply on the following basis:

Jumbos ----- \$4.50  
Standards ----- 4.00  
Jumbo flats ----- 1.85  
Standard flats ----- 1.50

Carrots—20c per doz. bunches.

Cauliflower—\$3.50 per doz.

Celery—Home grown is now in market, commanding 60c per bunch. It is very small in size. Rough Florida, 4 to 6 doz., \$11 per crate; Bermuda \$13.50 per Jumbo crate.

Cherries—White Sweet, \$2.25; Black Sweet, \$3.75; Sour, \$3—all 16 qt. crates.  
Cocoanuts—\$1.10 per doz.

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

Eggs—Fine fresh eggs are scarce and prices have held steady. Local jobbers pay 22c 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, 20c per bunch.

Green Peas—\$2 per bu. for June and \$3.25 for Telephones.

Lemons—Quotations are now as follows:

300 Sunkist ----- \$10.00  
360 Red Ball ----- 9.00  
300 Red Ball ----- 9.00

Lettuce—In good demand on the following basis:

California Iceberg, 4s, per bu. --\$5.00  
Outdoor leaf, per bu. ----- 80c

New Potatoes—Virginia stock commands \$6 per bbl.

Onions—Texas Bermudas, \$3.75 per crate for yellow and \$4 for white; Egyptian, \$5.50 per 100 lb. bag.

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

100 ----- \$7.50  
126 ----- 8.00  
150 ----- 8.00  
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.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 22c  
Light fowls ----- 16c  
Heavy Broilers ----- 25c  
Light W. L. Broilers ----- 18c  
Radishes—20c per doz. bunches for home grown.

Raspberries—Red, \$5.75; black, \$4.50;—16 qt. crates.  
Spinach—\$1.10 per bu.

Strawberries—Home grown, \$3.50@4 per crate of 16 qts.

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 10 lb. basket.

Turnips—60c per doz. bunches.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 17c  
Good ----- 16c  
Medium ----- 13c  
Poor ----- 10c

Watermelons—45@65c for Georgia stock. The crop is reported to be large.

### Guaranteed.

Jones answered an advertisement, and sent a dollar for four pairs of socks.

When they arrived, he looked them over, and then wrote the advertiser: "Socks received. The patterns are vile. I wouldn't be seen on the streets with them on."

Back came the answer: "What are you objecting to? Didn't we guarantee you wouldn't wear them out?"

On the occasion of the celebration of the sixtieth anniversary of the confederation Canada "points with pride" to the fact that, with a population of 9,300,000, her mineral production is equal in value to that of the United States when its population was 38,000,000 and that Canadian manufactured goods match those which this country produced when our population was 50,000,000. The National Foreign Trade Council notes that in the matter of increased trade since 1913 Canada leads the world with a growth of 85 per cent., Australia coming second with an increase of 45 per cent. and the United States third with 31 per cent.

## OUT AROUND.

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

Four days of superheat, with the thermometer dangling around 90 and reaching 97 on Friday, left the average city worker Saturday with little ambition to map out the usual Out Around and cover from 100 to 150 miles calling on customers and taking note of surroundings. A family council decided that Saturday was a good time to open the new suburban home which has been in process of construction at Lamont—fourteen miles out West Leonard street—during the past year. Thirty minutes later we were comfortably installed in the new home located on the main street of the village, overlooking Grand River, East and West for several miles, with a commanding view of the farming country on the South side of the river for a long distance.

I came to Lamont in 1870 from Hudson, where I was born and where I spent the first eleven years of my life. My parents purchased a home on the opposite side of the street and every day about noon I ran across the street to the exact spot I am now writing these lines to watch the steamboats, Daniel Ball and L. & L. Jenison, pass each other. The distance from Grand Rapids to Grand Haven by river is about forty miles and Lamont is about half way. I naturally formed a strong attachment for this wonderful viewpoint and for fifty-seven years I have cherished the ambition of creating a suburban home on this location. From 1851 to 1926—seventy-five years—it was the site of a Congregational church, a historic structure which was the social, civic and religious headquarters of the village for three-quarters of a century. The pastor of the church for many years was the sainted Elder Doolittle, who spent his declining years in the U. B. A. home in Grand Rapids as the honored guest of Park Congregational church, Grand Rapids. Rev. James Ballard, Rev. J. Morgan Smith, Rev. Dan. Bradley and other noted clergymen frequently occupied the pulpit. In 1862 John Brown, Jr., spoke in the church two evenings when he was raising his regiment of six footers. He secured two recruits in Lamont. During the civil war the church was never locked. At 11 o'clock every day the morning Grand Rapids Democrat was read by the village reader and every evening, except Sunday, the same course was pursued with the Evening Eagle. The people then living in the village and surrounding country were mostly from New England and York State and were intensely patriotic. The women of the town met in the church every day, preparing supplies to send to the brave boys at the front. The little park presented to the village by Thomas B. Woodbury, who made the first plat of the village, was the scene of consecrated service to the Union when a flag pole was erected and dedicated with appropriate services. Old Glory was kept constantly at the apex, day and night, from the day of dedication until the fall of Richmond in April, 1865.

During the years I lived in Lamont I attended the Congregational church and was a member of Jacob Phillips' class in the Sunday school. I have kept my eye on the church all these years, fully convinced that the view from that location in the most beautiful and comprehensive of any viewpoint in Michigan, with the single exception of the high elevation on the ridge road between Traverse City and Old Mission on the Old Mission peninsula, which Dr. Wishart, who is famous as a globe trotter, insists is the finest landscape view in the world. I hope every reader of the Tradesman who has not seen this wonderful sight will avail himself of this privilege at the earliest opportunity. On a clear day seven different bodies of water can be distinctly seen with the naked eye.

On account of the death and removal of most of the sturdy men and women who founded the church, no regular religious services have been held in the church for several years. At one time it was deeded to representatives of Hope College, Holland, conditional on regular services being maintained by the Dutch Reformed denomination. It was soon found that the Christian Reformed church was so strong in the village and vicinity that the Dutch Reformed could not gain a foothold, so the property was deeded back to the two trustees who conducted the negotiations. Five years ago these trustees requested me to buy the church, which I was very glad to do. Pending the improvement of the property, I gave the village free use of the church for its public library, for public meetings, revivals and funerals. Several evening meetings were held in the church under my auspices. Capt. Belknap devoted one evening to a presentation of the part Ottawa county took in the civil war. Rev. Mel. Trotter gave one of his inspiring religious appeals and Will Moody, son of Dwight Moody, of Moody and Sankey fame, made an address appropriate to the occasion.

The only condition insisted on by the trustees, in addition to the cash payment involved, was that the church be torn down and the material used in the construction of a residence. The trustees did not want the property to be used for a garage or any other commercial purpose.

Realizing that the unusual location involved an architectural problem which no ordinary architect could work out, it was decided to place the matter in the hands of Benjamin & Benjamin, because of the study they have given that phase of the matter and the experience they have had in creating beautiful homes to fit unusual surroundings. They concluded that a Swiss chalet would fit into the landscape better than any other type of architecture. This conclusion met our approval and they were commissioned to put their ideas into execution. They put us off a year in order to complete the half million dollar home they have created for W. K. Kellogg on the North end of Gull Lake. They planned a house with uncut field stone up to the second floor and wood above,

## With the Price Established

*through the manufacturers' advertising*

your selling cost is less and profits more. Your customers recognize that the price is right when it is plainly shown on the label and in the advertising as it is in

# K C Baking Powder

*Same Price*

*25 ounces for 25c*

*for over 35 years*

You save time and selling expense in featuring such brands as K C.

Besides your profits are protected.

*Millions of Pounds Used by the Government*



four rooms and garage in the basement, four rooms and sun porch on the first floor, five sleeping rooms and three bath rooms, with a large sleeping porch on the second floor and maid's apartments on the third floor. The construction of the house was placed in the hands of G. J. Heckman, who has carried out the ideas formulated by the architects with singular fidelity and great thoroughness. Neither architects nor builder have reason to be ashamed of their handiwork.

I have always wanted a summer home on the East shore of Lake Michigan, but I believe I am going to find the Lamont habitation will answer every purpose and afford a winter home as well, if we ever tire of the humdrum and turmoil of city life and wish to seek surcease in a village environment which has all the pleasures and advantages of the country.

I believe this suburban home, in which I hope to spend at least half my time when not engaged at the office, will prolong my life because of the outdoor air and exercise it will afford, the change of scene involved in the ride to and from my work, and the beautiful manifestations of nature which will inspire me to get in close harmony with God's wonderful handiwork and so shape my writing that it will be in keeping with His eternal purpose.

The present generation can hardly realize the part played by river traffic sixty years ago. All of the towns between Grand Rapids and Grand Haven were then energetic trading points, receiving their supplies almost wholly by boat during the summer season. The country on both sides of the river was a great fruit region and every afternoon during the summer and fall a steamboat came up the river as far as Lamont to pick up the strawberries

raspberries, cherries, blackberries, peaches, pears, plums, grapes and apples which found a hungry market in Chicago and Milwaukee the next morning. Propellers, usually with barges, were constantly in evidence, conveying lumber, shingles, ties, posts, telegraph poles and tan bark to distant markets. Sturgeon fishing was an important secondary industry at many points on the river. With the growth of the railway points parallel to the river the dependance on water transportation shrunk in importance and usefulness and many flourishing towns are now so nearly extinct that in some cases their names are forgotten and their locations are obliterated. I am told that in Germany rivers no larger than the Grand are utilized by light draft boats which make regular trips, carrying both passengers and freight. They are used largely by tourists of the middle class who seek an intimate knowledge of the people who reside on the rivers. Stops are made at towns en route long enough to enable tourists to explore the villages and cities and glean much interesting information which they could never obtain from the large centers of population where the inhabitants have naturally become very sophisticated.

William E. Curtis, the noted world traveler of the Chicago Record, insisted that the scenery on the Hudson River from Albany to New York is the finest of the kind in the world. He said the Rhine and the Rhone were tame compared with the Hudson. On one occasion he was prevailed upon to make the trip down Grand River from Grand Rapids to Grand Haven. He wrote it up in the Record as one of the most interesting trips he had ever made. I confidently expect to see the time when some one will install a line

of fast and comfortable motor boats which can cover the forty mile trip inside of four or five hours at a nominal expense. I believe that such a trip would be as popular as the aeroplane trip between Grand Rapids and Detroit is proving to be.

When I lived in Lamont there were three good sized stores doing business on the lower level near the river and grouped near the bridge which spanned the river at Lamont at that time—the only bridge between Grand Rapids and Grand Haven except the railway bridge at Spoonville. The general stores were owned by George Luther and Myron Hedges and the drug store by Scott & Walling. Later a hardware store was added to the collection by Charles Pittman. The only stores on the higher level—Broadway—were a tailor shop and a gun and ammunition store. I think all of the men who conducted these establishments have gone to their reward.

E. A. Stowe.

#### Tobacco As Plant Food

Writers of articles advocating the use of shredded tobacco stems for the elimination of soil insects have not gone into its merits to the extent it deserves.

Several years ago I had occasion to visit the tobacco district of Connecticut where tobacco growers were plowing the stems into the soil. I learned from them that these stems were rich in nicotine, and that tobacco was one of the greatest nitrogen sucking plants, producing a natural weedless fertilizer.

With this information I began to work with tobacco on lawns and greens. For two years, while greenskeeper of a large golf club, I used it in my work with wonderful results, and succeeded in eliminating ants, crab

beetles and other insects, and further had great success in growing garden plants.

Florists and gardeners are using it in the growing of chrysanthemums, asters and roses and find that it is helpful in controlling insects in the pupal state in the soil.

My experience has shown that the use of tobacco produces a rich healthy green for lawns, with a stronger growth, and stronger plants with richer bloom and foliage in the garden. While all tobacco is good, my experience has shown that shredded stems or fine dust as preferable for golf greens or lawns, as it quickly disintegrates releasing its chemical properties and nicotine rapidly, leaving no refuse.

This information may be of help at a season of the year when the insect problem is one of the worst pests with which the average gardener has to contend.

Tobacco may be used at any time, but best results are attained from its use in the early Spring, before insects pupate. Lawns may be mulched in the Fall and tobacco will be found not only a good mulch, but a tonic fertilizer and insecticide as well.

V. L. Delmarle.

It is the cheery worker who succeeds. No one can do his best, or even do well, in the midst of worry or nagging. Wherefore, when you work, work as cheerily as you can. And do not put even a straw in the way of others.

SELL

**Ge Bott's  
Kream FrydKaKes**

DECIDEDLY BETTER

Grand Rapids Cream Fried Cake Co.  
Grand Rapids, Mich.

It all boils down to this ~

*Women, more than ever before, are  
insisting on the brands they know*

**AND DEL MONTE**  
*brings you their business*

Here are just a few of many reasons:

1. Highest quality fruit—the best of each variety.
2. Beyond question, the best known line of canned fruits on the market.
3. One brand name for a wide list of foods.
4. Right today, the largest advertising campaign ever put behind canned fruits.

CONCENTRATE ON DEL MONTE—AND PLAN FOR THE BIGGEST YEAR YOU HAVE EVER HAD ON CANNED FRUITS



**DEL MONTE**  
*Peaches*

*Also~*

Sliced Peaches  
Sliced Pineapple  
Crushed Pineapple  
Apricots, Pears  
Plums, Berries  
Fruits for Salad  
Cherries, Etc.

### A PRESIDENT'S VACATION.

When is a vacation not a vacation? When is it taken by a President of the United States. The very choice of President Coolidge's vacation spot proves the accuracy of this answer. If there had been no politico-agricultural problem there would have been no summer White House in the Black Hills.

The lack of leisure that doth hedge a President is shown anew by Mr. Coolidge's statement regarding the Philippines. One would think that if there was any problem which could safely be forgotten for the hot weeks it was the Philippine problem. But no; there it is on Mr. Coolidge's doorstep just as if he were back in Washington.

Perhaps it is partly the newspaper correspondents clamoring for the daily "story." Even an unresponsive New Englander finally feels a bit of sympathy for these harassed men, it may be, and tries to scratch up something.

Anyhow, General Wood has had his conference with the President and as a result Mr. Coolidge advocates the establishment of a civil bureau for the administration of all our insular possessions. Colonel Thompson's report contained such a recommendation, as did the ill-fated re-organization bill which rearranged the activities of the Government at Washington, to the disquietment of more than one Cabinet official.

In the re-organization bill the supervision of the insular possessions was placed in the Department of State. President Coolidge is inclined to believe that it might properly be placed in the Department of the Interior. Insular possessions would seem to belong rather to a department of the exterior, but Alaska is looked after by the Interior and so there is precedent for allocation of the Philippines and the rest to that department.

Yesterday the farm problem, to-day the Philippines, to-morrow the arms conference, the next day some other bit of recreation. So runs a President's vacation away.

### PERPLEXING PROBLEMS.

Two national conventions of grocers, one of wholesalers and the other of retailers, were recently held at the same time in Omaha, and each discussed its own peculiar problems. The wholesalers are up against the same proposition as confronts those in other lines of industry. This is the need of demonstrating their usefulness as distributors of merchandise. Unless they can show that their work is necessary to the retailers and producers, they appear simply in the role of toll-takers. The wholesale grocers, judging from the tenor of their discussions, are fully alive to this situation and are taking measures to show that they are performing a real service for which they are entitled to be paid. By acting as local reservoirs of supply they save warehousing and other charges to the producers and they also relieve the latter of a lot of book-keeping and credit risks. The convenience to the retailer in having sources of supply near by and readily accessible is the

service which the wholesaler gives to him. Somewhat different are the problems before the retailer. He is contending with the menace of the chain stores, but he is overcoming this in most localities by the personal services he renders. Latterly, however, he has been confronted with some new difficulties. The principal of these is the encroachment of other kinds of stores in an effort to get business away from him. Such competition comes mostly from drug stores, which are selling many articles formerly considered as part of the "dail" grocer's stock in trade. And, not content with this, the drug people have been trying to get legislation in twenty-six of the states preventing the sale of proprietary medicines and household remedies by any except registered pharmacists. In many of the states the effort is to prevent the sale by grocers of such things as bay rum, bicarbonate of soda, cream of tartar, fly paper, etc.

### ETHICS IN BUSINESS.

Since the deflation period of a few years ago much has been heard in business circles of the adoption of so-called codes of ethics for use in various lines of industry. One branch of trade after another has been solemnly resolving to do or not to do certain things. These include the unwarranted cancellation of orders and unjustified return of goods, misrepresentation of the contents or quality of merchandise, efforts to get un-earned discounts or to change the terms of contracts entered into and similar departures from what should be the usual course. There is no argument that can be advanced to make any of the things appear proper, or even legal for that matter. The instances merely are evidences of attempts to secure advantages to persons not entitled to them or to enable them to avert the consequences of their lack of foresight or judgment. Many buyers want to get out of a bad bargain and try to do so by repudiating their obligations, while makers of goods try to deceive purchasers by misrepresentations. There are, of course, legal remedies in most of such cases, but there is often a hesitancy in resorting to them because that would mean severance of future relations between buyer and seller. It is rather humiliating, however, that it should be deemed necessary to formulate ethical codes in order to obtain fair and honest dealings between men. In an old and familiar story of an abused mate aboard a whaler, he was congratulated by the arbitrary captain when sighting a school of the sea mammals. His retort was: "I don't want nothing except common civility and that of the commonest kind." It might be paraphrased that all that business wants is "common honesty and that of the commonest kind." This, after all, is the basis of the so-called ethical codes.

### TARIFF ON MAPLE SUGAR.

It is a poor as well as an unusual week when the Tariff Commission does not take up some proposition to advance import duties. The complaisance with which it lends its aid to such attempts and the extreme willingness

of President Coolidge to take advantage of any pretext for making the tariff barrier higher have encouraged applicants to put in their claims. Recently attention was called to the absurdity of the increase in duty made in the case of Swiss cheese for the benefit of those who manufacture an imitation of it in this country, although the original sells at a higher price than the counterfeit. Almost as absurd an instance is one on which a hearing will be had on July 19 before the Tariff Commission at Washington. The subjects of this are maple sugar and syrup, on which some persons are trying to get a 50 per cent. advance in duties. The present impost on them is 4 cents a pound. Under the Payne-Aldrich tariff the duty was the same as now. It was reduced to 3 cents a pound by the Underwood tariff. The proposition now is to raise the duty to 6 cents per pound. What the provocation for this is hard to see. In the four months ended with April—the latest for which figures are available—the imports only amounted to 255,439 pounds as against 689,329 pounds in the same period last year. The exports were also several times greater than the imports. The enquiry which the Commission has set on foot is to ascertain the difference in production costs of the sugar and syrup here and abroad, the last-mentioned term meaning Canada, from which the imports come. As these costs vary both here and in the Dominion, and as there is no real method for determining them, the mental gyrations of the Commission promise to be as inconclusive as they were in the case of Swiss cheese.

### COTTON CONDITIONS.

Prices of cotton continue to reflect the hopes or self-interest of dealers and speculators because there is as yet no real basis on which a fair estimate of the growing crop can be determined. Under the circumstances an exaggerated importance is often placed on some vagary of weather or the possible ravages of the boll weevil. There has also been some incitement to indulge in prophecies as to the acreage under cultivation and deduce from these the possible yield. The first official estimate of acreage is to be made public on Saturday morning and is likely to be more or less tentative. Certain things appear to be generally accepted. One is that the crop is about a fortnight behind in most localities. Another is that the chances favor a lighter crop than usual of staple cotton. A couple of months hence there may be a different story. Mill consumption here as well as abroad has been quite heavy, but there is room for the belief that some of the large exports have gone into reserve. Among the domestic mills the Southern ones are now consuming about two-thirds of the cotton used. The firmness of the quotations on cotton is gradually having its effect on the prices of cotton goods, especially of those for which there is much of a demand. Gray goods, although not bought in any great quantity, are staying at the recent levels. Finished fabrics are being delivered on old orders mostly and there are intimations of rises in price

before long. Several lines of heavy-weight underwear have been advanced, and so also have certain kinds of hosiery. Cotton balbriggan lines for the new season will open on July 18.

### WOOLS AND WOOLENS.

A period of somewhat greater activity in wool buying is at hand. Last week some sales were had at Brisbane, Australia, the main feature of which was buying by Russian interests, regardless of the breach of relations between Great Britain and the Soviet. On Tuesday the auction sales of colonial wools will be resumed at London. The offerings will make up a total of 141,500 bales and the sales will continue until July 21. Included in the offerings are 52,650 bales of Australian wool, 65,200 from New Zealand, 4,650 from South Africa and 17,100 from South America. A little more active trading is reported in this country, mainly on the domestic clip, but with no change in prices. Wool imports for the week ended June 25 totaled 3,435,872 pounds, of which 2,358,225 pounds were carpet wool. Wool consumed in May, in the establishments reporting to the Department of Commerce, amounted to 44,338,043 pounds, grease equivalent. This compares with 43,970,805 and 36,236,741 pounds reported for April last and for May, 1926, respectively. In certain men's fabrics the domestic mills have been doing a good business, but sales in general are restricted by the slowness of retail clothiers to put in their orders for Fall, they being inclined to wait until they have made better disposition of seasonal goods. Women's fabrics are moving somewhat more briskly than they did. Advances in price have been made in some of them in which interest was very apparent. The real volume buying, however, is yet to come.

### DRY GOODS CONDITIONS.

Making of inventories and preparation of goods for next Spring usually mark the week before the Fourth of July, and this was the case to some extent last week. But this was not all. Owing to the backwardness of the season in many parts of the country and the dilatory and piecemeal habit of buying, there is a lot of marketing yet to do for Fall requirements, to say nothing of the filling in for Summer needs. So, different kinds of merchandise are and will continue for a time to be called for, making an overlapping of seasonal buying or a merging of one season into another. There is no expectation that they will change their cautious buying policy, a fact that producers are keeping in mind. Consumer purchasing, though spurred up by the nearness of to-morrow's holiday, continued to be hampered by the weather of most of last week. Unless there is soon a rise in temperature that gives promise of continuance, the disposition will be strong on the part of some to start clearance sales in order to get rid of seasonable merchandise.

It may take more backbone to resist the temptation to make an important though unwise purchase, but it takes more brains to resist the temptations to little needless purchases.



# 72 MILLION ADVERTISING MESSAGES in six months~just bound to make your customers more "PINEAPPLE HUNGRY"



Particularly when they are sure-fire selling ads like these!

Prominent chefs telling how they make favorite Hawaiian Pineapple dishes! Housewives telling how good they are! Chefs' pictures, housewives' pictures, and interesting comments—galore!

Best of all is the fact that these advertisements are going to practically every family of good purchasing power in the United States. That means the family next door, the family upstairs, and most of the families up and down the block. *Every month* this dominant national advertising is helping you sell more goods.

Don't forget that the dealer who ties up to this advertising is sure to be the one who profits most. Here are three suggestions for increasing *your* Pineapple profits:

- 1st: Paste copies of the color ads in your window (write us for broadside containing extra copies, or clip one out of Ladies' Home Journal, Woman's Home Companion, Good Housekeeping, McCall's, Pictorial Review, Delineator, Modern Priscilla or People's Home Journal).
- 2nd: Pyramid cans of Hawaiian Pineapple in your windows and on your counters—with price tickets quoting mixed dozens or half dozens—*Crushed* and *Sliced*.
- 3rd: Write to us now while you think of it for free window trim material and colorful sales-building display.

LET'S ALL WORK TOGETHER FOR A  
RECORD BREAKING 1927.

ASSOCIATION OF HAWAIIAN PINEAPPLE CANNERS • 451 MONTGOMERY ST., SAN FRANCISCO, CALIF



## SHOE MARKET

### A Folder To Mail Out in July.

What are you going to do with your mailing list in July? It should certainly be cultivated, and no doubt you will want to send out a letter. But will that be enough?

July is vacation season. Why not plan a folder built around the appeal of new footwear for vacation time? Not a folder dealing only in generalities; for we don't believe such a folder will produce enough at this time to pay for the postage.

Our idea of a real Vacation Footwear folder is one that shows just as many of the actual styles in your stock as you can possibly illustrate, and we believe a very effective mailing piece of this kind could be produced by planning an accordion fold with each page the size that will slip conveniently into an ordinary letter envelope.

We would illustrate one shoe on each page, with a brief description and the price, using for the illustration either the cut furnished by the manufacturer, or simple pen and ink drawings, made locally.

The advantage of this accordion fold design is that you can have as many pages as you wish, varying the number without as much difficulty as you encounter in a booklet. And this kind of a folder when opened out so that all pages on one side are visible, makes a very striking display—much more so than is possible with a booklet.

We would not want to print our folder on white paper, in black. That might seem rather ordinary. We would probably choose a light green or an India tint stock. If we used green paper we would print in brown. If our paper was India tint, a green ink would produce a very pleasing effect.

We would rather not use a glossy paper, unless we had the sort of cuts known as halftones, with a fine screen that requires a glossy surface. We would rather use a dull finish stock, perhaps the sort of paper a printer describes as "egg shell."

### Did You Ever Try This Idea.

A shoe merchant recently outlined to us a little idea he has put into effect in his store that pays him well for the little it costs him.

When he sells a pair of shoes he suggests that the purchaser wear the new ones and leave the old pair he has been wearing to be shined and later delivered to the home. If the customer is not willing to do this he always suggests that they step to the rear and enjoy a free shine before leaving the store.

When a pair of shoes are left for repairs they are always neatly polished after the repairs are done. This not only pleases the customer but gives him the impression of an unusually good repair job, and the evidence that it pays is seen in the volume of business his store enjoys.

### Gives Away Plants.

A shoe retailer in a Missouri town while talking with a friend in the nursery business discovered this man was overstocked with potted plants,

many of which were in bloom. The shoe man had a bright idea.

He secured a quantity of these plants and arranged them on a table in the front of his store. When a woman purchased shoes he invited her to step over to the table and select any plant she desired, free of charge.

The offer was not advertised in any way because he did not know how long he would be able to continue it, but the news soon spread around and there was a very definite and noticeable increase in shoe sales in the women's department.

### Shoe Prices Still Rising.

Shoe prices continue to advance, in keeping with the higher market for hides and leathers. They represent a rise of about 8 per cent. from the time the increase set in. Additional increases are due about Aug. 1 as, even at the advanced levels, shoe prices still show a discrepancy on the basis of leather costs. While June sales have been better than those of May for the most part, there is not much feature to them. Retailers are starting to buy for Fall in a noticeable way, and in this buying the nearest approach to a feature is the more active movement of women's and misses' oxfords. "Tennis goods" are selling freely for immediate shipment, both with crepe and hard rubber soles.

### Getting a Good Mailing List.

In several of the smaller cities of Illinois, and Indiana, recently we have heard of organizations such as the Lion's Club taking a census of the town.

The value of such a thing is apparent, it is thoroughly and carefully done, and if the information to be obtained is planned to be of most value to those who are to have it.

A perfect mailing list can be secured, and that is to most merchants of prime importance. If such a move is sponsored by an organization, the expense is spread so it is not burdensome to anyone, and the information is accessible to all.

### Color Trends in Fall Silks.

Early color preferences in silks for Fall are now shaping up, with blues much in the lead. Blues of greenish, purple and navy tints are outstanding. Beige is a close second. Greens, including the yellow and bluish hues, rank third as a group. Grays follow, with reds, browns and pink tones selected in the order mentioned. In the individual shades most business has been placed thus far in a navy blue, a beige and a platinum gray. Sellers are watching the color trend very closely and the next few weeks are expected to show a strongly defined swing, with blues continuing their favor at least for the early part of the season.

### Confident on Novelty Jewelry.

New lines of novelty jewelry and dress accessories are about ready and will be available for buyers beginning next week. Importers and manufacturers say the new offerings will be extremely comprehensive, indicating their confidence in an extremely active Fall and holiday season. The belief is

that the demand will be spread over a number of items, rather than concentrated on single ones as has been the case in some seasons past. Pearl necklaces are counted on to have a strong vogue.

**Corduroy Cords**  
Let Your Next Tire Be a Corduroy  
--Built as good as the best and then made better by the addition of Sidewall Protection  
THE CORDUROY TIRE CO.  
GRAND RAPIDS, MICHIGAN  
**Sidewall Protection**  
(REG. U. S. PAT. OFFICE)  
Added Reinforcement. An original Patented and Visible Plus Feature



**BIXBY**  
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GRAND RAPIDS, MICH.

**Henry Smith**  
**FLORAL Co., Inc.**  
52 Monroe Avenue  
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Phone 9-3281

**MICHIGAN SHOE DEALERS**  
**MUTUAL FIRE INSURANCE COMPANY**  
LANSING, MICHIGAN  
**Prompt Adjustments**  
Write  
**L. H. BAKER, Secy-Treas.** **LANSING, MICH.**  
**P. O. Box 549**

## ARE YOU INTERESTED IN IMPROVING THE APPEARANCE OF YOUR STORE

We can help you. We can supply you with:  
New Opera Chairs  
Fitting Stools  
Show Cases

You will always find our Findings Stock complete in staples, also latest novelty creations.

**BEN KRAUSE CO.**  
20 Ionia Avenue  
GRAND RAPIDS, MICH.



## MERCHANTS!

We are offering a New "Sports Boot" Built two ways.

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.*

**Herold-Bertsch**  
Shoe Company

GRAND RAPIDS, MICHIGAN

Manufacturers of Quality Footwear Since 1892



### Prohibition Not a Party Question.

Grandville, June 27—As the time for another National election draws near the question as to what great principle is at stake is being discussed. The Democrats are a unit in declaring that Al Smith, the genial governor of New York, is a very prominent candidate.

There would be no doubt of his nomination next year were it not for his stand on the Volstead act. He is an out and out wet, and because of this will not be nominated.

Is this question of as much importance as was the question of slavery half a century and more ago? Is there likely to be a new alignment of men and parties should one of the present organizations throw down the gauntlet and defy the temperance sentiment of the country by placing a non-Volstead plank in its platform?

Senator Ferris is quoted as saying prohibition will be the issue next year.

Other Democrats believe the same, while a majority are inclined to dismiss the subject with the statement that neither of the big parties will cut loose from sound sense and defy the home element by advocating a return to the saloon.

The latter are probably right. This country is too deeply in love with its home interests to think of going head-long back into the dark ages of public liquor selling. Let whichever party nominate a whisky man and that candidate is assured of defeat in advance. Many men who love their bitters will still hesitate to return the Nation back to the power of the saloons. In fact it would astonish you to know how many whisky bibbers voted prohibition when that question came up.

Those who talk glibly of Al Smith are not so sure of their premises. The old slogan of dare to do right is uppermost in the minds of the people. Millions of women voters, should that question come up, will go to the polls, and aided by their husbands, sons, brothers and sweethearts, wipe out for good and all the last vestige of the liquor traffic which is now being carried on by detestable bootleggers.

It would indeed be a blessing should the parties choose sides on national prohibition. The voters would then be able to demonstrate to those who assert Volsteadism was forced on the country by deceit and chicanery the fact that there is in this country today an overwhelming majority behind the prohibition amendment to the Constitution, and that he who hopes to again get his tippie across an open bar is counting without his host.

The country owes it to itself to fetch this question to a popular vote, and show to these wild talking wets on what a flimsy foundation they stand. This is not likely to be done, however, as a party question.

Neither of the parties will DARE make prohibition the issue next year.

Those who claim that this is the only real issue to be threshed out in the next campaign do not understand the spirit of our best citizens, nor the spirit of the feminine half of the American voting population.

Whatever the women of America oppose, armed as the now are with the ballot, cannot go through, no matter which party espouses it. There is no more possibility of prohibition being made the issue than there is of the Mississippi going dry during the flood season.

The wisest politicians in both parties understand this, hence prohibition will NOT be the issue next year.

Undoubtedly this question has got to be fought out in some way, however, and that perhaps by a re-submission of the Volstead act so as to silence the contention that prohibition is a failure, and that more liquor is drunk today than ever before.

Prohibition is not a failure, even though there are bootleggers in too many quarters for the good of the

public. These must, and eventually will be wiped out of existence. The saying that the prohibition law is a failure because it has not been enforced in every instance is similar to saying that laws against arson, murder and other crimes have failed, as they have in some instances. No law can be completely enforced.

No doubt the Volstead law has been more sinned against than some other laws on the statute books, but that it is a failure is not susceptible of proof. Some officials have been derelict in their duty no doubt. Such must be carefully watched and when the next election rolls around carefully weeded out.

In some respects this enforcement of anti-liquor laws is a question of appetite which has been known to lead even respectable citizens into doing that which will not bear the light of investigation.

The fact that the Volstead law was not slipped through on the sly, and that it is not the invention of any political party, is evidenced from the fact that the large majority by which it was adopted was manifest in every part of the Union, North, South, East and West.

It is this fact that precludes the likelihood of either party adopting anti-Volsteadism as a part of its national platform next year. One party has the solid South at its beck and nod, and yet a large percentage of prohibition ratification votes came from this quarter.

For Democrats to defy the solid South would be to commit party suicide. It will not be done. As for the Republicans, they could appeal to the country on such a question as anti-nullifiers of the Constitution and win out in nine-tenths of the states of this Union.

With all these facts staring them in the face it is the height of folly to expect a beer and wine plank in either national platform. Old Timer.

### To Suppress Duplicate Brands.

Speaking of grocers pushing one brand to the exclusion of others suggests that a prominent Brooklyn grocer submitted at the recent New York State Wholesalers' convention a resolution to this effect, but which did not come up for action. His suggestion read:

"The suggestion is that if each retail grocer would feature one brand of quality and extra standard products he would have the greater purchasing power in the larger quality of goods from the one or two wholesale grocer salesmen. It would reduce the cost of wholesale merchandising, and this will enable the retailer, through his larger purchases, to buy his merchandise at a better figure than if he distributes his trade among so many salesmen.

"Featuring one brand throughout the year—and he should select a good one—will enable his customers to buy by brand alone and not be so confused in receiving one brand at this time and the next time she visits the store to have another brand offered to her.

"Explanations, etc., usually take up time and mar the confidence his customers have in the judgment of the retailer by changing his brand so often.

James F. Graham, dealer in general merchandise at Bad Axe, renews his subscription to the Tradesman, saying, "I appreciate the Tradesman the most of any trade journal that I read."

## WHITE HOUSE COFFEE

Test it by your own Taste!

You can best sell a product that you yourself like best. Test White House Coffee in your own home. Compare it with any other high grade coffee—bar none! We leave the judgment to you. We know you will recommend, FIRST, this coffee that is the fruit of 40 years' experience in blending and roasting the choicest coffee bean the world produces.

The Flavor Is Roasted In!



DWINELL-WRIGHT COMPANY

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## WORDEN GROCER COMPANY

The Prompt Shippers

Don't hesitate to recommend

## QUAKER SALAD DRESSING

Wonderful Spread for the Kiddies Bread

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

It makes friends for the dealer

## WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

OTTAWA at WESTON

GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

## FINANCIAL

### When To Buy Oil Securities.

Whether or not the prices of oil securities have fully discounted the depression resulting from overproduction is a question frequently asked recently as a result of the establishment of several new low records for the year in shares of important producers.

Observers who insisted the bottom had been reached several weeks ago, when prices showed some signs of stiffening, attach little significance to the recent sagging tendency in such speculative favorites as Marland and Phillips. It is their contention that the decline certainly cannot go much further, even though there may be no immediate recovery. They believe that a point or two at current levels will mean little when the industry has turned the corner and stocks begin to reflect the improvement that must eventually follow.

Bonds, it is interesting to note, have shown a tendency to hold steadier, reflecting semi-speculative buying by investors willing to assume some risks, but unwilling to place their funds in non-dividend paying shares. Issues carrying attractive conversion privileges or purchase warrants have been in favor, for they offer an element of speculation that has proved popular in recent years.

The prolific Seminole area, near Tulsa, Okla., which was brought into production less than a year ago, has turned out to be a boomerang for stocks of many producers. When the field was first opened its immediate success stimulated demand for stocks of the companies operating there, but other concerns rushed in, and the consequent competition in drilling new wells resulted in such a steady rise in output that prices of oil declined rapidly early this year. The average price of crude oil has fallen in the last six months about one-third, to \$1.40 a barrel, while gasoline at wholesale has lost about the same margin.

Naturally earnings of producers and refiners have dwindled, especially in the second quarter. Speculators will watch with interest the quarterly reports of the leading companies, soon to be issued for the three months ending June 30. They are expected to make a dismal showing, and in some quarters it is believed recent liquidation has been in anticipation of the unfavorable figures. Such companies as were strong in cash or were able to borrow advantageously to strengthen their position doubtlessly will benefit from current low prices, and these profits will be shown at some future date.

Hopes expressed earlier in the year that increased seasonal demand for oil and gasoline would absorb the oversupply, are gradually disappearing, as it becomes more apparent that consumption will not be so much beyond production as to have any substantial effect on the accumulated surplus. Observers now look for the recovery to be delayed at least until the end of the year, and ordinarily the colder weather brings a slackening in demand for refined oils.

Determined efforts have been made in the industry, however, to check wasteful production, and, although the attempt to call a halt in the Seminole area proved disappointing to those who had expected co-operation in curtailing output, important producers are more willing than ever to avoid production wherever possible.

Still, the search for new producing fields goes on. Wildcatting is especially active in Texas, where cheap production is sought by those who can afford it in the endeavor to make money despite current low prices for oil.

William Russell White.

### Dearer Money Is a Possibility.

The time is at hand when call money rates may be expected to tighten from the pressure of seasonal influences. Few bull markets in history have benefited so materially from the ease in money as the one recently under way. That is why the financial district follows money trends so closely at the moment, and why market sentiment might easily become depressed by any sudden advance. If the movement runs true to form call funds will become dearer in the next ten days but those who understand what is back of the upturn will not be frightened. Even in Wall Street bankers find it easy to forget that around this season of the year money rates usually harden.

After holding near 4 per cent. for a period last year money rose to 5 per cent. in the last few days of June. After holding in the neighborhood of 4 per cent. for weeks in 1925 it rose above 5 per cent. in the last days of June. The advance in 1924 did not come until the last day of the month and early in July. When the curves on call money rates for the last four years are compared the 1927 line presents a picture of stability not seen in any of the three preceding years, or, for that matter, at any time since the war. The usual advance of February and March and the usual decline in April did not occur this year. Faithfully the daily level of call money has clung to the 4 per cent. line so far in 1927 without any significant deviation.

Just as the usual seasonal tendencies have been reduced to a minimum or entirely eliminated in early 1927 it may be that money from now on will not harden so perceptibly as it has in past years. If it does not that will make the 1927 story of money all the more remarkable. The fact remains that demands for funds with which to move the agricultural crops will multiply from now on and the natural expectation of any immediate change in the rediscount rate of the Federal Reserve Bank of New York has been abandoned. In its last bulletin the Federal Reserve Board very plainly called attention to the effective plan available to the reserve bank for tightening money.

The unprecedented expansion in member bank credit since the beginning of the year has, thanks to our gold imports, been built without resort to borrowings from the reserve banks. The banks have maintained a large volume of indebtedness and could quickly withdraw the sale of these securities if such a move became necessary. To a greater degree than

## Investment Securities

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Michigan Trust Building, Grand Rapids

Boston  
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## Kent State Bank

"The Home for Savings"

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

Banking by Mail Made Easy.

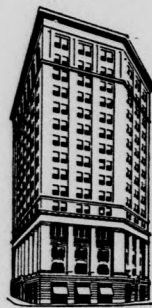
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## GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

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## ASK MR. STOWE

He Knows What Our Collection Service Is

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

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

## Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

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



is commonly appreciated the movement of international funds depends upon the policies of the various central banks. That is why the approaching conference in this country between the heads of central banks is important. It does not mean that any great change will be made overnight. That these authorities will informally map out a general policy for the future in the interest of all concerned is to be expected, however, and in fact hoped.

Paul Willard Garrett.

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#### How Frank W. Blair Became Interested in Aviation.

Written for the Tradesman.

The story of my interest in aviation is the story of my acquaintance with Captain Ray Collins. It is more his story than mine. Likewise, the story is decidedly more personal than financial.

Mr. Collins came to work for our company in April of 1925. He had had eight years of service in the army, with a record of exceptional credit. Mr. Collins was associated with our new business department and I knew the story of his unusual and remarkable personal courage.

Like every other Detroit man, I felt the urge to be of some practical help in the development of commercial aviation. Therefore, one cold afternoon, when Mr. Collins came into my office and told me that he could arrange for me to try out a new four-passenger enclosed cabin airplane which had been designed by Edward A. Stinson for commercial work and had recently been tested at Mount Clemens, I was anxious to make the most of the opportunity. Mr. Slater and Mr. Reynolds, two other officers of the Union Trust Company, went along with me.

It was not a particularly auspicious day for such a trip. The thermometer registered two below zero and it was snowing hard. The first ride we had took about twenty-five minutes. I never enjoyed anything more in my life. When we got back to the ground and Mr. Collins told me they were going to take up a second party and there was room for me on this second trip, I almost broke my leg climbing over the slippery ground getting back into the ship.

That was my first experience. But it convinced me of the certainty of the success of commercial aviation.

I already had a very definite opinion relative to the aviation ability and the business ability of Mr. Stinson and after this first ride I became a director in the Stinson Airplane Corporation. I think our factory has the record for largest production of commercial aircraft in this country to-day. We have been in business only nine months, yet we have sold and delivered thirty closed cabin airplanes. Our ship was the first to have brakes on the wheels, selfstarter and an enclosed heated cabin.

Here in Detroit we have the Ford-Stout Aircraft Corporation of Marysville, and the Hesse Airplane Company of Wyandotte. All of these companies are doing well in the production of commercial aircraft.

It is now two years since I first became interested in commercial aviation. A great change has come over the public mind relative to its possible development since that time. From a banking standpoint, I realize that my interest was something of an innovation. I felt as I always do relative to any business proposition which requires vision, that it must be given an opportunity for development.

The Union Trust Company had a small share in fostering the automobile industry in Detroit and we have been rather active in fostering the development of airmail and commercial aviation as an institution. My personal interests are those of Vice-President of the Northwest Airways and Air Mail Contract line, which operates between St. Paul and Chicago.

In April, when Dudley Waters, of Grand Rapids, and Mr. Collins and Mr. Flo, of our Union Trust Company, and I flew to the American Bankers' Association convention at Hot Springs, many of the leading bankers were kind enough to express admiration for my courage. That is a well meant compliment, but I am very frank to say that after flying for two years, I am personally convinced that it is safer to travel by air than by any other means of transportation.

We made the trip from Detroit to Hot Springs, 850 miles, in seven hours and five minutes. The fastest train service is twenty-seven hours and fifty minutes.

I am honored indeed to be the chairman of the 1927 National Air Tour. I believe this particular tour will arouse more interest than ever before. Mr. Collins, of the Union Trust Company, has been, for the second time, selected as referee. Last year William B. Mayo of the Ford Company was chairman.

The first year the tour covered thirteen cities over a distance of 1900 miles. Last year fifteen cities were visited and a distance of 2600 miles was covered. This year twenty-three cities were visited and a total distance of 4110 miles was covered.

I am not exaggerating in the least when I express my honest opinion to the effect that the next fifteen years will see quite as revolutionary a change in the methods of travel of the people by means of airplane development as we have seen in the past twenty years, through the development of the automotive industry.

Entirely aside from the commercial possibilities, I am convinced that the greatest and most permanent good the airplane development will bring about will be the more complete understanding of the peoples of all the world. You know that you cannot remain an enemy of any man if you know him really well. That applies to nations as well as to men. Airplane travel will make the peoples of this world know one another more intimately than ever before.

Frank W. Blair,  
President Union Trust Co.

It is a good thing to save trade journals with the idea of referring to them later for ideas, but it is a better thing to clip the matter in them of value and file it where it can be found when wanted.

## Big Business Men Know

*The President of a large Corporation writes:*

"In the majority of cases it would be much wiser for a husband intending to leave property to a widow, or to others having little business experience, to appoint a Trust company as Executor. It would save money in the long run."

*Our Trust officer will be glad to explain to you the advantages and benefits of Trust company service.*

**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**

**Saving and Wasting Paper.**

Written for the Tradesman.

Saving paper means saving wood; saving wood means saving trees and forests; saving trees and forests means saving fuel and lumber; saving forests means promoting agriculture by conserving moisture, preventing drought lessening danger of floods with consequent damage and loss.

Saving and baling waste paper lessens danger from fire which means much more than the money from its sale. Few business firms need exhortation along this line, but the greatest saving should come from not wasting paper—not using more than necessary when it is used.

How do we waste paper?

State and National public printing comprises thousands of tons of books and documents for free distribution which few care to ask for and many never read when sent to them.

Manufacturers and wholesalers send their advertisements to firms which have long been out of business or removed to other places; to individuals year after year after they have died. This could be prevented by revising their mailing lists.

Our State, county and township ballot is 17 by 19 inches, printed on heavy paper with a fair writing surface. In the years gone by we voted sometimes on a slip of print paper 3 x 6 inches; longer when all three lists were included. And after the election is over there seems to be as many unused ballots as were used.

Time was when an envelope 4 by 9 inches or larger meant a legal document or something of importance. Now the work of the postoffice department is largely increased by the use of the big envelope. More sacks, more vehicles, more cars are required, while no purpose is served which could not have been attained by the use of an ordinary No. 6 envelope. And the same might be said of the contents of such large envelopes. Many are never opened and many that are opened are immediately thrown aside—too many sheets or too lengthy communications.

School children waste an enormous amount of paper—largely to amuse themselves—which might not be condemned if it did not encourage a habit of waste and carelessness.

Many a business man would prefer a section or two only of his daily paper to look over on his way to business or on the train. Instead he must buy twenty-four to sixty pages to look over three or four and the balance is all wasted.

Merchants and clerks in general use more wrapping paper and twine than necessary. Every such one ought to be trained to do up goods in neat, compact packages without surplus paper.

We hope that in the near future we may be able to purchase at any stationer's in as small quantities as may be desired the letter-sheet envelope all in one piece which now can be purchased only of the manufacturers in lots up into the thousands.

In some respects we think it better than the window envelope.

Conducting a cash business when-

ever and wherever possible and decreasing the credit business would not only save much paper but lots of work, worry and money loss.

E. E. Whitney.

**Philosophic Drippings.**

Written for the Tradesman.

In dialing for telephone connections we lose the personal touch of the former method. We miss the kind, patient, sweet voices of the telephone girls. They are mostly strangers and they come and go, but they go with our blessing and kindest regards. To every one we wish we could say more than "Thank you." Never again will we let the telephone girl discover any harsh, fretful or impatient note in our voice. This we all can do if we will.

It does not require scholarship to be kind and gentle.

Blessed is he who has everything he needs.

Cursed is he who has everything he wants.

"Bless and curse not," has a deeper, broader meaning than reference to speech. We bless or curse in a far greater degree by our lives. Every act counts in one direction or the other. In our daily work as employees or in business transactions we should always be a blessing to others. Industry, honesty, faithfulness, carefulness, thoughtfulness beyond our contract obligations are in line of blessing with our lives.

Curse not by engaging in any work or business which brings money gain by catering to the follies or vices of your fellows. Whoever does so curses himself as well as others.

Neither let your example be a curse to those who may imitate you.

"Why gaddest thou about so?"

The home which has plenty of good reading matter, where effort is put forth to make home pleasant and attractive, where children have plenty of work, but not too much or too hard work, they will not be so apt to want to go, go, go; to gad about without any real purpose or beneficial object in view.

E. E. Whitney.

**He Got the Boots.**

"Pa, will you buy me a pair of boots if I prove to you that a dog has ten tails?"

"Yes, my son."

"Well, to begin with, one dog has one more tail than no dog, hasn't he?"

"Yes."

"Well, no dog has nine tails; and if one dog has one more tail than no dog, then one dog must have ten tails."

He got the boots.

**Daisies.**

Over the shoulders and slopes of the dune  
I saw the white daisies go down to the sea;  
A host in the sunshine, an army in June,  
The people God sends us to set our hearts free.

The bobolinks rallied them up from the dell,  
The orioles whistled them out of the wood;  
And all of their singing was, "Earth, it is well!"  
And all of their dancing was, "Life, thou art good!"

Many a charitable woman allows her husband to have his own way.

**\$15,000 Buncombe County, N. C. Fairview Sanitary Sewer Dist. 6% Sewer Bonds. Dated: July 1st, 1926. Due: 3000 July 1st, 1952; 3000 July 1st, 1953. 3000 July 1st, 1954; 3000 July 1st, 1955; 3000 July 1st, 1956. Denomination \$1000.00. Interest January 1st and July 1st at Hanover National Bank, New York City.**

**FINANCIAL STATEMENT**

Real Valuation (Estimated)	\$2,000,000.00
Assessed Valuation (1925)	1,131,000.00
Total Bonded Debt (Including this issue)	75,000.00

Population: 1500

Opinion Storey, Thorndike, Palmer &amp; Dodge, Boston, Mass.

Price to yield 5.40%.

If interested please write or wire at our expense.

**VANDERSALL & COMPANY**

410 Home Bank Bldg., Toledo, Ohio

Detroit Office: 1939 Penobscot Bldg., Detroit, Mich.

**A. E. KUSTERER & COMPANY**

Investment Bankers

Brokers

303-307 MICHIGAN TRUST BUILDING  
GRAND RAPIDS, MICH.

**AUDITS-SYSTEMS-TAX SERVICE**

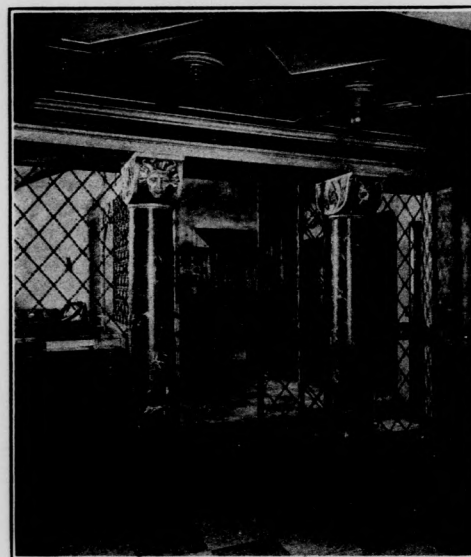
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313 PECK BUILDING, KALAMAZOO, MICHIGAN

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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**



**Insurance Safeguards America.**

Development in the United States could never have attained its present stage if insurance had not been constantly behind the investor to protect him from unexpected reverses.

The simplest conception of insurance is a provision made by a group of persons each singly in danger of some loss that cannot be foreseen, that when such loss shall occur to any of them, it shall be distributed over the whole group. Centuries ago contributions were taken up after a fire loss to help the sufferer. As time went by this more or less charitable method was developed along business lines and for so much money paid down, the individual seeking protection was guaranteed against loss up to a certain amount. In his address in opening Elizabeth's Parliament in 1559, Sir Nicholas Bacon said, "Doth not the wise merchant in every adventure of danger give part to have the rest assured?"

From a business which was a gamble and a chance at its inception, insurance has grown until it covers every phase of human activity. It no longer operates on a basis of uncertainty. By the law of averages, it has figured out the probable risk involved in each specific case. It operates to-day on a narrower margin of profit than almost any other line of endeavor.

When the American workman builds a bungalow he places insurance on the house and its contents. If it were not for this insurance, it would be impossible to borrow money on property which could be wiped out by fire in a few minutes. When the employer hires men, he takes out insurance against possible injury or death to his workmen as the result of some act for which he could be blamed, and for which a judgment could be secured against him which would embarrass him financially.

When the capitalist furnishes money for a construction undertaking, he first has to know that the property is fully insured against fires, accidents and liability of every character. When the farmer moves his crop to a warehouse and wishes to borrow money at the bank previous to selling that crop, the first thing the banker wants to know is, is it properly insured. When the traveler takes a trip, he takes out accident insurance. When borrowing money, it is a common practice to-day to take out a life insurance policy to cover the amount of the loan in order that a man's estate and those dependent on him be left free from incumbrances in case of his death.

No people carry so much insurance as Americans and no people carry so many different kinds of insurance. It is therefore not an exaggeration to say that without insurance, America could never be the nation it is to-day.

**Fire Prevention Clean-Up Campaign.**

The majority of fires start in basements, attics, closets and similar places where rubbish and unnecessary accumulations of combustible materials are allowed to pile up. Rubbish may be the direct cause of fire by spontaneous ignition, and all accumulations of combustible material favor the start of fire

caused by matches or cigarettes or any chance spark. Cleaning up rubbish and accumulations of combustibles is the largest single factor in fire prevention. Experience has demonstrated that through a general campaign followed up by periodic and systematic inspections to eliminate and keep down all accumulations of material which favor the start of fire, a community may reduce its losses greatly.

The removal of rubbish and maintenance of general cleanliness should be a continuous activity, but experience shows that in order to arouse the general public to an appreciation of the fire hazards involved and the many benefits that flow from the maintenance of proper conditions an intensive campaign is needed, supplemented by some sort of follow-up inspection system. Fire Prevention Week in October, which is generally observed throughout the United States and Canada, performs this function in the Fall, and results in the putting of heating devices into proper condition for the winter season and in the removal of rubbish and combustibles at that time. During the winter months, however, these materials inevitably accumulate and spring clean-up campaign becomes necessary.

The actual removal of the rubbish taken from home basements and attics presents a problem which will involve the concentration of the forces of the rubbish collection and street cleaning departments of the city. The municipal authorities should announce the time when and the section where rubbish is to be collected. Some good citizen in every block will start and others will follow. Experience with these campaigns shows that a tremendous amount of combustible material is removed. The junk dealers may also be induced to co-operate in this plan. The plan in Indianapolis, for example, is to have the children bring material of junk value to the various fire stations, where a junk dealer buys the supply, the funds thus obtained going for some public purpose.

A very important feature of the campaign is inspection. One method of handling this is through school children or Boy Scouts, competition by districts being held for the best report. In certain cases the inspections can be carried on by the fire department. Prizes are frequently offered for the best looking home, block or district, or the greatest improvement in appearance as a result of the campaign.

**Tit For Tat.**

Jones—Sorry, old man, that my hen got loose and scratched up your garden.

Smith—That's all right; my dog ate your hen.

Jones—Fine! I just ran over your dog and killed him.

**Religious.**

A noted divine says ministers are coming to realize that the church must advertise.

In any advertising campaign, the church is hampered by not being able to put on bargain days and because it can't very well use pictures of girls in lingerie in the advertisements.

**OUR FIRE INSURANCE POLICIES ARE CONCURRENT**

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

**WILLIAM N. SENF, SECRETARY-TREASURER**

*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**

**WILLIAM A. WATTS**  
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*"The Agency of Personal Service"*

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Representing The Hardware and Implement Mutuals—  
The Finnish Mutual—The Central Manufacturers'  
Mutual and Associate Companies.

Graded dividends of 20 to 50% on all policies according to the class of business at risk.

on

**FIRE - AUTOMOBILE - PLATE GLASS**

**305-06 Murray Building**

**Grand Rapids, Mich.**

## THOUGHTLESS THINKING.

## It Is the Greatest Curse of the Age.

Shortly after this country declared war against Germany the War Department inculcated cards bearing the legend that "The country has urgent need of fighting men." A casual observer said he felt he would like to strike out the word "fighting" and put "thinking" in its place. Yet in those circumstances the statement was equally true, whichever word might be used. The facts of history testify that the best thinkers are the best fighters, whether the weapons they employ be those of the spirit and the intellect or the mechanical contrivances of opposing armies on the field of battle.

Still the fact remains that the country, indeed the world, has urgent need of thinking men. "If you are not a thinking man," says Coleridge, "to what purpose are you a man at all?" It was a dictum of Carlyle's that "thought once awakened does not again slumber." That may be true or not. The point is, that a supreme aim of all education worthy the name is not merely to awaken thought, but to awaken thought of the right kind, and when it is once awakened to keep it from slumbering.

The need of thought is always and in everything imperative, as illustrated in the lives and achievements of all the world's great souls. Before undertaking new work, it is said that Leonardo de Vinci often sat for days without moving his hand, lost in deep reflection and thought. It was so when Fillipino Lippi transferred to him an order for an altar picture in the monastery of a church. The complaint of the prior was of no avail. Without the vision of an ideal, he would not lift the brush to the canvas. It was especially so in his great masterpiece, "The Last Supper." For days he awaited the moment when the face of the Christ would be revealed to him in a manner worthy to represent his matchless comeliness of countenance. The vision came, and all after-ages have been ennobled by its reproduction. Long before Tennyson put into majestic verse the story of the Holy Grail, the theme was suggested by friends as especially worthy of the great poet's masterly skill. Yet he refused the task, considering himself unfit to recount, under this beauteous symbol, the story of the pursuit of manhood's spotless purity. Many years later, however, in the consecration of his own life to the lofty ideal, Tennyson was inspired to picture the successful quest of the noble Sir Galahad. We are told that fifty years in the life of James Tissot were given to the commonplace in art. The vision of the Christ, unsought, yet seen in the sanctuary whither he had gone with secular intent, awoke his slumbering genius, and gave birth in his soul to an altogether new power. It transformed him into an artist-historian whose wonderful paintings preach an eloquent and convincing gospel, and make men see the very vision which so revolutionized and inspired him.

It is ever thus in all creative work.

He who would open other eyes to life's divinest revelations, must first see and appreciate life's glory. We can communicate only what we have received. So in the realm of ethics, individual and sociological. The chief need of the world is for men who think honestly, justly and righteously. There are thinking men whose thoughts are not healthy. There are thinking men who plan and execute unrighteous schemes in the interest of self or sect or party; these work injury and ruin to others. It would not be difficult at the present time to find some conspicuous examples of this type of thinking men, with others of lesser note. These, and all instances of like character—those in which the requirements of the moral law are disregarded—illustrate a habit of mind, not uncommon, which may be described as "thoughtless thinking," in that they who are addicted to it fail to be thoughtful in regard to the inevitable and most unhappy consequences which follow. For there are "thinking men" who leave out of their calculations a most important consideration, namely the demands of justice. Whoever is "thoughtful" on the side of wrong is lacking in that virtue which the term "thoughtfulness" in every-day language seeks to describe.

One of the repellent features which characterize the actions of prominent law-breakers and wrong-doers—like the Rouse case, for instance—is the readiness with which they secure the aid of eminent legal talent to further their schemes and to shield them from just penalties. Were it impossible to command such assistance, many unrighteous projects would fail to materialize. As it is, Justice is not silent, but calls in unmistakable tones for more thorough and more righteous thinking on the part of some who conduct the industrial, commercial, political, as well as the organized religious affairs of the world.

On the other hand, it is to the truly thinking men and women among them that all nations are indebted for the innumerable things that add to the comforts and enjoyments of life. Discoveries and inventions come from them. The means of utilizing valuable inventions are produced by this class. Thinking parents make happy homes for themselves and their children. They see to it that their offspring are not only properly fed and clothed and educated, but that they are trained to habits of discipline, and are not receiving from the streets or undesirable associates or questionable resorts at unreasonable hours, ideas and influences whose frequent fruitage is shame and sorrow. The truly thinking young man or maiden gives heed to the wise counsel of father and mother, teacher and friend; or, as an ancient proverb puts it, "they ponder the path of their feet." They consider whether it is right or advisable to go here or there, to do this or that. They do not rush recklessly into any untried or doubtful way. Of course mistakes of judgment are at times made even by thinking persons whose motives are of the highest; yet the lasting success and the happy lives of this world result, for

the most part, from careful reflection and deliberate action.

If all were as thoughtful for the good of others as some are for their own interests, how different and how much better would the world be from what it is! Many of the seeming discourtesies of life arise from the lack of right thinking, as well as from thoughtlessness. It is those who fail in this who are responsible for the greater part of the accidents and disasters on land and sea, and for the ghastly wars which work desolation and woe. It is those who do not think as they ought, regarding their duty to others and to the community, who make the conditions doubly hard for those who do think intently and are earnestly trying to improve things all around.

One aim of moral education must surely be to produce right-thinking men and women. If it fails here it will fail all along. It is a poor sort of education that does not train the mind to a frequent consideration of the relations of self to other people by seeking to understand the laws of Nature, and obeying them.

## You Can't Be Good Without Being Wise.

Primitive man, with his rudimentary knowledge of good and evil, could not attain a level of existence much above that of the brutes, in spite of the superiority of his brain. Even to-day, men live almost as wild animals in the tropical forests of South America. The remains of paleolithic man in Europe show us that he had a brain as large as ours, and his art proves his capacity for understanding; yet he lived in what we consider a barbaric state. Gradually by slow and painful steps, he acquired knowledge, and with its aid developed skill and undertook what we call, with boastful exaggeration, the conquest of nature. In reality, he learned to play a game with nature, increasingly complex and productive of results as he learned more and more of the rules. This game, as we now find it, is what we call civilization; and it needs little argument to prove that for its maintenance we require all the knowledge we can obtain, organized into what we call science. We cannot even remain where we are; we are compelled by the logic of events to go forward or backward, and progress depends on knowledge. Good intentions are of little avail without it; and the ignorant are like poor players, who, doing the best they can, ruin the music of an orchestra.

Thus it is impossible to be good without being wise, if we understand the word good in a pragmatic sense, as meaning good for something. Yet we must agree that science alone cannot adequately minister to human needs. If a human being is nothing more than temporary arrangement of atoms of carbon, hydrogen, oxygen, nitrogen, and some other elements, our whole conception of human values seems to have little basis in reality. Or rather, is what reality it possesses unstable, evanescent, insignificant in relation to the universe? Is human life a tragedy because a comedy?—a thing so ridiculous with its serious poses and heroic gestures that the gods, if there be such, must be convulsed with

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*A personal advisory  
service—*

*Our well equipped  
Service Department is  
prepared to give ac-  
curate information  
and sound advice to  
investors.*

*Securities carefully  
selected to suit the  
needs of Banks, Institu-  
tions and individuals.*

231 So. La Salle Street  
Chicago

New York Jackson  
Grand Rapids



## BONDS

In justice to yourself, as  
well as to those depend-  
ents or heirs who rely on  
your judgment, at least  
part of your surplus funds  
should be invested in well  
secured Bonds.

Michigan Bond &  
Investment  
Company

1020 Grand Rapids National Bank  
Building  
Grand Rapids

## Link, Petter &amp; Company

(Incorporated)  
Investment Bankers

6th FLOOR, MICHIGAN TRUST BLDG.  
GRAND RAPIDS, MICHIGAN



laughter? Well, we do not believe that for a moment; we could not believe it and be sane. Huxley was perhaps the most typical exponent of modern science, yet his great friend Michael Foster had this to say of him:

Great as he felt science to be, he was well aware that science could never lay its hand, could never touch even with the tip of its finger, that dream with which our little life is rounded; and that unknown dream was a power as dominant over him as was the might of known science; he carried about with him every day that which he did not know as his guide of life no less to be minded than that which he did know.

Recently, having occasion to write an article in commemoration of the hundredth anniversary of Huxley's birth, I tried to imagine what his counsel would be, were he among us. I fancied that it might be somewhat as follows:

You cannot have successful democracy without moral sense, and that must show itself equally in tenderness of heart and honesty of purpose. It is not enough to mean well; you must do well, co-operating with the universe in which you live. The honest man faces the facts of existence and governs his conduct accordingly; he throws aside all sham and pretense, as soon as it is ascertained to be such. These are not mere pleasing generalities, but stern precepts in a land where ignorance is often enthroned, and masses of people pretend to believe that which in their hearts they know to be false. Power without wisdom, action without knowledge, must lead to catastrophe, no matter how excellent the political system, how worthy the traditions of the past.

There was a splendid integrity about some of the prophets of old, who offered eternal wisdom in the setting of the knowledge of their day. Yet the parable of the new wine in old bottles shows that our modern dilemma is of very respectable antiquity. It is not difficult to perceive what Jesus Christ would have to say about it, were he once more a man among men. Just as we have made over our lives to suit modern invention and discovery, so must we make over our philosophy to suit modern knowledge. But in essence, both the lives and the philosophy remain the same, or at least retain eternal elements. Are we to perish like some butterfly which, having attained the winged state, should insist upon trying to eat cabbage leaves, instead of sucking the nectar of flowers? The matter is of enormous importance, and we must concede this virtue to the enemies of science, that they perceive it to such.

Unquestionably, the progress of the modern world, in its varied aspects, severely taxes the stability and even the sanity of the modern mind. Since we cannot go back to barbarism—and all agree on that—it only remains to make readjustments which shall create harmony rather than discord, wholeness rather than a chaos of disconnected and irreconcilable fragments. What does this actually involve? It seems to me that it involves on the one hand the possession of what William James called over-beliefs, transcendental conceptions of value and virtue which find their main justification outside the field of science; and, on the other, a frank and full accept-

ance of the testimony of the human senses, not as rigid orthodoxy, but as something dynamic, ever converting reality into truth. The modern man, possessed with these ideas, is bound to reject the mass of ancient miracles, some as apparently pure inventions, others as misinterpretations of facts actually observed. He may still often use metaphor, because our language is full of it, and perhaps the more freely because he knows what he is trying to express. He will not lose the sense

of mystery or the feeling of awe, as he contemplates the world about him. Rather, these feelings will be deepened and broadened, as he perceives that truth is ten thousand times more wonderful than any fiction.

What can he say to those who fear that the loss of faith in the images of the past will imperil the essential verities? He cannot, he must not, treat the matter lightly, as a thing of no account. The danger is real, and the problem has to be met. But Christ

long ago pointed out the futility of trying to meet it in a half-hearted way. The new wine would burst the old bottles, and everything would be lost. This we cannot endure, any of us; and those who would insist on confining the growing, living science and religion of the day within the boundaries of ancient tradition are themselves the wasters of that which they hold most precious.

T. D. A. Cockerell.

To-morrow to-day will be past.

## FLIT Sells on Sight!

You don't have to worry about selling Flit. It's the fastest selling household insecticide on the market. Flit on your shelf is as good as money in your cash register. A sales sensation last year! In even greater demand this year!

\*\*\*

EXPERIENCE proves that nothing sells insecticides like advertising. And Flit is backed by the biggest advertising campaign ever run on a household insecticide. Color pages in leading magazines, including the Saturday Evening Post, Ladies' Home Journal, Good Housekeeping—5,000 local newspapers—striking window and counter displays—all boosting the sale of Flit. No matter where your store is located, you will feel the effect of Flit advertising.

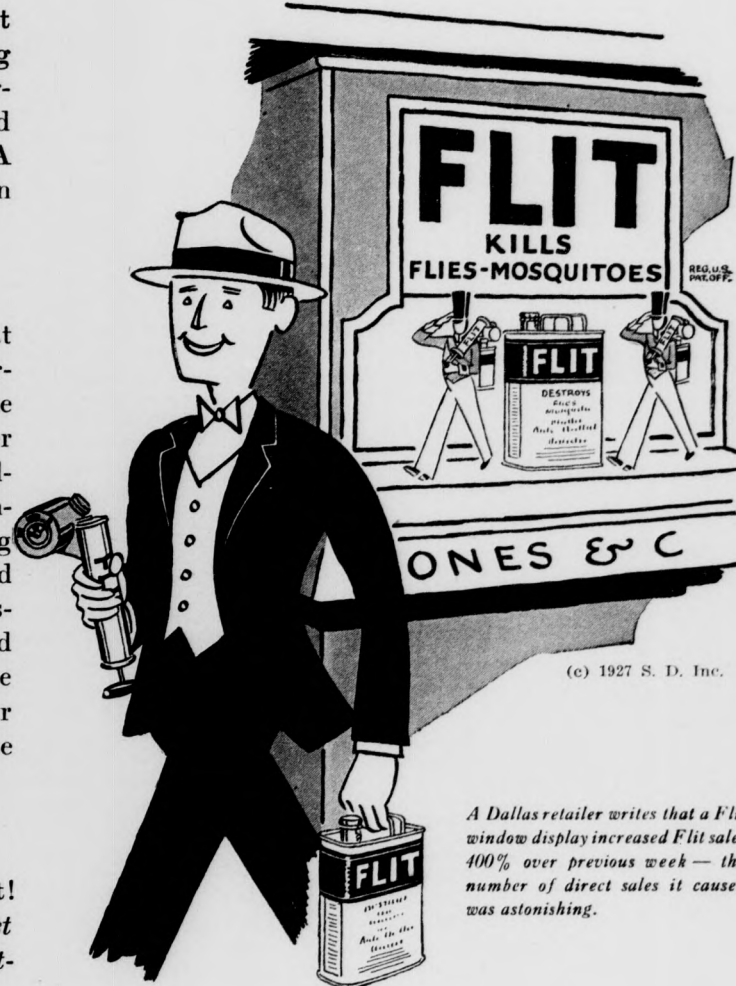
\*\*\*

DISPLAY Flit! Sells on sight! Everybody knows Flit. A fast repeat-seller and a known profit-maker.

\*\*\*

CASH in on Flit demand and Flit popularity! You can still do a big Summer business—don't forget, Flit is an all year 'round seller—always in demand for some pesky insect. Order NOW!

STANCO DISTRIBUTORS, INC.  
26 Broadway New York



(c) 1927 S. D. Inc.

A Dallas retailer writes that a Flit window display increased Flit sales 400% over previous week—the number of direct sales it caused was astonishing.

Put Flit where your customers can see it . . . pick it up . . . and pay you for it!

{ Flit will still be the leader when your great-grandchildren are running your business. }

DISPLAY FLIT :: FLIT ADVERTISING SELLS IT

## 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.

### What Is Your Practice?

The United States Chamber of Commerce has compiled a merchant's "self-inspection" blank, which well merits close study by every retail marketman—as an aid to boost the credit side of the ledger and cut down on overhead and expenses. Look them over:

1. Do you keep a "purchase account" that shows total goods bought?
2. Do you know what you save annually by discounting bills?
3. Do you know what it costs to buy goods?
4. Do you know what you owe?
5. How often do you take stock?
6. Do you figure stock at cost or selling price?
7. Do you make allowance for depreciation and dead stock?
8. Do you make allowance for depreciation of fixtures and delivery equipment?
9. Do you know what is due you?
10. Can you furnish your bank with a financial statement at once?
11. Are collections made as rapidly as accounts increase?
12. How often do you make up a "profit and loss" account?
13. Do you know what it is costing you for allowance for customers?
14. In how many separate accounts are your expenses divided?
15. Do you own the building in which you do business?
16. Do you charge rent therefor?
17. Do you charge your own salary as an expense?
18. Do you charge interest on money invested?
19. Do you know the percentage of expenses to sales?
20. If a fire took place, could you from your books, give a complete statement of all accounts?

### Larger Handles For Umbrellas.

For the Fall season, manufacturers are offering women's umbrellas with handles five inches long, instead of the short type which has been customary for some seasons past. The long handles, the makers say, will eliminate the objection raised to the previous style. The latter did not give adequate gripping surface and did not permit the umbrella to be held high enough to clear the top of the woman's hat. The handles are being developed in a variety of new color effects and materials. Included are crook and pretzel shapes in pearl and amber combinations, short opera styles, ball top with sharkskin handle, and jeweled tops with gold and silver trimmings. The color range is large and includes many iridescent effects. Ribs match tips, with gold and silver effects prominent. The stubby sixteen-rib umbrella will again lead for the new season.

### Hosiery Price Trend Upward.

Although there has been no really noticeable change in the hosiery market in the last week, either as to de-

mand or quotations, the trend of prices for cotton hosiery continues upward. This trend crystallized into few actual advances, but among the announcements was that of the Burson Knitting Company yesterday to the effect that increases on its lines of cotton, lisle and mercerized hose would become effective on July 6. While definite figures showing the extent of the advances were lacking, it was said that they probably would range from 5 to 15 cents a dozen. In the week's limited business the features were the continued demand for men's fancy half-hose and women's low-end cotton goods, and the steady call for misses' full-length hose.

### Neckwear Duplicates Are Large.

The continuance of active Summer business in women's neckwear, in the form of duplicate orders, promises to make the general Fall showing of this merchandise somewhat later than usual. In addition to ruffings and yard goods, which are year-round items, orders are coming in chiefly at present for such articles as fichus, cape collars and lace and net collar and cuff sets. In the fichus, organdy, both white and colored is especially favored. These items show a wide variety in shape as well as in color. One model that is in high favor makes a broad collar from which drop sections that are arranged like a surplice. Some of the white fichus are edged with small net ruffling.

### To Appeal Bakelite Decision.

Appeal will be taken from the decision of the Tariff Commission barring imports of bakelite merchandise on the ground that they infringe domestic patents, it was decided yesterday at a meeting of the synthetic phenolic resin group of the National Council of American Importers and Traders. The appeal will be made to the United States Court of Customs Appeals in Washington, in accordance with the provisions of the tariff law. The action will establish a precedent, as this is the first time a decision of the Tariff Commission has been taken to the Court of Customs Appeals. The appeal will be made within the next few days.

### French Color Card For Fall.

Blues and reds lead on the Fall color card of the French Federation de la Soie now being issued in this country. The brighter shades of blue are stressed and are the largest numerical group in the 144 shades represented on the card. The red tones range from the rose beige effects to the deeper wine shades. Greens are well represented, with a tendency to tones on the order of jungle green and darker shades. In browns the beige effects predominate. Fuchsia colorings are stressed in the purples. While not much immediate interest is shown in grays either here or abroad a number of these shades in full and clear versions is shown.

### High Cost of Fur Trimmings.

A good deal of complaint has arisen in the coat and suit trade over the high cost of fur trimmings. Figures recently given in this column indicate that last Fall about half of the cost of

a fur-trimmed coat represented the peltry. This season the percentage may work out to more owing to the rise in desirable skins. The rise has led to charges that the fur trade is raising prices in an unwarranted manner. Spokesmen for the fur trade, however, say the increase is justified and is due to the law of supply and demand. Committees representing the coat manufacturers and the fur trade are expected to meet during the next few days to go into the matter.

### Interest in Blazer Coats.

Blazer coats for sports wear are meeting with increasing favor. For a while it looked as though the demand was to be confined to a comparative few among so-called "best dressers," but interest in the merchandise has broadened substantially. Two-color combinations in stripes are leading in the designs. The garments are selling to both the women's and men's wear trades. The growth of interest on the part of the latter has been a surprise to wholesalers. It is predicted that the vogue will be solidly established this season, with the coats giving considerable competition to slip-over and coat sweaters.

### The Way of the Plumber.

"Are you the plumber?"  
 "Yes, mum."  
 "Well, be careful about your work; all my floors are highly polished and in excellent condition."  
 "Oh, don't worry about me, mum. I won't slip. I've got nails in me boots."

At the advanced age of 89 Victoria Clafin Woodhull Martin died in England recently. The name means little to this generation, but fifty-odd years ago Victoria Woodhull occupied a large place in the public prints of this country, especially in New York. Mrs. Woodhull and her sister, Tennessee Clafin, were ardent advocates of woman suffrage at a time when women who believed in equal rights were regarded as mentally unsound or worse. Her nomination for President of the United States by the Equal Rights Party in 1872 was the jest of the Grant-Greeley campaign. About that time Mrs. Woodhull, with her sister, began the publication of the Woodhull and Clafin Weekly. It was devoted to social reforms and regarded as the final word in radicalism. A simple paragraph in this weekly resulted in the Beecher-Tilton trial, which became the sensation of the seventies. Shortly after the death of her first husband Mrs. Woodhull went to England to lecture, and there married John Biddulph Martin, a retired banker. Thereafter she made her home in that country, where she learned that a rich woman, however radical, giving large sums to charitable enterprises, received a more respectful hearing than one who had her own living to make. As Mrs. Martin she was the moving spirit in the purchase of Sulgrave Manor, the home of George Washington's ancestors. The later years of her life were spent in attempting to promote more cordial relations between her adopted country and the land of her birth.

## Duro Belle HAIR NETS

There is a steady demand for Duro Belle Hair Nets, because of their consistent high quality. Well shaped, durable, fine, lustrous; all of the desired shades. Push Duro Belle and reap the profits of a big repeat business!



Sell the handy Duro Belle Dozen! Women like this dainty, sanitary package. Put them on display where they can't be overlooked. You'll find it EASY TO SELL BY THE DOZEN.

Write to your jobber or direct, for our beautiful store display material. FREE.

### NATIONAL TRADING CO.

630 South Wabash Ave.,  
Chicago, Ill.

Governor Place & 14th St.,  
Long Island City, N. Y.

## INSURED BONDS

paying  
**6%**

It is just as important to insure investments against loss as it is to carry property insurance.

You take no risk with the money you invest in our 6% Insured Bonds.

They are secured by first mortgages on individual homes worth double and principal and interest is guaranteed by U. S. Fidelity & Guaranty Co., with assets of \$48,000,000. Tax exempt in Michigan.

## INDUSTRIAL COMPANY

ASSOCIATED WITH  
INDUSTRIAL BANK

GRAND RAPIDS  MICHIGAN



### Misrepresentations as Grounds For Avoiding Sale of Business.

Where a retail business is sold as a going concern it is the duty of the seller to stay reasonably within the truth in making representations as to value. And especially is this true, in respect to representations as to the amount of business done, where the buyer has no means of ascertaining this information, and is compelled to rely upon the statements of the seller.

It follows, in such a situation, if the seller deliberately misrepresents the volume of business, and thus takes an undue advantage of the buyer, the latter may avoid the sale or claim damages as the case may be. The application of this rule of law is illustrated in a great number of cases, of which the following is a fair example.

In this case the defendant was the owner of a retail business which he desired to sell. The business was brought to the attention of the plaintiff, through the medium of a broker, who explained that the price was \$4,000, which included stock, fixtures, and a three-year lease.

The plaintiff quite naturally enquired of the defendant what the weekly income amounted to, and the latter, it appears, represented it to be \$100 per week net. Acting on this representation, the plaintiff paid the sum of \$2,000 in cash, and gave notes to cover the balance.

Following this, the plaintiff took possession and proceeded to operate the business. The first week the business showed a net profit of \$12, and the net profits in any succeeding week did not run above \$24. The plaintiff thereupon decided there had been gross misrepresentations as to the income, and brought the instant action against the defendant for the rescission of the sale.

Upon the trial of the cause, the defendant denied that he had represented the net profits to be \$100 per week, and contended that he had represented this amount as being the gross profits. The plaintiff, however, introduced much evidence that the representation was as to the net profits, and the trial court found in favor of plaintiff. The defendant appeal from this, and the higher court in reviewing the record, in part, said:

"The testimony shows that during the preliminary negotiations the question of profits was up for discussion. The defendant had been conducting the business for some time, and he was the only party who could give a fair estimate of the net profits. There was no other source from which the plaintiff could get this information. She was assuming an indebtedness which must be paid out of the business.

"In these circumstances it is not reasonably probable that she would have been content with a representation as to the gross profits. She naturally would want to know if she could make enough clear money to meet her payments. The necessity for such information, and the fact that the defendant could furnish it, are circumstances which tend to support the plaintiff's testimony.

"She had the same goods, the same overhead expenses, the same clerks who helped to conduct the business before the plaintiff bought it. Under the same conditions her net profits were very much less than \$100 per week. There is nothing in the record showing any reason for this falling off immediately after the plaintiff took over the business. The only fair inference is that the defendant misrepresented his profits.

In conclusion, the court agreed with the trial court that the plaintiff was entitled to have the sale voided, and her money returned. Holding, as outlined in the opinion, that the evidence supported the conclusion that the defendant had misrepresented the net profits, to such an extent as to war-

rant the setting aside of the contract of sale.

The foregoing case was well reasoned, and the holding of the court is, without question, in accord with the great weight of authority on the point decided. This authority holding, that misrepresentations of material facts in the sale of a business, may justify the rescission of the contract.

In other words, the court will not permit the seller of a business to deliberately misrepresent such vital points as the income therefrom, to a buyer who does not have the means of ascertaining the truth of such representations, and profit from such conduct. And, as in the case reviewed, upon complaint of such a buyer, and the making of a case, the seller will as

a general rule be compelled to right the wrong he has committed by virtue of his misrepresentations.

Leslie Childs.

### 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



## What Better Railroad Service Has Meant to Business

**Agricultural commodities have shown an upward tendency in prices during the current year, while the course of industrial and raw material prices has taken a downward trend. We have been going through a period of price re-adjustments—always a critical time for business—but, in this instance, there were not the usual accompanying shocks to business peculiar to such periods.**

**The major reason for this absence of disturbances in business is that smaller inventories are being carried nowadays since the railroad service of the country assures certain and speedy delivery. Traders carry smaller stocks, and business, therefore, is carried on with less capital and with fewer hazards.**

**More stabilized business conditions are assured American business, and with these, consequently, failures become less likely and less frequent.**

**What the workings of the Federal Reserve Act proves to be to business, through the stabilizing of credits, the improved steam railroad transportation service is accomplishing through its regular and its prompt deliveries. So the large outlays to better the service have justified themselves. Both expedients work to the same end in their respective spheres. They avert the shocks.**

**In Michigan, this is particularly true. Vast sums, in recent years, have been expended to achieve this new standard of service. Seven of the nine railroads serving Michigan alone are expending this year nearly \$26,000,000 in new engines and cars and in improvements and betterments which will continue these stabilizing forces.**

**These expenditures, too, were made right at home, and at a time when the lull in industry, through which we have just passed, was at its low ebb. Therefore, these \$26,000,000, going largely to labor, raw materials and manufactured commodities, served appreciably to buoy up conditions.**

**Michigan railroads have, therefore, been more than local common-carriers. They have, through their service, removed some of the hazards inherent in business in former years.**

## MICHIGAN RAILROAD ASSOCIATION

## 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.

### Expenses Can Be Too Low For Good Business.

Written for the Tradesman.

Wages expense in the grocery business has ranged, permissibly, from 6½ to 11 per cent. at various times during the past generation. The high figure came right after the war. It is still found in some fancy stores, but it can now be allowed to mighty few of them. Considering all factors and stores of all characters, the correct range now is probably 8 to 10 per cent.

Now, wages expense in a grocery store is very nearly the same as sales expense. That is, few grocery employees outside of sales people are permissible. Also, sales people in a grocery store can and do take care of stock, pack goods in advance, clean up and do needful odd jobs; so it is convenient and practical to consider wages expense as virtually sales expense.

Very seldom am I called upon to advise an increase in any expense. Nearly always it is the other way round. But I have just examined a business wherein the sales expense was down to 6.23 per cent.—and the business was suffering because of this low ratio. On the face of the statement, the low expense looked fine; but actual inspection of the store showed weaknesses not indicated by the statement. For this was a finely equipped store, with every facility to be up-to-date and attractive, which was so run down at the heel, so disorderly and neglected that obviously there were not enough people in it, nor was their energy properly directed.

For one thing, this business was in the remarkable situation of doing more than 93 per cent. of its total on credit. It seemed to me that one reason for this was that, while the goods were excellent, the place was so unattractive that folks did not care to go to it personally. Hence, it lost out on cash and personal trade. Something must be done to restore the balance to the normal of 40 per cent. cash to 60 per cent. credit trade—60 per cent. credit being about the outside safe limit, generally speaking.

The first recommendation was that \$270 per month be added to the payroll to furnish needful extra help and bring sales cost up to nearly 8 per cent. But merely to add help and increase expenditure would not accomplish what was wanted. It was necessary, first, to clean up and rearrange the stock, and, second, to systematize the inside work so the store would always be orderly and attractive. No properly conducted store ever needs to be cleaned up. It is always clean and always stays clean.

So the next thing was to work nights, getting the store cleaned and stock attractively placed according to a logical scheme and in line with the various departments and kinds of goods.

Next, to have planned in advance a

definite schedule of work for every person in the place, tasks to be performed daily at certain definite times. Each clerk, male and female, on arrival in the morning, must go to certain work laid out in advance and thoroughly understood by each. This includes the wiping of each show case with a dry cloth on the exterior every morning. Spots on the exterior are to be removed with a damp cloth or dry sawdust.

In all my travels and experience, I have never seen any device for keeping cheese on display, nothing so effective for sales, as a plain pine top table or counter, cheese kept on it, covered each with a glass cake cover—provided this is kept right. The table must be kept clean by daily scraping and scrubbing—just enough—not too much water being used. The covers must be polished with dry sawdust every morning. Few grocers know about sawdust—one of the most convenient, effective, economical and easiest cleaners there is.

A peck of clean sawdust can be used for 30 days or more, every morning, to keep four or five large covers and three or four small ones in the finest shape. A few minutes each morning will do the work. The plan is to invert the glass cover, throw into it two handfuls of sawdust, swash the dust around, gather it in the hand and rub spots and moist places, until the inside is clean. Turn the sawdust back into the storage box and dust the inside of the cover with a feather duster, holding it up so the dust falls to the floor. Then set on any counter, top side up, and polish the outside the same way. All this work is to be done on a counter near the cheese table, but obviously not on it.

Except in the extreme heat of the day in humid regions, cheese thus displayed is most attractive and sells readily. In such weather it must be set in a refrigerator but should then be wrapped in cloth wet with vinegar to keep it moist. During all other times not only is this display the best and most effective; but the cheese is kept in the finest condition.

Sawdust thus used on glass everywhere is the best polisher anybody ever saw.

The insides of show cases need careful cleaning often; but except in the case of certain sticky things, like prunes, the inside will do for varying periods and keep attractive if the outside be treated as indicated every morning.

Definite work thus assigned is carried on happily, effectively, with no envy of one another. In the beginning you will make some mistakes. Some clerks will have too much to do, others too little. But you can talk about that contingency in advance and change things promptly in the light of experience. But your store will thus be busy from the moment of opening. Nobody will get into mischief through idleness and you will sell more goods.

Assign certain sections to certain clerks. Let such stretches of shelving and counters be in the exclusive charge of the folks to whom assigned. Then you have one person in each case to

(Continued on page 31)

## GROCERY STORE MANAGER SAYS:

"For the past three years", writes Mr. Sherman Ackerman, Roselle Park, New Jersey, "I have suffered from constipation. After taking all sorts of treatments, a friend of mine recommended Fleischmann's Yeast and it has cured me."

"Now, I highly recommend Fleischmann's Yeast to all my customers and they have come back and told me of the wonderful results it has brought them."

You can bring YOUR customers back to YOUR store by recommending Fleischmann's Yeast for Health. And they will become regular customers with healthy appetites—who need and buy more of your groceries.

## FLEISCHMANN'S YEAST

Service

Don't Say Bread

— Say

HOLSUM

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



## MEAT DEALER

### Is Beef Quality Becoming More Important?

If demands of meat retailers in this vicinity reflect the feeling of their customers we may conclude that an insistent demand exists for beef of the highest grade. On all sides remarks indicating the difficulty in securing beef to meet ideals of buyers are heard. As far as we are able to judge there is no appreciable difference now in the general quality of beef from other years at the same season. We are going through a period when beef is quite high in quality and yet when the long fed type that so naturally falls into the Choice grade is not plentiful. Among the large number of steers sold each week in this vicinity, running roughly around sixteen thousand, there are many that come within the requirements of Choice beef, but a great deal of it barely gets under the wire. The fact that the demand for well grained meat of excellent conformation and finish is real is exemplified in the price paid for the relatively few carcasses offered, while average sales of beef well up in the Good grade and which will give satisfaction to most consumers are around sixteen and a half to eighteen cents a pound wholesale, the kind that suits the strictly high class shop sells quickly up to twenty-one cents a pound or above and sells quickly to what is virtually a waiting list. There is no question but beef quality has received a great deal of publicity during the past year or two but we believe as much thought has been given to extolling the virtues of so-called coarser cuts and beef not of the highest quality as to the best. That the efforts of writers and speakers on this subject have borne fruit is attested by the relatively firm market that has existed on beef chucks and chucks and plates at all times. There has hardly been a period when these cuts have not sold well and usually to a more constant demand than that existing for the sections carrying the steaks and roasts usually referred to as prime, using the term to designate the cut rather than the grade. While it is true that very little really low grade steer beef, classed as common in the official grade, is on the market at the present time it is equally true that there has been a constant demand for medium quality beef at prices fully as high, quality considered, as the higher costing grades. To put it another way, there does not seem to be any penalty placed on lower grades regardless of demand for highest quality.

### Spread Between Wholesale and Retail Price of Meat.

Stealing a page from Department Bulletin, No. 1441, by W. C. Davis, assistant chief marketing specialist of the Bureau of Agricultural Economics, we find that "the question of spread between the value of live animals and retail prices of various cuts of meat is a vexatious one to the producer and is closely associated with the question of price determinations. Available comparisons of price purporting to show the spread are in most cases based on

retail prices of some of the preferred cuts. This does not constitute a basis from which logical or sound conclusions can be drawn. Retail prices of all cuts must be included and an average price for the carcass must be determined." Mr. Davis then goes on to discuss more or less technical features of marketing and winds up with all the cuts found in a carcass of beef, with cost, selling price, gross profit, percentage of gain, etc., shown. Perhaps the most interesting thing that he brought out was the fact that the carcass cost thirteen cents a pound wholesale and actually brought eighteen and ninety-six hundredths cents a pound, or about 19 cents a pound. In the absence of proof there probably are few consumers who would believe that a retailer who bought a steer carcass for 13 cents a pound would cut it up and sell it in small pieces to housewives for 19 cents a pound, or at a profit of 6 cents a pound. This was a fact in the case recorded by Mr. Davis and to satisfy that the performance was not unusual for retailers we might point out that the gross gain was considerably better than the average in many shops. The lowest priced parts of the carcass, the bones, were sold for one-half cent a pound and the highest priced cut, the Porterhouse steaks, brought thirty-eight cents a pound. In the publication of such material a better feeling between retailer and consumer will be set up in all probability and the reason the retailer has been accused of being a profiteer in the past, when he has been so accused, has often been due to a lack of understanding on the part of those buying meat from him. The step up in price of certain cuts of a beef carcass from the wholesale price of the steer alive has been a difficult one for retailers to get across to consumers so they would understand and contributions as that of Mr. Davis helps to clear matters.

### Duty on Swiss Cheese Will Not Raise Price.

Cheese importers state that no increase in the cost of Swiss cheese to consuming public will result from the increase in the tariff which President Coolidge just announced, as the extra duty will undoubtedly be absorbed by the various elements of the trade. The new tariff rate will be 7½¢ a pound, as compared with the old rate of 5¢.

Dr. Maurice Lustenberger, of the Swiss Cheese Association of Berne, Switzerland, who is now in New York, states that the higher rate will not affect Swiss exports to America, as genuine Switzerland cheese has always been higher in price than the domestic product, and the demand for it has been on a quality rather than a price basis.

### Who Lost And How Much?

Jones found a \$10 bill. With this he paid a bill to his butcher. The butcher used this same bill for paying his baker. The baker used the same bill for paying his physician. The physician owed Jones \$10, so he paid Jones with the same bill.

Jones then discovered that the bill was counterfeit.

# PROFITS

## RESULT FROM RUMFORD

The stability of Rumford has been reflected by the years of service it has rendered to the housewives of the country and the steady and fruitful source of profit it has been to the dealers.

RUMFORD CHEMICAL WORKS  
Providence, R.I.

## QUALITY



Q 98 26

## VINKEMULDER COMPANY

### Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

# Putnam's

## THE GOOD CANDY

AGENTS FOR

## LOWNEY'S

NATIONAL CANDY CO., INC.  
PUTNAM FACTORY

## 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

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

## 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.

### Suggestions in Regard To the Tinshop. Written for the Tradesman.

Does it pay to conduct a tinship in connection with the hardware store? Some dealers will say most emphatically that it does not, and will cite their experience in support of that contention. Others will insist that the tinshop does pay; and, if challenged, will retort, "I know it pays, because I have one."

Whether or not the tin shop is worth while depends upon the individual dealer. There are some dealers very successful in what might be called the "straight hardware business" who have no success whatever with the tinshop. There are others who do no better in one than in the other, and not very well in either. And there are dealers who make a rousing success of the hardware store, and then pile a lot of tinshop profits on top of hardware profits.

One of the most successful small town hardware stores in my experience worked out a novel method of making the tinshop pay. This firm had conducted furnace and tinshop work in connection with the hardware business for many years. They decided to concentrate their attention on the hardware, stoves and kindred lines; and with this in view sold out the tinsmith and furnace department to the boss tinsmith. The tinshop business was still handled in the rear of the hardware store; but the tinsmith conducted the business himself and assumed all the worry incident to securing employees, drumming up contracts, and seeing the work through. The hardware firm continued to accept orders for tinsmithing and furnace work, turning them over to the tinshop at a commission of 15 per cent. After a year's experience concentrating on straight hardware and stoves, they found that their business was just as large as in the previous year, when they had the tinshop as well.

That is one side of the story. On the other side a good many hardware dealers declare emphatically that the tinshop is worth while.

To make it worth while, however, system is essential. System is as much needed in the tinshop as in any other department of the hardware business. Some hardware dealers who feel the need of it nevertheless run the tinshop on the old "hand to mouth" plan, feeling satisfied if they merely "break even" when, by careful management, they could make the tinshop pay a handsome profit.

Every hardware dealer who has a tinshop should have in his book-keeping system a separate account for the tinshop. The tinshop should occupy a separate portion of his ledger, with a heading, "Shop and Repairs Account," or something similar.

Under this heading, entries should be made of all expenses, receipts and disbursements for the benefit of that department. All material purchased

for the tinshop should be charged to this account at cost price. Wages of shop employes and a just proportion of the expense of the department, based upon the total cost of doing business, should also be charged to the tinshop.

On the credit side of the ledger should be placed all money received for inside and outside work, plumbing, setting up furnaces, repair jobs, etc. If you manufacture an article in the tinshop and then place it in the store to be sold, credit the cost price of that article to the tin shop the same as if you bought it from an outside concern.

By keeping a separate account of tinshop and labor transactions, the hardware dealer will accomplish several important things. He will be able to keep tab on all work done in the tinshop. He can tell whether the tinshop is making or losing money. He can learn to charge a price commensurate with the work done; a price which will give him a fair profit. He also has a check on the tinshop which is invaluable in case of fire or other loss.

In brief, the first essential is to know whether or not the tinshop is making money. You have to know this before you can seriously attempt to improve your methods.

One small city hardware firm draws a very sharp line between hardware store and tinshop. Some years ago this firm erected a separate building for a tinshop and warehouse. This building was situated nearly a block from the main store, on a side street in the business section. It was a red brick structure, in keeping with the stores in the vicinity. The first floor, which was light and airy, was used for the tinshop. It gave the men plenty of room, and especially good equipment was provided. Before the new building was erected, the tinshop was located on the third floor of the hardware store, there there was not sufficient room. A large business was done even in these inadequate premises; but in the year after the move into a separate building, the volume of business done was several times multiplied. It was possible in the larger premises to add a department devoted to slating and roofing.

The trouble with many tinsmithing departments is that they are conducted in a haphazard manner. It may be that a lot of work is being turned out and that the men are being kept busy, but the dealer quite often does not know whether he is making or losing money. Probably he "guesses" he is making money; but at the end of the year he may find that he has guessed wrong; that the department has not paid the expected profit. Then the question suggests itself: "Why have I not made money? I have done a lot of work, and thought it was being done profitably."

That question implies its own answer. The man thought — he guessed — but he was not sure. He did not realize that guesswork has no place in modern business. A man must be sure in his methods in order to be sure of his profits. Lack of knowledge of costs is in many instances the pitfall. A dealer should not have to wait until he takes stock at the end of the year to find out whether or not

he is making money—he should know as he goes along, and this is possible by the introduction of a proper system of keeping track of costs of tinsmithing.

One small city hardware store has a system of keeping track of costs in the tinshop, whereby they know at the end of each job just how much it has cost them. A time sheet is provided for workmen. This time sheet is a ruled form, with blanks at the top for the date, name of workman, and name

## 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

**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  
501-511 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

## 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



of helper. Column 1 gives the working hours from 7 to 5. There are four columns opposite each hour, each blank column representing a quarter hour. When this blank has been filled in for the day, it shows exactly what the man has been doing during every 15 minutes of the working day. Thus the cost of work on each job can be easily reckoned. A man in the tinshop keeps track of all material used on each job. Thus the office is in a position to figure out exactly the amount the job has cost, and what to charge the customer.

With some firms additional blank spaces are provided for material taken out by each workman in connection with each job, these items being checked by the stock-keeper, and any returns also checked.

This firm carries out the same rule on contract jobs; as the record shows whether money has been made on a job or not. The cost sheets are all filed, and are of a great deal of value in figuring on further contracts of a similar nature. By dint of study and analysis of his work, the tinsmith knows pretty well just how much he must get on a given job in order to give him a fair profit. In figuring on a job, it is a simple matter to look up the filed sheets for two or three similar jobs, allow for any minor differences and know—instead of merely guess—what the new job will cost, and what price to charge in order to get a fair profit.

The time sheet used in this system also serves to keep tab on the work done by the men. It shows the amount of work done by them, and whether or not they are really worth the wages they get.

The dealer who would make a success of his tinsmithing department must concern himself with costs. Cost absolutely known is the compass that guides.

One dealer claims that the tinshop is the big end of his business. Interviewed at the dull season of the year, he had fourteen men at work in his tinshop.

"Every man is busy," he said. "I am always on the lookout for new business. I do not look for cut-price jobs. I think there is probably more room for 'salesmanship' in connection with the tinshop than in any other department of my business. When I quote a price on a job I tell the customer exactly what he is going to get. I do not use 30 gauge iron where 26 gauge is needed. Very often I could undertake jobs at lower quotations than the ones I give, providing I was using cheap material and lighter gauge metals; but this is against my policy. I use salesmanship in my tinshop the same as in any other department of my business.

"Another feature which I watch closely is overhead costs. I watch also the buying end of my business, and always try to place my orders in the best markets.

"Preventing waste of material is another important point in connection with running a profitable shop. Without proper supervision and instructions a large amount of material can be al-

lowed to go to waste, and this means a serious drain on the profits. Waste of men's time is also a serious leak if allowed. I always try to have work ahead—that is, I endeavor to get customers to place orders and contracts well in advance in order to always have plenty of work on hand for my men. I have an arrangement with a local factory whereby I supply them with a number of articles that they use in connection with a certain line of goods they make. In spare time the men make up these special lines, and no time is lost.

"I have always made it a point to go after quality business. I charge a fair price and add a legitimate profit and I have been fortunate enough during the past few years to always have plenty of work on hand."

It has been truly said that one of the greatest leaks in a tinshop is the waste of material. This should not be so by any means, and in these days especially, as by careful buying almost any size of sheet can be bought.

With more study along the lines of pattern developing and a little care when buying the material, such waste in material would be a thing of the past and those in business would find a great saving in their tinshops if they would encourage more study by their workmen and supply a first-class book on the development of patterns as one of the necessities of the shop. Nothing is more discouraging than to see piles of scrap sheet metal under the benches.

It would be a good thing in most shops to go over all stock patterns, and if the shop executes work which calls for small work as well as work of an ordinary nature and size, there should be a number of small patterns on hand; then a shop rule should be made, requiring the workmen and helpers to see that no scrap be thrown out which could be used for these small articles. For instance, pieces which would be large enough to make a 2, 3 or 4 piece 3 inch elbow could be marked and cut out in slack times, or the apprentices could be encouraged to do this work in odd moments. It may be stated, and rightly so, that such items can be bought much cheaper than they can be made by hand. But when such a habit has been established in a shop, it is not so much the actual cost of these small articles as the fact that the principle and habit of saving other lines is thoroughly established. The thrifty mental attitude is developed in the workmen and helpers.

Victor Lauriston.

#### Clothes Make the Man.

Do not underestimate the value of good looking clothes to the salesman. They are one of the most effective ways of making a favorable impression upon people you meet in the store. A little care in the selection of hats that are becoming to your personality—harmonious combinations in shirts and ties, all contribute to the pleasing result. This does not mean a lot of loud effects but quite the contrary—a careful study of what is demanded by good taste. It will be but a few days until people will be commenting on your neatness, and that never did anybody any harm.

## Everybody likes a winner!

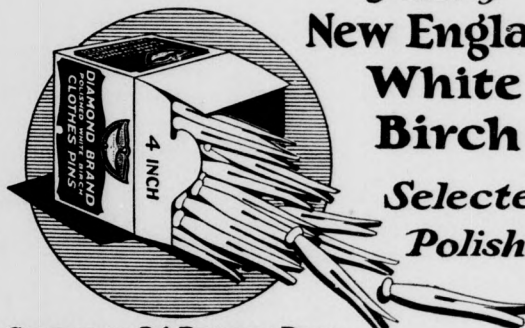
Success makes friends. Whether it is a flight across the ocean or new gains in sales by a familiar, everyday grocery product—everybody likes a winner. Successful wholesale and retail grocers naturally like to sell Post Toasties (Double-Crisp Corn Flakes). Here is a product that has made success. Every year it makes new friends. Sales climb steadily year after year. New and better advertising works for wholesalers and retailers alike, to make Post Toasties a staple, sure selling, fast turning product. Successful food dealers are getting their share of this business.



## 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

## COMMERCIAL TRAVELER

### Must Render Genuine Service To His House.

Men sent out by jobbers and wholesalers to solicit business from retailers in towns and villages were universally called "drummers" forty years ago because their business was to "drum up" trade. All sorts of men were sent out—young and old, gay and serious, sporty and dignified, noisy and quiet. To village clerks their lot seemed a fortunate one. They traveled, they wore stylish clothing, they lived at hotels, on steamboats and railroad trains. They were always on the go, got big salaries, swapped expense money in poker games, flirted with pretty girls on Sundays, were liberal and—put lively stories in circulation among the hicks. What youth clerking in a country store, carrying in the coal, sweeping out, cleaning and trimming and filling the kerosene lamps, packing eggs and performing other necessary jobs for from twenty-five dollars to forty dollars a month, did not envy them and their salaries and joyous lives in those long gone years?

At Atlantic City recently, W. F. Kennedy of Weeling, W. Va., declared to retailers in hardware that the day of the joker, story-teller and gladder among traveling salesmen is over. Maybe. But not the day of the agent of commerce who visits "the trade," makes friends of merchants, gives helpful hints to youngsters in the small town stores, talks business problems over with his customers, advises them not to overbuy, and in every way makes himself welcome and valuable to those he visits, we trust! Mr. Kennedy says:

The salesman of to-day must be more than simply a hand-shaker and a good fellow. If his calling is to endure and he is to continue a factor in the jobbers' business, he must actually close the transactions, do more mental work, and render genuine service to his own house and its customers.

True. But that was also true forty years ago. We met and knew a number of extravagant and wild drummers in our country store days. They smoked big and expensive cigars, courted pretty girls in every town and occasionally came to the village with doubtful young women. But they did not last long. They did not "set well" with the merchants, who preferred to do business with men they respected. Good social qualities always will be an asset for salesmen, but those who peddle dirty stories and offend men of dignity by undue familiarity, do not win favor.

The high type traveling man knows not only the prices and qualities of his samples, but the details of their manufacture, the supply and demand of their raw materials, and all the conditions which surround them at present and are in process of development for the future. He knows last season and this season, and the prospect for next season, based on the facts that warrant forecasts. This is the kind of information the retailer wants, and many a salesman who talks them over with merchants he visits and gives prudent advice, gets orders the drummer who tries to cajole his prospect never re-

ceives. It is the common truth of all business the traveling man must be qualified in—knowledge and character. They spell his present and future success. He must know the facts about what he sells and handle them honestly. If he possesses that higher quality than honesty which comes from a sense of responsibility and is called integrity, so much the better.

### Freak Advertising.

What is now called "the scientific art of advertising" evolves many unusual methods of attracting the attention of the public which results in profit to the advertiser. The preparation of advertising copy for which millions are spent annually has become a highly specialized task. Some men have a gift for winning the constant attention of newspaper and magazine readers to their advertising productions. They are in demand everywhere.

But now and then a "freak idea" comes to a man unskilled in the advertising art and brings wholly unexpected returns in business increase. One of these happened some forty years ago which retrieved a profitless business and brought a competence to a man now living on the fortune he won. Bob Davis tells about it in his column "Bob Davis Recalls" in the New York Sun.

There was a Western hotel proprietor in 1886 who had run along for years making a bare living. He had a first-class hotel for the place in which it was operated, but its patronage was barely sufficient to keep it going. One day its proprietor had a lucky idea of the freak advertising type. He had it printed in vest-pocket size. This is what it said:

The Arlington.

Absolutely the Worst Hotel in America  
Homely Chambermaids, Slow Waitresses and Bad Bartenders.

Our Chef Formerly Cooked for a  
Threshing Machine Crew.  
Jockeys Come Here to Reduce Weight  
Bicarbonate of Soda Free to Patrons  
Wire for Reservations.

It took. Business increased rapidly. The proprietor made money, won fame on the Pacific coast, and at the tip of his prosperity sold out for a fortune.

### Chickens Give Owner Clue To Gold Deposit.

Montreal, June 27—Poultry raisers would do well to examine carefully the contents of their birds' crops in future, for they may give clues to gold mines. This has been the experience of Jack Matheson, a returned soldier-farmer, whose place is about eight miles from Charlottetown, the capital of Prince Edward Island.

Mr. Matheson discovered, while cleaning some chickens, that there were some small pellets of absolutely pure gold in their crops. He at once began to observe the habits of his poultry and saw them eating from a clay deposit that had been taken from the excavation of a well on his farm.

Mr. Matheson was unable to get to the bottom of his well but he did the next best thing. Taking a pick and shovel, he started sinking a shaft immediately alongside. He has now reached the stratum which carried the gold pellets found in his poultry, and is hopeful that he will find something more substantial. He has refused an option of \$5,000 for his "hole in the ground."



## CODY HOTEL

IN THE HEART OF THE  
CITY OF GRAND RAPIDS

Division and Fulton

### RATES

\$1.50 up without bath

\$2.50 up with bath

CODY CAFETERIA IN  
CONNECTION



## 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.

**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**

## 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 sur-  
passed. Fishing and bathing.

Beautiful Bungalows to Rent  
and for Sale. All Furnished.

Address: HELENA, MICHIGAN

## 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 LEAD-  
ING 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

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

Phone 61366

JOHN L. LYNCH SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

209-211 Murray Bldg.

GRAND RAPIDS,

MICHIGAN

## HOTEL KERNS

LARGEST HOTEL IN LANSING

300 Rooms With or Without Bath  
Popular Priced Cafeteria in Con-  
nection. 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 venti-  
lated. A good place to stop. Amer-  
ican plan. Rates reasonable.

WILL F. JENKINS, Manager



### Charlevoix the Beautiful Beckons the Tourist.

Charlevoix, July 5—Warm weather has set in and will bring a good season for the resort trade here.

On June 28 the new Wabash ferry, Wabash, called at Charlevoix and created some sensation as one of the largest boats to pass through the channel. She was on her maiden trip and brought some tourists from Toledo here.

Staley Bros. have opened a new hardware store.

Miss Elizabeth R. Emery has opened the Betty Shop tea room.

F. J. Fessenden and B. A. Herman are ready for the drug trade of the season.

L. S. See has bought out S. M. See & Sons in the furniture business.

William H. Grealis, Northern Michigan representative for William Wrigley, Jr., visited Petoskey and Charlevoix with their new yellow cab advertising auto, sampling and selling their product to local dealers. He will call regularly on the trade in this Northern section. I introduced myself to him and told him the story of how I met Mr. Wrigley and family and Wm. H. Stanley, the Vice-President of the company, in 1912 on a trip around the world.

L. P. Adams, leading cigar store, has put in a new soda water fountain and H. C. Pearl is operating the barber shop in this place. They are headquarters for all daily papers.

H. Cory, of Chicago, has opened his lace shop in the Alhambra Hotel.

Frank Novotny, tinner in Robert Bonthron's plumbing shop, has completed a piece of art work the model of the famous sail boat the frigate Constitution of Revolutionary war fame, the Old Ironsides. It is made of copper, cut and soldered by hand and shows the famous old fighting vessel in full sail. Mr. Novotny used a magazine cover picture of the boat to go by and has taken several weeks to complete the job, which is a fine piece of work. The model is very attractive, draws a good deal of attention, and proves Mr. Novotny's skill in this class of work.

Well, we enjoyed a very quiet fourth here and everybody is now down to business again. I made a few calls on Bridge street and found Sam, Rose's barber shop the first store in full swing "bobbing." It's a nice clean and sanitary shop. His next door neighbor, Bob Bonthron, the plumber claims he has all he can do. Our mutual friend, Fred Meyer, is still popping the popcorn in front of his great store of all kinds of things. As we go along we find Mrs. Kutsche shop in full swing with local and imported novelties. The Sentinel office, with Brother Adams on the job, contains his wonderful collection of guns. As we go along we find Ed. O'Neal's livery and bus line ready for service. Martin Block's grocery, meat and fish market has a complete line of everything that belongs to it. It is no wonder he claims that this season's trade so far is the best he ever had. He never had a better stock and is royally patronized by the tourist. On the other side of the street we start with Musselam's rugs and Cory's imported goods in the Alhambra Hotel. Bellinger's boat shop is a unique one. They manufacture and sell real sailing models and toy boats from a 14 inch cat boat to a 36 inch knockabout. The boats are works of art as well as perfect in scale models. He sells books, victrolas and novelties of all kinds and postcard specialties. His son, Chas. E. Bellinger, manages the jewelry shop of his late grandfather, C. B. Bellinger, the store being owned by Mrs. Bellinger. The Western Union office does the usual clicking next door and Mrs. Anna Wood has an exclusive millinery shop with Gages and N. Y. hats as specialties. She said business is good and

cannot be better. Then we come to Fowler's auto store and buss line. They claimed they never lost a day's run between here and Petoskey during the past winter. Pretty good for this section. Adams cigar store, with a full line of newspapers, etc., is the last one until we come to the corner of Park avenue. It is raining now and I have to quit for to-day. Mrs. Emery's tea room is an inviting place to eat and rest at this corner. L. Winternitz.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, July 5—Only 90 degrees in the shade here Friday. While we are not claiming to be the hottest city in the world, still we think we are holding our own. The tourists are flocking up here, but we can accommodate them all and show them some cool, refreshing spots along the shore of the Saint Mary's River.

Chester Long, the well-known merchant at Rosedale, has sold his store building to Otto Cummings, of Barbeau. A new stock of merchandise has been put in the store and numerous changes made, which will give Rosedale an up-to-date store. Mr. Long will devote his entire time to farming, preferring that to store life.

The V. L. Lipsett garage, at Pickford, has been enlarged, making it the largest in the county. The new addition will be 120 feet long and will be constructed of cement blocks, with plate glass windows on the street. The front of the building will have an automobile display room, a woman's rest room, a tire room and a battery room. An up-to-date paint shop will also be installed.

S. J. Johnston, the well-known fish merchant of Salt Point, was a business visitor here last week.

John W. Gray, known as the merchant prince of Nebish Island, paid us a visit last week. The warm spell we are having is driving many cottagers to Nebish Island, making business brisk during the season.

Earl Owen, who for many years was assistant manager for A. H. Eddy, also for a time with the Soo Creamery Co., is moving with his family to Niagara Falls, N. Y., where he expects to engage in business for himself, after taking a rest for some time. Mr. Owen has made many warm friends during his residence here.

Don't use your heart for a cash register.

The stone building belonging to the estate of L. Seaman, on Drummond Island, which was partly damaged by fire several years ago, is being rebuilt and will be ready for business in the near future. Meanwhile business has been conducted in the old Adams wooden store, opposite the stone building. The new store, when completed, will be lighted by electricity and will give the people at Drummond one of the best stores in that part of the country.

We were recently told of a sad case of a Scotchman who became engaged to a girl who got so fat he wanted to break off the engagement, but the girl couldn't get the ring off, so he had to marry her. William G. Tapert.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, July 5—John P. Horton, who was connected with the Worden Grocer Co. twelve years, has organized the Red Triangle Oil Co. and opened an oil station at Rockford. Other stations will be installed later.

J. C. Anderson, buyer for the Grand Rapids branch of the National Grocer Co., was married June 29 to Miss Ethel Mullerweiss, of Alpena, where Mr. Anderson formerly resided. The ceremony was performed by Dr. White, pastor of the Trinity English Lutheran church. The knot was tied at the parsonage. The happy couple have already begun housekeeping at 32 Lowell

avenue. Gabby extends congratulations.

Hon. Cassius L. Glasgow, of Nashville, was in the city Saturday on his way home from Mackinaw Island, where he attended the annual convention of the National Retail Hardware Association. As President of the Michigan Retail Hardware Association, it devolved upon him to see that the invitation of the parent organization to meet in Michigan was carried out in proper form. Officers of the National association insist that the Mackinac Island meeting was the best one ever held in point of attendance, interest and accomplishment. The entertainment features were perfect and were accepted in a spirit of due appreciation. The housing facilities of the Grand Hotel came in for a large share of praise. Mr. Glasgow said the only difference he could see between the banquet and the regular evening meal the night before was the reduced amount of clothing worn by the ladies at the banquet. The next convention will be held in Boston.

C. L. Holden, who will be recalled as the former manager of the Rowe Hotel, Grand Rapids, and the Four Flags Hotel, at Niles, has taken charge of the new Hotel Gary, at Gary, Ind.. The Gary is considered one of the best hotels in Indiana and will rank with the best anywhere in the country. Mr. Holden has hosts of friends in all parts of the country who will be delighted to show their appreciation of Mr. Holden's hospitality by patronizing his hotel on the least provocation.

### Six New Readers of the Tradesman.

On account of the hot weather and the holiday, we received only six new subscribers to the Tradesman last week, as follows:

H. J. Rasmussen, Greenville.

Peter Hansen, Greenville.

Arthur M. Qua, City.

H. B. Jacobs, Charlevoix.

J. G. Cutler Co., Sheridan.

John Den Herder, Grand Rapids.

A thin skin often denotes a thick skull.

### Rockford Hotel

HARRY J. KELLOGG, Mgr.

Sunday Chicken Dinners

Rooms \$1.00 to \$1.50

ROCKFORD MICHIGAN



### The PANTLIND HOTEL

The center of Social and Business Activities in Grand Rapids.

Strictly modern and fireproof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

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



### HOTEL BROWNING

150 Fireproof Rooms

GRAND RAPIDS, Cor. Sheldon & Oakes Facing Union Depot; Three Blocks Away.

### Arnold Transit Company

St. Ignace, Mackinac Island and Les Cheneaux Route

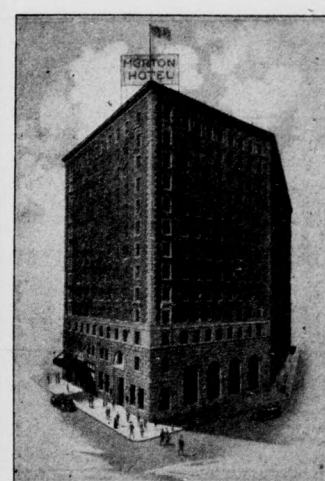
Excursions and One-day Scenic Trips

Daily to Mackinac Island and Les Cheneaux Islands (The Channels) from Cheboygan and St. Ignace.

Direct Connections at Mackinac Island with All Lake Steamer Lines

Inquiries Directed to the Company or Local Agents Assured Prompt Attention.

General Offices  
MACKINAC ISLAND, MICH.



YOU ARE CORDIALLY invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service in Grand Rapids.

400 Rooms—400 Baths

Menus in English

### MORTON HOTEL

ARTHUR A. FROST

Manager



## 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.

### When the Druggist Spends Money.

Wise and foresighted, indeed, is that druggist who invests unhesitatingly in his business; scrimping not when judicious purchases seems advisable. Druggists at times may lament slack business, and, in the attempt to retrench, may be impelled to eliminate desirable necessities, in some instances buying cheaper articles. Instead of considering new additions, extra features, and the like, thought of same is dismissed altogether. Important elements in connection with the business, instead of making for improvement, pay this kind of druggist not; instead of making more money—his prime object—he is making less. In one sense he is successful he is saving money, but he is not making more of it.

The aim of the druggist, of course, should not be primarily to save money. He is in the business to make money. And to that end he must be ready and willing to spend it. It really does pay to spend money, provided only the procedure is gone about thoughtfully and judiciously.

Consider the druggist who is trying to economize by securing cheaper help. He is, really, obtaining cheaper help, but not better services. The course is detrimental not only to himself; it affects customers. A pertinent question: Does not the druggist, intent on building up reputation for quality drugs and dispensing, desire to procure the best obtainable in the way of pharmacists? Will the thought enter to gamble on questionable drugs? The drugs may be new; they may be cheap. They may be attractive. But, does it pay to save money—or try to save it—when so much is at stake? We need no answer.

The far-seeing druggist, rather, will outlay a little more; he will try to acquire the reputation of being a druggist who pays his dispensers better than the average. His establishment will prove a magnet, naturally, for the better grade of assistants. That, in itself, carries enough significance. But, consider the good effect on customers. They know the true conditions, and realize that quality drugs and quality services are available, at your store. Therein increased business and profits also attend.

The druggist, bent on making money will never hazard possibilities of cheaper, inferior articles. What of the prices? The better prices naturally assure a better class of business for your store, and better prices in turn. It is too much of a gamble, looked at from any angle, to stock in merchandise chiefly by reason of the price factor. After all customers and particularly discriminating ones, are little interested in price; that is secondary. They want quality goods, and are willing to pay for it. Most come-backs and complaints usually attach to the selling of

cheaper articles, and the rendering of cheaper services. Prudent, assuredly, is that druggist who will say, "Nay," when the individual representing questionable and cheapness enters.

You are keen to furnish quicker, more desirable dispensing services to your customers. What, indeed, might not be accomplished in the laboratory by providing more modern equipment? There are many phases of the business that now may escape. Have you dependable scales, additional ones? More than enough mortars and pestles of the up-to-date kind? Have you in mind emergencies? Have you enough equipment to take care of any rush business? Is the prescription department so equipped, and managed, that extra men can conveniently be taken on, and so that they can work unhindered? Is the department planned so the dispensing of drugs is facilitated, and so that the used articles can easily be washed, cleaned and be ready to use efficiently? More sanitation. Quicker, and better work. More, and better business. And all obtainable through the outlay of a little more money, whenever this is timely.

The fixtures of your store. Are these getting their rightful attention? Or, are they being sadly neglected, to the loss of the store? Unattractive fixtures, belonging to a bygone day, are much out of place in the up-to-date druggist shop. They appeal not. They do not win customers. However cheap, however seemingly reasonably-priced these may have been, they really shape up as an expense, not as an economy. Does it, indeed, pay to save money that way? The fact ever remains, the druggist mainly is in business to make money; and, he must be ready to spend more to make more.

Look over your displays now! Your different fixtures. Your trimmings. Consider, too, your interior fixtures, displays, the whole store atmosphere. Where is the most outstanding lack? How long, and how unwisely, has there been neglect? What might not be accomplished by the addition of a few modern interior displays that tend to set apart your business? A step here, indeed, will not only prove in time; it makes more fascinating the druggist's work; he is again inspired. Too often the druggist becomes bored, by the very dull and drab sameness of his business, and all the more so when no improving changes are made. Is this true of your store? And what may the reason be? Saving money? Would it not pay, considerably, in more ways than one, to about face, installing new fixtures, discarding where the move seemed advisable a long time since? Yes, it surely does pay to spend money.

Let, also, the store be tidied up more. Give this question, where it has been overlooked to the detriment of the business, its due consideration, daily; let everyone in the place play his or her part. It will have a wonderful effect on the entire store force. And your customers—well, they'll surely be favorably impressed, tell others about it, the better word meaning better business. Whatever increasing outlay here attends is worthy; no shrewd druggist will begrudge himself the expense, so-

called, when it really stands out as sound investment.

Welfare features, for the benefit of your force. Have you given thought to the subject? What might you bring about by the addition of a few inexpensive features, such as providing for all individual clothes closets? Attractive, durable metal cabinets represent a timely investment; these will appeal to the different employees, which inspires them to think more of their jobs more of the importance of their work, and more of their boss. Is it worthwhile? Does it not pay to spend a little more, and thus reap a little more?

The question of advertising. Keen on saving may the druggist be, but ostrich-visioned he is when there attends a regular lopping of needful expenses such as are occasioned by advertising. You really may be, for the time being, saving money. But you are not taking steps to make more of it. You want more business. For that reason there is call for a little more outlay in the interest of proper newspaper advertising. Sound investment, results-productive. No matter how much money you spend in the interest of advertising, if the advertising is of the right kind, it is going to pay; it brings increased profits. Where is that possible when advertising is conspicuously absent? Yes, in such a case it also will pay; but this time competitors benefit.

The purpose, always, should be not so much to save money as to make more of it. Aye, the druggist who continues to make money, and increasingly so, can proceed unworried; he never need harry himself concerning the saving of money! He need not do away with a necessity here, another there, much as he dislikes it. His consideration, to the contrary, is turned, uppermost, to the problems of making more money. For that reason he will always accord due and prompt attention to the necessities of his business, making replenishings whenever called for. He will buy new, and better, equipment. He will never be content to get along with something just as good; he will strive for the best. It may entail more money; however, he is destined always to make more.

The druggist, eyes to the future, intent on building up a strong business, will never skimp on his business. He will not seek to save. Rather will he seek for improvements, then making desirable changes, additions. He realizes it pays, even though it means the expenditure of more money.

Frank V. Faulhaber.

### Striking Increase in Consumption of Palm Oil.

West Africa is by far the chief source of the world's palm oil, producing more than 90 per cent of the supply. The industry, however, has taken root in the Dutch Island of Sumatra where it has made remarkable progress during the last few years. The development of the palm oil industry in this island ranks with the development of the rubber industry as one of the interesting chapters in the economic history of the Far East but was brought

to Sumatra from Africa and experiments made in its scientific cultivation.

In contrast with the more scientific methods used in Sumatra, the wild palm-oil production of West Africa is crude and wasteful. Efforts are being made at the present time to remedy this situation. According to Consul Sydney B. Redicker, Medan, Sumatra, it is estimated that when the extensive areas in the island already planted with oil palms attain maturity, production will have increased ten fold or to approximately 100,000 tons a year. It is therefore apparent that if conditions do not change in West Africa, Sumatra will eventually overtake and pass that region in the production of palm oil.

Most of the palm oil imported into the United States, it is revealed, is obtained direct from the producing regions, although formerly the greater part was shipped through European ports. The Sumatra planters are beginning to ship their oil in bulk instead of in barrels, which have been found to be rather unsatisfactory. The only barrel, by the way, which was found practical in the shipment of palm oil was one of American fir and all the barrels now used in the Sumatran are made by one American firm.

Palm oil has many and varied uses. The principal use of the cheaper grades is in soap manufactures and to a lesser extent in the making of candles. It is also to some extent as a lubricant and the better grades are employed to



## HAYMAKING TIME

Are you thirty — or older?

Time to get busy—to build up a reserve, an estate.

You'll be earning your biggest money within the next few years. Save some of it for the future! This is a safe bank.

*The OLD*  
**NATIONAL BANK**  
MONROE at PEARL  
*A Bank for Everybody*



coat sheet iron before it is tinned. However, it is in the manufacturer of edible fats, such as artificial butter and margarine that the greatest promise of palm oil lies. For this purpose Sumatran oil is considered superior to that of West Africa, containing it is contended, much less acid.

#### A True Confession.

John and Mary were married and started on their honeymoon. No sooner had the train left their home city behind than Mary began to be nervous and eventually told John she had a confession to make—something that she had kept from him.

Let's don't start anything like that," he urged. "I probably did things I shouldn't have done and perhaps you did too. But that's all in the past. We'll forget everything that might cause unhappiness and start our life together with a slate wiped clean."

"But this is something I just have to tell you," Mary insisted bravely, although her lips trembled as she spoke. "You may hate me and you may leave me at the first stop, but I will never have a minute's peace until it is off my mind."

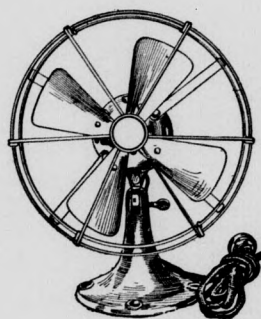
At this John gave in and, fearing the worst, told his well-nigh-tearful bride to go ahead with her confession.

"It can be quickly told," she began in a voice she struggled to control, "for it is my family's only blot. I once had an uncle who served a term in Congress."

The arrival in New York Harbor some days ago of a modern whaler with a million dollars' worth of oil stored in her capacious hold is a sad commentary on the changes which science and modern inventions have wrought in the romance of the past. When the bright glow of incandescent

bulbs supplanted the glimmer of oil lamps the knell of the whaling industry was sounded. The passing of those fine old ships which sailed from Nantucket for the Southern Pacific was inevitable. We accepted it as such, but now it is almost too much to learn that those vessels have been replaced by huge tankers which in three months can kill 530 whales, extract their oil for the manufacture of soap and grind their bones into fertilizer. The harpooner, standing in the prow of the ship's boat with his weapon poised, ready to dare the whale to mortal combat, gives way to a cannon discharging a hundred-pound harpoon with a soft-nosed bomb on its tip. The mad rush of the great mammal or its even more dangerous plunge down to the depths of the sea as the harpoon quivers in its side is now met by throwing into reverse the powerful motors of the 200-ton "killer" boats. The whale has no chance. The combat is no longer equal. When Captain Ahab steadied his bone leg in the auger holes on his quarterdeck and scanned the seas for Moby Dick things were different. Efficiency has its price. We may admire the commercial enterprise which obtains from whales a million dollars' worth of soap material, but no longer may we cry with the intense wonder of the psalmist: "There go the ships; there is that leviathan."

No man's world is any bigger than the man himself. That which his eye can see, his ear can hear, his heart can feel, make up for him the universe. For no man has anything he can't use. What good is money to a Hottentot, or a magnificent picture to an idiot? The whole world for you lies under your own hat, and it is just as large and just as varied as your own mind will let it become.



## ELECTRIC FANS

### STAR-RITE QUALITY FANS

All Universal Type Motors  
104 to 115 Voltage  
Extensively Advertised  
Low Cost—Popular Prices—Quick Sale

#### STAR-RITE 8-INCH FANS

A good room size fan three speed felt base, complete with cord and plug. A guaranteed fan for AC or DC currents.

#### THREE ATTRACTIVE FINISHES

No. 408 Nickel Finish  
No. 409 Black and Brass Finish  
No. 410 Ivory Finish  
Net Prices  
\$4.88 Each

#### OLD RELIABLE 10-INCH STRAIGHT FAN No. 403

Three speed with starting switch in base, complete with cord and plug. For AC or DC current's.  
No. 403—Retail \$10.00 Each, Cost You \$7.00 Each

#### IMPROVED 10-INCH OSCILLATOR FANS, 3 SPEED

While offered at a popular price the Star-Rite 10-inch Oscillating Fan is not to be compared with cheaply constructed Oscillating Fans now being sold.

#### THREE FINISHES—NET PRICES

No. 405—All Nickel Finish \$10.12 Each  
No. 411—Black and Brass Finish 10.12 Each  
No. 418—Ivory Finish 10.12 Each



## Hazeltine & Perkins Drug Company

Manistee

MICHIGAN

Grand Rapids

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		<b>Cotton Seed</b>	1 25@1 45	<b>Belladonna</b>	01 44
Boric (Powd.)	12 1/2@ 20	Cubebs	6 50@6 75	Benzoin	02 25
Boric (Xtal)	15 @ 25	Eligron	7 50@7 75	Benzoin Comp'd	02 40
Carbolic	34 @ 40	Eucalyptus	1 25@1 50	Buchu	02 16
Citric	53 @ 70	Hemlock, pure	2 00@2 25	Cantharides	02 52
Muriatic	3 1/2@ 8	Juniper Berries	4 50@4 75	Capsicum	02 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	01 44
Oxalic	16 1/2@ 25	Lard, extra	1 55@1 65	Cinchona	02 16
Sulphuric	3 1/2@ 8	Lard, No. 1	1 25@1 40	Colchicum	01 80
Tartaric	50 @ 60	Lavender Flow	6 00@6 25	Cubebs	02 76
		Lavender Gar'n	85@1 20	Digitalis	02 04
		Lemon	4 50@4 75	Gentian	01 35
<b>Ammonia</b>		Linseed, raw, bbl.	90 @ 90	Gualac	02 28
Water, 26 deg.	06 @ 16	Linseed, boiled, bbl.	93 @ 93	Gualac, Ammon.	02 04
Water, 18 deg.	05 1/2@ 13	Linseed, bld, less	1 00@1 13	Iodine	01 25
Water, 14 deg.	04 1/2@ 11	Linseed raw, less	97@1 10	Iodine, Colorless	01 50
Carbonate	20 @ 25	Mustard, artifl. oz.	35 @ 35	Iron, Clo.	01 56
Chloride (Gran.)	09 @ 20	Neatsfoot	1 25@1 35	Kino	01 44
		Olive, pure	4 00@5 00	Myrrh	02 52
		Olive, Malaga,		Nux Vomica	01 80
		yellow	2 85@3 25	Opium	05 40
<b>Balsams</b>		Olive, Malaga,		Opium, Camp.	01 44
Copaiba	1 00@1 25	green	2 85@3 25	Opium, Deodor'd	05 40
Pir (Canada)	2 75@3 00	Orange, Sweet	5 00@5 25	Rhubarb	01 92
Pir (Oregon)	3 00@3 25	Origanum, pure	02 50		
Peru	3 00@3 25	Origanum, com'l	1 00@1 20	<b>Paints</b>	
Tolu	2 00@2 25	Peppermint	3 50@3 60	Lead, red dry	13 1/2@14 1/2
		Peppermint	8 50@8 75	Lead, white dry	13 1/2@14 1/2
		Rose, pure	13 50@14 00	Lead, white oil	13 1/2@14 1/2
<b>Barks</b>		Rosemary Flow	1 25@1 50	Ochre, yellow bbl.	2 1/2@ 2 1/2
Cassia (ordinary)	25 @ 30	Sandelwood, E.		Ochre, yellow less	3 @ 6
Cassia (Saigon)	50 @ 60	I.	10 50@10 75	Red Venet'n Am.	3 1/2@ 7
Sassafras (pow. 50c)	50 @ 50	Sassafras, true	1 75@2 00	Red Venet'n Eng.	4 @ 8
Soap Cut (powd.)	18 @ 25	Sassafras, art'l	75@1 00	Putty	5 @ 8
		Spearment	8 00@8 25	Whiting, bbl.	0 @ 4 1/2
		Sperm	1 50@1 75	Whiting	5 1/2@ 10
<b>Berries</b>		Tany	9 00@9 25	L. H. P. Prep.	2 90@3 05
Cubeb	01 00	Tar USP	65 @ 75	Rogers Prep.	2 90@3 05
Fish	02 25	Turpentine, bbl.	57 @ 77		
Juniper	11 @ 20	Turpentine, less	68 @ 81		
Prickly Ash	07 75	Wintergreen,			
		leaf	6 00@6 25		
<b>Extracts</b>		Wintergreen, sweet	3 00@3 25		
Licorice	60 @ 65	Wintergreen, art	75@1 00	<b>Miscellaneous</b>	
Licorice, powd.	50 @ 60	Worm Seed	6 00@6 25	Acetanalid	57 @ 75
		Wormwood	9 00@9 25	Alum	08 @ 12
				Alum, powd. and	
<b>Flowers</b>				ground	09 @ 15
Arnica	07 75	<b>Potassium</b>		Bismuth, Subni-	
Chamomile (Ged.)	07 60	Bicarbonate	35 @ 40	trate	2 83@3 08
Chamomile Rom.	07 50	Bichromate	15 @ 25	Borax xtal or	
		Bromide	69 @ 85	powdered	6 1/2@ 15
<b>Gums</b>		Bromide	54 @ 71	Cantharades, po.	1 50@2 00
Acacia, 1st	50 @ 55	Chlorate, gran'd	23 @ 30	Calomel	2 70@2 91
Acacia, 2nd	45 @ 50	Chlorate, powd.		Capsicum, pow'd	35 @ 40
Acacia, Sorts	25 @ 40	or Xtal	16 @ 25	Carbame	7 00@7 50
Acacia, Powdered	35 @ 40	Cyanide	30 @ 30	Cassia Buds	35 @ 40
Aloes (Barb Pow)	25 @ 35	Iodide	4 36@4 55	Cloves	50 @ 55
Aloes (Cape Pow)	25 @ 35	Permanganate	20 @ 30	Chalk Prepared	14 @ 16
Aloes (Soc. Pow.)	65 @ 70	Prussiate, yellow	40 @ 50	Chloroform	53 @ 60
Asafoetida	50 @ 60	Prussiate, red	70 @ 70	Chloral Hydrate	1 20@1 50
Pow.	75 @ 100	Sulphate	35 @ 40	Cocaine	12 10@12 80
Camphor	96 @ 102			Corks, butler, less	40-10%
Gualac	07 80	<b>Roots</b>		Copperas	2 1/2@ 10
Gualac, pow'd	07 90	Alkanet	30 @ 35	Copperas, Powd.	4 @ 10
Kino	01 10	Blood, powdered	35 @ 40	Corrosive Sublim	2 21@2 42
Kino, powdered	01 20	Calamus	35 @ 75	Cream Tartar	35 @ 40
Myrrh	07 60	Elecampane, powd.	25 @ 30	Cuttle bone	40 @ 60
Myrrh, powdered	07 65	Gentian, powd.	20 @ 30	Dextrine	6 @ 15
Opium, powd. 19	65 @ 92	Ginger, African,		Dover's Powder	4 00@4 50
Opium, gran. 19	65 @ 92	powdered	30 @ 35	Emery, All Nos.	10 @ 15
Shellac	65 @ 80	Ginger, Jamaica,	60 @ 65	Emery, Powdered	07 15
Shellac Bleached	85 @ 95	powdered	30 @ 35	Epsom Salts, bbls.	07 34
Tragacanth, pow.	07 75	Ginger, Jamaica,		Epsom Salts, less 3 1/2	10
Tragacanth	1 75@2 25	powdered	45 @ 50	Ergot, powdered	07 50
Turpentine	07 30	Golden seal, pow.	08 @ 00	Flake, White	15 @ 20
		Ipecac, powd.	08 @ 00	Formaldehyde, lb.	13 1/2@30
<b>Insecticides</b>		Licorice	35 @ 40	Gelatin	80 @ 90
Arsenic	08 @ 20	Licorice, powd.	20 @ 30	Glassware, less 55%	
Blue Vitriol, bbl.	07 07	Orris, powdered	30 @ 40	Glassware, full case 60%	
Blue Vitriol, less	08 @ 15	Poke, powdered	35 @ 40	Glauber Salts, bbl.	02 1/2
Bordea. Mix Dry	13 @ 22	Rhubarb, powd.	01 00	Glauber Salts less	04 @ 10
Heliole, White		Rosinwood, powd.	07 40	Glue, Brown	21 @ 30
powdered	18 @ 30	Sarsaparilla, Hond.		Glue, Brown Grd	15 @ 20
Insect Powder	35 @ 45	ground	07 90	Glue, White	27 1/2@ 35
Lead Arsenate Po.	14 1/2@26	Sarsaparilla Mexican	32 @ 52	Glue, white grd.	25 @ 35
Lime and Sulphur		Glycerine	35 @ 40	Glycerine	32 @ 52
Dry	2 @ 21	Squills	35 @ 40	Hops	75 @ 95
Paris Green	21 @ 28	Squills, powdered	60 @ 70	Iodine	6 45@7 00
		Tumeric, powd.	20 @ 25	Iodoform	8 00@8 30
		Valerian, powd.	01 00	Lead Acetate	20 @ 30
				Mace	01 60
<b>Leaves</b>				Mace, powdered	01 60
Buchu	35 @ 1 00	<b>Seeds</b>		Menthol	7 50@8 00
Buchu, powdered	01 00	Anise	07 35	Morphine	11 15@11 93
Sage, Bulk	25 @ 30	Anise, powdered	35 @ 40	Nux Vomica	07 30
Sage, 1/2 loose	07 40	Blrd, ls	13 @ 17	Nux Vomica, pow.	15 @ 25
Sage, powdered	07 35	Canary	10 @ 16	Pepper black, pow.	40 @ 50
Senna, Alex.	50 @ 75	Caraway, Po.	30 @ 30	Pepper, White, pw.	55 @ 60
Senna, Tinn. pow.	30 @ 35	Cardamon	3 75@4 00	Pitch, Burgudry	20 @ 25
Uva Ursi	20 @ 25	Coriander pow.	30 @ 25	Quassia	12 @ 15
		Dill	15 @ 20	Quinine, 5 oz. cans	07 50
<b>Oils</b>		Fennell	35 @ 40	Rochelle Salts	31 @ 40
Almonds, Bitter,		Flax	7 @ 15	Sacharine	2 60@2 75
true	7 50@7 75	Flax, ground	7 @ 15	Salt Peter	11 @ 22
Almonds, Bitter,		Foenugreek, powd.	15 @ 25	Selditz Mixture	30 @ 40
artificial	3 00@3 25	Hemp	8 @ 15	Soap, green	15 @ 30
Almonds, Sweet,		Lobelia, powd.	01 60	Soap mott cast.	22 1/2@ 25
true	1 50@1 80	Mustard, yellow	17 @ 25	Soap, white castile	
Almonds, Sweet,		Mustard, black	20 @ 25	case	015 00
imitation	1 00@1 25	Poppy	15 @ 20	Soap, white castile	
Amber, crude	1 25@1 50	Quince	1 25@1 50	less, per bar	01 60
Amber, rectified	1 50@1 75	Rape	15 @ 20	Soda Ash	3 @ 10
Anise	1 40@1 60	Sabadilla	60 @ 70	Soda Bicarbonate	3 1/2@ 10
Bergamont	9 50@1 75	Sunflower	11 1/2@ 15	Soda, Sal	02 1/2@ 03
Cajeput	1 50@1 75	Worm, American	30 @ 40	Spirits Camphor	01 20
Cassia	4 00@4 25	Worm, Levant	5 00@5 25	Sulphur, roll	3 1/2@ 10
Castor	1 60@1 85			Sulphur, Subl.	4 1/2@ 10
Cedar Leaf	2 00@2 25	<b>Tinctures</b>		Tamarinds	20 @ 25
Citronella	1 25@1 50	Aconite	01 80	Tartar Emetic	70 @ 75
Cloves	2 50@2 75	Aloes	01 50	Turpentine, Ven.	50 @ 75
Cocanut	25 @ 35	Arnica	01 44	Vanilla Ex. pure	1 50@2 00
Cod Liver	2 00@2 50	Asafoetida	02 28	Vanilla Ex. pure	2 25@3 50
Croton	2 00@2 25			Zinc Sulphate	04 @ 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

Lamb  
Smoked Meats

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

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

**K. C. Brand**  
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. cs. 3 00  
3 oz., 3 dz. cs. 3 75

## BREAKFAST FOODS

**Kellogg's Brands.**  
Corn Flakes, No. 136 2 85  
Corn Flakes, No. 124 2 85  
Corn Flakes, No. 102 2 00  
Pep, No. 224 2 70  
Pep, No. 202 1 75  
Krumbs, No. 424 2 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 00  
Instant Postum, No. 10 4 50  
Postum Cereal, No. 0 2 25  
Postum Cereal, No. 1 2 25  
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  
Er. Fancy Parlor 25 lb. 9 75  
Er. Fcy. Parlor 26 lb. 10 00  
Toy 1 75  
Whisk, No. 3 2 75

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

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

**BUTTER COLOR**  
Dandelion 2 85  
**CANDLES**  
Electric Light, 40 lbs. 12.1  
Plumber, 40 lbs. 12.8  
Paraffine, 6s 14 1/2  
Paraffine, 12s 14 1/2  
Wicking 40  
Tudor, 6s, per box 30

**CANNED FRUIT**  
Apples, 3 lb. Standard 1 50  
Apples, No. 10 4 50  
Apple Sauce, No. 10 8 00  
Apricots, No. 1 1 75  
Apricots, No. 2 3 00  
Apricots, No. 2 1/2 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 2 20  
Peaches, 2 1/2 Cal. 3 00  
Peaches, 10, Mich. 3 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 3 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 60

**CANNED FISH**  
Clam Ch'der, 10 1/2 oz. 1 35  
Clam Ch., No. 3 3 50  
Clams, Steamed, No. 1 2 00  
Clams, Minced, No. 1 3 25  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. 2 50  
Chicken Haddie, No. 1 2 75  
Fish Flakes, small 1 25  
Cod Fish Cake, 10 oz. 1 35  
Cove Oysters, 5 oz. 1 65  
Lobster, No. 1/4, Star 2 90  
Shrimp, 1, wet 2 00  
Sard's, 1/4 Oil, Key 6 10  
Sardines, 1/4 Oil, k'less 5 50  
Sardines, 1/4 Smoked 6 75  
Salmon, Warrens, 1/2 2 80  
Salmon, Red Alaska 3 10  
Salmon, Med. Alaska 2 85  
Salmon, Pink Alaska 1 85  
Sardines, Im. 1/4, ea. 10 23  
Sardines, Im. 1/2, ea. 25  
Sardines, Cal. 1 65  
Tuna, 1/2, Albocore 95  
Tuna, 1/2, Curtis, doz. 2 20  
Tuna, 1s, Curtis, doz. 7 00

**CANNED MEAT**  
Bacon, Med. Beechnut 2 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, 2 3 45  
Chili Con Can, 1s 1 35  
Deviled Ham, 1/4 2 20  
Deviled Ham, 1/2 3 60  
Hamburg Steak & Onions, No. 1 3 15  
Potted Beef, 4 oz. 1 10  
Potted Meat, 1/4 Libby 5 2 1/2  
Potted Meat, 1/2 Libby 9 2 1/2  
Potted Meat, 1/2 Qua. 90  
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, 13 oz. 85  
Fremont, 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 7 50  
L. Beans, 2 gr. 1 35  
Lima Beans, 2s, Soaked 1 15  
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 35  
Corn, No. 2, Fan. 1 80  
Corn, No. 10 8 00  
Hominy, No. 3 1 00  
Okra, No. 2, whole 2 00  
Okra, No. 2, cut 1 65  
Dehydrated Veg. Soup 90  
Dehydrated Potatoes, lb. 45  
Mushrooms, Hotels 35  
Mushrooms, Choice, 8 oz. 40  
Mushrooms, Sur. Extra 60  
Peas, No. 2, B. J. 1 65  
Peas, No. 2, Sift. June 1 85  
Peas, No. 2, Ex. Sift. E. J. 2 25  
Peas, Ex. Fine, French 25  
Pumpkin, No. 3 1 35  
Pumpkin, No. 10 4 00  
Pimientos, 1/4, each 12 14  
Pimientos, 1/2, each 27  
Sw't Potatoes, No. 2 1/2 25  
Sauerkraut, No. 3 1 35  
Succotash, No. 2 1 65  
Succotash, No. 2, glass 2 80  
Spinach, No. 1 1 25  
Spinach, No. 2 1 60  
Spinach, No. 3 2 25  
Spinach, No. 10 6 50  
Tomatoes, No. 2 1 20  
Tomatoes, No. 3 1 90  
Tomatoes, No. 10 9 80

**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 1 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 Dilly Fruit 65  
Adams Sen Sen 65

Beeman's Pepsin 65  
Beechnut Wintergreen 70  
Beechnut Peppermint 70  
Beechnut Spearmint 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  
Pastelles, No. 1 12 60  
Pastelles, 1/2 lb. 6 60  
Pains De Cafe 3 00  
Droste's Bars, 1 doz. 2 00  
Delft Pastelles 2 15  
1 lb. Rose Tin Bon 18 00  
Bons 18 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. Pastelles 3 40  
Langues De Chats 4 80

**CHOCOLATE.**  
Baker, Caracas, 1/4s 37  
Baker, Caracas, 1/2s 35  
**COCOANUT**  
Dunham's  
15 lb. case, 1/4s and 1/2s 48  
15 lb. case, 1/4s 47  
15 lb. case, 1/2s 46

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

**COFFEE.**  
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  
Braided, 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**  
Vacuum 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 75  
Quaker, Baby, 8 doz. 4 65  
Quaker, Gallon, 1/2 doz. 4 75  
Carnation, Baby, 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, 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**  
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**  
Anise 16  
Champion Gums 16  
Challenge Gums 14  
Favorite 19  
Superior, Boxes 23

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

**Hard Goods**  
Lemon Drops 18  
O. F. Horehound dps. 18  
Anise Squares 17  
Peanut Squares 17  
Horehound Tablets 18

**Cough Drops**  
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. Mallovs 1 35

**Bar Goods**  
Walnut Sundae, 24, 5c 80  
Neapolitan, 24, 5c 80  
Mich. Sugar Can, 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

**Currants**  
Packages, 14 oz. 17  
Greek, Bulk, lb. 17

**Dates**  
Dromedary, 36s 6 75

**Peaches**  
Evap. Choice 21  
Evap. Ex. Fancy, P. P. 20

**Pearl**  
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 10 1/2  
50@60, 25 lb. boxes 11  
40@50, 25 lb. boxes 12  
30@40, 25 lb. boxes 15  
20@30, 25 lb. boxes 21

**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 lb. 15

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

**Peas**  
Scotch, lb. 05 1/2  
Split, lb. yellow 03  
Split green 08

**Sage**  
East India 10

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

**FLAVORING EXTRACTS**  
**JENNINGS' PURE FLAVORING EXTRACT**  
Vanilla and Lemon  
Same Price  
1/2 oz. 1 85  
1 1/2 oz. 1 80  
2 1/2 oz. 3 20  
3 1/2 oz. 5 00  
4 oz. 5 75  
8 oz. 9 60

**2 1/2 Ounce Taper Bottle**  
50 Years Standard.

**Jiffy Punch**  
3 doz. Carton 2 25  
Assorted flavors.

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

**FRUIT CANS**  
F. O. B. Grand Rapids  
Mason  
Half pint 7 50  
One pint 7 75  
One quart 9 10  
Half gallon 12 15

**Ideal Glass Top.**  
Half pint 9 00  
One pint 9 20  
One quart 11 15  
Half gallon 15 40

**50 Years Standard.**

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3 doz. Carton 2 25  
Assorted flavors.

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Half pint 7 50  
One pint 7 75  
One quart 9 10  
Half gallon 12 15

**Ideal Glass Top.**  
Half pint 9 00  
One pint 9 20  
One quart 11 15  
Half gallon 15 40



### 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



Nucoal, 1 lb. ----- 21  
Nucoal, 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-lc 4 50  
Blue Seal, 144 ----- 5 60  
Reliable, 144 ----- 4 35  
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. doz. ----- 4 25  
3 oz. Jar, Stu., doz. 1 35  
6 oz. Jar, stuffed, dz. 2 50  
9 oz. Jar, stuffed, doz. 3 50  
12 oz. Jar, Stuffed,  
doz. ----- 4 50@4 75  
20 oz. Jar, stuffed dz. 7 00

### PARIS GREEN

1/8s ----- 31  
1s ----- 29  
2s and 5s ----- 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

Iron Barrels  
Perfection Kerosine ----- 13.6  
Red Crown Gasoline ----- 14.7  
Tank Wagon ----- 14.7  
Solite Gasoline ----- 17.7  
Gas Machine Gasoline ----- 37.1  
V. M. & P. Naphtha ----- 19.6  
Capitol Cylinder ----- 21.1  
Atlantic Red Engine ----- 21.1  
Winter Black ----- 12.1

### Polarine

#### 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



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

### PICKLES

Medium Sour  
Barrel, 1600 count ----- 17 00  
Half bbls., 800 count ----- 9 00  
5 gallon, 400 count ----- 4 75  
Sweet Small  
30 Gallon, 3000 ----- 42 00  
5 Gallon, 500 ----- 8 25  
Dill Pickles  
900 Size, 48 gal. ----- 22 00  
1100 Size, 48 gal. ----- 27 50

### PIPES

Cob, 3 doz. in bx. 1 00@1 20  
PLAYING CARDS  
Battle Axe, per doz. 2 75  
Bicycle ----- 4 75

### POTASH

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

### FRESH MEATS

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

### Veal

Top ----- 19  
Good ----- 18  
Medium ----- 16  
Common ----- 15

### Lamb

Spring Lamb ----- 31  
Good ----- 29  
Medium ----- 25  
Poor ----- 23

### Mutton

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

### Pork

Light hogs ----- 12  
Medium hogs ----- 12  
Heavy hogs ----- 11  
Loins, Med. ----- 20  
Butts ----- 16  
Shoulders ----- 13  
Spareribs ----- 12  
Neck bones ----- 06  
Trimmings ----- 10

### 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 ----- 14  
50 lb. tubs ----- 14  
20 lb. pails ----- 14  
10 lb. pails ----- 14  
5 lb. pails ----- 14  
3 lb. pails ----- 14  
Compound tierces ----- 12  
Compound, tubs ----- 12 1/2

### Sausages

Bologna ----- 16  
Liver ----- 15  
Frankfort ----- 19  
Pork ----- 18@20  
Veal ----- 19  
Tongue, Jellied ----- 35  
Headcheese ----- 18

### Smoked Meats

Hams, Cer., 14-16 lb. @23 1/2  
Hams, Cer., Skinned ----- 25  
16-18 lb. ----- 25  
Ham, dried beef ----- 32  
Knuckles ----- 32  
California Hams ----- 16 1/2  
Picnic Boiled ----- 20  
Hams ----- 20  
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, 12 New  
Process ----- 2 25  
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  
18 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 ----- 29 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  
Boned, 10 lb. boxes ----- 15

### Lake Herring

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

### Mackerel

Tubs, 100 lb. fancy 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. ----- 2 00  
Bixbys, Doz. ----- 1 35  
Shinola, doz. ----- 90

### STOVE POLISH

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

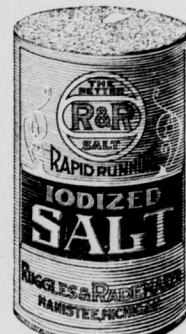
Black Silk Paste, doz. 1 25  
Enameline Paste, doz. 1 35  
Enameline Liquid, dz. 1 35  
E. Z. Liquid, per doz. 1 40  
Radium, per doz. ----- 1 85  
Rising Sun, per doz. 1 35  
654 Stove Enamel, dz. 2 80  
Vulcanol, No. 5, doz. 95  
Vulcanol, No. 10, doz. 1 35  
Stovoll, per doz. ----- 3 00

### SALT

Colonial, 24, 2 lb. ----- 95  
Colonial, 36-1 1/2 ----- 1 25  
Colonial, Iodized, 24-2 ----- 2 00  
Med. No. 1 Bbls. ----- 2 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. ----- 40  
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 Napha, 100 box 5 50  
Flake White, 10 box 3 80  
Grind White Na. 10s 3 85  
Swift Classic, 100 box 4 40  
20 Mule Borax, 100 bx 7 55  
Wool, 100 box ----- 6 50  
Jap Rose, 100 box ----- 7 85  
Fairly, 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. ----- @15  
Ginger, African ----- @30  
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  
Ponely, 3 1/2 oz. ----- 3 25  
Kitchen Bouquet ----- 4 50  
Laurel Leaves ----- 20  
Marjoram, 1 oz. ----- 90  
Savory, 1 oz. ----- 90  
Thyme, 1 oz. ----- 90  
Turmeric, 2 1/2 oz. ----- 90

### STARCH

Corn  
Kingsford, 40 lbs. ----- 11 1/2  
Powdered, bags ----- 4 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 30

### Zion Fig Bars

Unequalled for  
Stimulating and  
Speeding Up  
Cooky Sales

Obtainable from Your  
Wholesale Grocer

Zion Institutions & Industries  
Baking Industry  
Zion, Illinois

### TEA

Japan  
Medium ----- 27@33  
Choice ----- 37@46  
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 ----- 29  
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. 30  
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 ----- 30  
Market, single handle ----- 1 60  
Market, extra ----- 8 50  
Splint, large ----- 7 50  
Splint, medium ----- 6 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 50  
12 qt. Galvanized ----- 2 75  
14 qt. Galvanized ----- 3 25  
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 75  
Medium Galvanized ----- 7 50  
Small Galvanized ----- 6 75

### 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



**Grocery Stores—Now and In Memory.**

I don't know of anybody that works harder for one day of rest than the average grocer does on Saturday.

Think of the thousands of steps he and his clerks take on this day. A horse never covered more ground from sunup to sundown.

Yet, I don't think that the modern grocer put in as many hours in a week as the old timers did.

Nearly all of us old boys have worked in a grocery at one time or other, even though we didn't get any money for it.

The grocery of my day and in my home town neighborhood was kept by De Sota Peck—it was one of the old groceries that smelled of coal oil, green coffee, wet sugar, smoked meat. The odor of sprouting potatoes and rotten apples came up from the cellar.

My volunteer job was to act as a sort of "jumper" boy on the delivery wagon Saturdays, and every night to help "slog in" the sidewalk stock which consisted of fruits, vegetables, several churn barrels filled with brooms and ax handles. The last items to be taken in were a new horse collar and a string of dried codfish that hung to a stick nailed outside against the door jamb.

Mr. Peck got up every morning at 4, fed and hitched up an old sway-backed horse to the wagon and drove to a public market for the day's supply of fruit and green vegetables. This old horse, by the way, I think had some wolf or modern police dog in him; for his hind quarters were higher than his fore quarters and he used to turn wild every once in a while and run off—scatetraining a load of groceries.

Mr. Peck opened his store at 6:30 for the early morning breakfast trade, and he was there, except at meal time, until 9 at night—Saturdays as long as there was a person in the neighborhood who was awake and had a nickel to spend.

He waited on trade with the help of two clerks in the morning, kept books in the afternoon or else put on bed-ticking apron and went down cellar to rub the sprouts off potatoes or sort specked apples.

Three afternoons a week he would go to a barber shop down the way to be shaved and would sleep in the chair during the operation—I think that this was the only relaxation he ever had out of bed.

He always looked tired and worried and sad.

When he worked over his books at a tall desk in the rear of the store, in the afternoon and frequently in the evenings, he whistled or hummed a dismal, minor-keyed ditty which seemed to express his sorrow and weariness.

Mr. Peck was continually undergoing some misfortune. When his wolf-like horse was not running off with the attending loss of stock, his store would be burglarized or a clerk would leave a cellar window open in winter and his potatoes and apples would freeze.

One night one of the clerks tied a bunch of live chickens by means of a long cord to the leg of a stove in the rear of the store. During the night

the chickens got to thrashing around, the long cord became entangled with the handles of some spigots on a row of nearby barrels and next morning Mr. Peck found the store flooded with three kinds of molasses and two kinds of vinegar. He didn't open up at all for three days.

But, at that, the old man had a good Quaker way of looking out for himself. At a certain time about two evenings a week, when Mr. Peck was alone in the store, during the time his two clerks were home at supper, a man in the neighborhood would come in with a can for 10 cents worth of coal oil. While Mr. Peck was down cellar filling the can this man would help himself to three 10-cent cuts of Jackson's Best plug tobacco. I called the old man's attention to this once. He explained it by saying that he cut the plugs and had them ready for this man, that he worked them in on the man's account, that otherwise he was a good customer and that if he didn't let him think he was stealing his tobacco why, he would lose his trade.

Very early in his business career, Mr. De Sota Peck purchased the property occupied by his store, and he always said that he could sell groceries cheaper than any other store in the neighborhood, because he didn't have to pay any rent.

Luck followed this purchase; for many years after I left the home town I met the old man and his good wife on the street of a Florida winter resort town. He had a new set of false teeth, wore a Sunday suit on week days, had taken on weight, looked happy and had even developed a sense of humor.

He told me that his old grocery store location was now in the midst of the automobile row of the town, that he had leased the land for enough to keep himself and wife as long as they lived and after that to make the children hate each other.

I was glad to know that he had come to his reward, though it wasn't through the grocery business.

David Gibson.

**She Knew the Game.**

The salesman put on his most seductive smile as the waitress glided up to his table in a Chicago hotel dining room and remarked:

"Nice day, little one."

"Yes, it is," she replied. "And so was yesterday and my name is Ella and I know I'm a pretty girl and have blue eyes and I've been here quite a while and I like the place and don't think I'm too nice a girl to be working here."

"My wages are satisfactory and I don't think there's a show or a dance in town to-night, and if there was I wouldn't go with you anyway. I'm from the country and I'm a respectable girl and my brother is the cook in this hotel and he was a college football player and weighs three hundred pounds."

"Last week he pretty nearly ruined a twenty-five dollar a week salesman who tried to make a date with me."

Lots of heavy weights are looking for light work.

**Business Wants Department**

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

For Sale—Cash and carry grocery twenty-five miles from Grand Rapids, on M-13. Reasonable rent. Stock about \$1,200. For particulars, Fred Lyons, Conklin, Mich. 618

FOR SALE.—Twenty-two-room hotel and restaurant. Full at all times. Good business. Good reason for selling. Address No. 619, c/o Michigan Tradesman. 619

PRACTICAL PHARMACAL POSITION—Man wishes to complete practical pharmaceutical work in store. Have Ph's degree. Address Guy A. Trevalle, 1309 Moores River Drive, Lansing, Mich. 620

FOR SALE—Grocery and meat business in town of 16,000. Best town in state. Last year's business \$112,000. Good reason for selling. Address No. 621, c/o Michigan Tradesman. 621

For Sale—Meat market and grocery store in factory town on main highway in Southern Michigan. Will dispose of grocery stock if not wanted. Reason for selling, other business. Address No. 622, c/o Michigan Tradesman. 622

SALESMAN WANTED—One having had experience in selling wrapping and printing papers preferred. Territory open in Central and Northern Michigan. State experience, age and salary expected. Address No. 623, c/o Michigan Tradesman. 623

FOR SALE—First-class drug store in a good location with clean stock of merchandise and up-to-date fixtures. R. H. Johns, 307 Commerce Building, Kalamazoo, Mich. 624

FOR SALE—Automobile business, stock and buildings. Handling very popular line of automobiles. Established business ten years ago. Located in Western Michigan in town on main trunk line cement highway. Proposition that is worthy of investigation, in a well to do section of this state. Will take good real estate as part payment. Address No. 625, c/o Michigan Tradesman. 625

For Sale—HOTEL, complete equipment. A-1 business year round. Ill health reason for selling. Address Mrs. Stevens, Wilson House, Harbor Beach, Mich. 613

FOR SALE—Hussman, Gruendler and Standard makes freezer display cases; butchers' coolers, grocers' boxes; 100 sets complete bar fixtures. Priced right. St. Joseph Transfer Co., St. Joseph, Mo. 614

FOR SALE—Store located in good farming country. 5½ miles to nearest town. Have been here twenty-three years. Telephone 707F13, Allegan Exchange. Wm. Milheim, Miner Lake, Mich. 615

FOR SALE—HOUSE, STORE—BUILDINGS AND HARDWARE STOCK of the Estate of Wm. R. McMurray, Ada, Michigan. The stock of hardware, stoves, agricultural implements, wire fencing, etc., the well known business, and the house, store buildings and premises of the late Mr. McMurray, in the village of Ada, Kent County, will be sold, either together or the stock separately. Address inquiries and offers to WILLIAM C. HOPSON, ADMINISTRATOR, 220 Ellsworth Avenue, Grand Rapids, Mich. 616

For Sale—Four dark oak revolving floor clothing cabinets. Grand Rapids make, one piece plate glass top. C. L. Pettibone, Howell, Mich. 618

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

Pay spot cash for clothing and furnishings goods stocks. L. Silberman, 1250 Bayliff Ave., Detroit, Mich. 588

**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.

**STOCK DROSTE'S PASTILLES****and CHOCOLATE APPLES**

HARRY MEYER, Distributor  
816-820 Logan St., S. E.  
GRAND RAPIDS, MICHIGAN



FAVORITE TEA in ½ lb. lead packages is a strictly 1st May Picking and is one of the very highest grades sold in the U. S. If this Tea is not sold in your city, exclusive sale may be arranged by addressing

**DELBERT F. HELMER**  
337-39 Summer Ave., N. W.  
GRAND RAPIDS, MICH.

**HART BRAND CHOICE OF THE LAND**

Look for the Red Heart on the Can

**LEE & CADY** Distributor

**I. VAN WESTENBRUGGE**

Grand Rapids - Muskegon

Distributor

**Nucoa**

The Food of the Future

CHEESE of All Kinds

ALPHA BUTTER

SAR-A-LEE

BEST FOODS Mayonaisse

HONEY—Horse Radish

OTHER SPECIALTIES

Quality-Service-Cooperation



## Expenses Can Be Too Low For Good Business.

(Continued from page 20)

ask when goods are not on display or not properly displayed or prices not in place. You also know to whom you can extend praise for good work—and this is as important as the ability to know where blame rests.

The time for shelf filling is the dull time of day. Usually this time is right after everybody has been to lunch. A man clerk should then get from each girl a list of what she wants from the stock room and he should get his own stuff, too. Goods should be opened in the stock room, piled on a platform truck and brought forward at once. The cases should be distributed to the various sections, so that those in charge can mark and pile them. Work done thus is speedily done and the shelves always look spic and span. "Outs" are readily checked and the want book can be handled, so there is seldom a shortage of any necessary items.

Nor is that all—it is even not the most important item, though perhaps, properly speaking, everything is equally important. But this is a big thought.

Analysis showed that one girl clerk's sales were so big that her cost was 5.4 per cent. on sales. Another cost only 6.3 per cent.—and she was the phone girl and book-keeper, so her actual cost probably was the lowest of all, allowing a fair proportion for her other work. One man did a lot of heavy work and his cost was 7.85 per cent. on sales. Do you see the idea?

Offer both those girls 3 per cent. commission on all increase in their present average sales. Say they both get \$100 per month now. Say they bestir themselves—the one personally and the other over the phone—to suggest new things and sell more goods. Say this results in each selling \$50 per week more. This will give each better than \$6 per month extra money and will increase sales for 3 per cent. It would be cheap at 5 per cent. It may be wise to make it 5 per cent. But this is the idea and it can be made general.

By instituting these changes and improved systems, this store will be made to perk up. Before the boss realizes it, he will be getting more personal trade, more cash trade. He will be selling more goods at less cost for sales. He will have a store in which everybody will be busy every minute of the day—and believe me, there is nothing makes for contentment, peace and harmon like the absence of idle moments. Paul Findlay.

## Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 27—On this day was held the first meeting of creditors in the matter of Lewis Hooker, Bankrupt No. 3174. The bankrupt was present in person and represented by attorney W. F. Umphrey. No creditors were present or represented. No claims were proved and allowed. C. C. Woolridge was named trustee and his bond placed at \$100. The first meeting then adjourned without date.

June 25. We have to-day received the schedules in the matter of the Michigan Home Service Corporation, Bankrupt No. 3155. This is an involuntary case. The schedules show assets of \$1,732.74, with liabilities of \$6,220.21. The first meeting of creditors will be called promptly and note of the same made herein. The list of creditors of said bankrupt are as follows:

Howard Dutcher, Grand Rapids	\$1,776.00
Equipment Finance Co., Chicago	854.24
Fred J. Brogger, Grand Rapids	11.15
A. L. Closterhouse, Zeeland	246.25
Consumers Power Co., Grand Rap.	17.57
C. S. Clipper, Cedar Springs	16.50
Grimes & Madigan, Grand Rapids	20.25
Great Western Oil Co., Grand R.	118.00
G. R. Directory Co., Grand Rapids	15.00
Herald, Grand Rapids	764.40
Herpolsheimer Co., Grand Rapids	14.95
MacNeil Worden Electric Co., Grand Rapids	11.08
Muller-DeVos Co., Grand Rapids	135.89
A. S. Morman & Co., Grand Rapids	48.54
Mich. Litho. Co., Grand Rapids	42.50
Mackinaw Trail Oil Co., Grand R.	45.60
Opaline Sign Co., Battle Creek	157.50
Phonus Sign Co., Grand Rapids	83.00
Rowlson Printing Co., Grand Rap.	78.60
Standard Oil Co., Grand Rapids	59.14
Strong Elec. Co., Grand Raids	47.88
Gerrit Folkeringa, Grand Rapids	42.43
Teesdale Mfg. Co., Grand Rapids	45.00
G. C. Totten, Grand Rapids	32.98
Michigan Trust Co., Grand Rapids	250.00
Old National Bank, Grand Rapids	13.50
Heth Bros., Grand Rapids	50.00
James E. Tobin, Lakeview	250.00
Howard Dutcher, Grand Rapids	500.00

June 24. We have to-day received the schedules, reference and adjudication in the matter of Charles T. Eldred, Bankrupt No. 3187. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the township of Hamil, and his occupation is that of a farmer. The schedules show assets of \$325, of which the full interest is claimed as exempt, with liabilities of \$4,957.15. 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:

Mich. State Bank, Eaton Rapids	\$2,106.00
Minnie Ramsey, Eaton Rapids	1,140.00
R. D. Wood, deceased	214.00
United Engine Works, Lansing	78.87
Brumley & Pettit, Eaton Rapids	190.00
Minnie, Ramsey & Hartenburg, Eaton Rapids	88.00

C. M. Hunt & Son, Eaton Rapids 123.11  
Emil Holmes, Eaton Rapids 114.00  
First National Bank, Eaton Rapids 175.00  
Michigan State Bank, Eaton Rapids 642.00

June 24. We have to-day received the schedules, reference and adjudication in the matter of Mastermold Shoe Co., Bankrupt No. 3191. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Grand Rapids, and its occupation is that of a retail shoe business. The schedules show assets of \$4,072.20 with liabilities of \$2,989.37. The first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

C. H. Postema, Grand Rapids	\$ 17.50
C. W. Doering, Grand Rapids	17.50
Ben Krause, Grand Rapids	3.75
Simplex Shoe Mfg. Co., Milwaukee	110.21
A. M. Creighton, Lynn, Mass.	317.95
Pontiac Shoe Mfg. Co., Pontiac	399.45
Weyenberg Shoe Mfg. Co., Milwaukee	31.18

Bridgewater Workers Co-operative Association, Bridgewater, Mass.	242.74
Albert H. Weinbrenner Co., Milwaukee	63.11
Press, Grand Rapids	38.16
B. F. Goodrich Rub. Co., Chicago	237.11
Converse Rubber Co., Chicago	7.24
Servus Rubber Co., Rock Island, Ill.	77.14
MacLaughlin Sweet, Inc., Auburn, Maine	68.00

U. S. Rubber Co., Chicago	37.77
Ainsworth Shoe Co., Toledo	47.86
Wobst Shoe Co., Milwaukee	393.35
Kiddy Shoe Service, Lititz, Pa.	26.59
Huth James Shoe Mfg. Co., Milwaukee	130.50

Bob Smart Shoe Co., Milwaukee	140.26
Thos. E. Brown Sons, Philadelphia	23.80
James Shoe Mfg. Co., Milwaukee	127.10
Pennington-Gilbert Shoe Co., Rolla, Mo.	40.20

Munro Shoe Co., Auburn, Me.	226.80
Excelsior Shoe Co., Portsmouth, O.	13.51
Aldrich Realty Co., Grand Rapids	150.00

June 24. We have to-day received the schedules, reference and adjudication in the matter of Frank A. Skinner, Bankrupt No. 3188. 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 \$250 of which the full interest is claimed as exempt, with liabilities of \$1,153.31. 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:

Elenbaas Bros., Grand Rapids	\$ 20.50
F. C. Clapp, Grand Rapids	5.50
Dr. Ferris N. Smith, Grand Rapids	11.00
Dr. W. E. Allen, Grand Rapids	50.00
Benjamin Electric Mfg. Co., Chicago	5.80
Yatley Mfg. Co., Chicago	14.99
Frank Bloomquist, Grand Rapids	546.52
Sarah E. Bates, Muskegon	500.00

June 24. We have to-day received the schedules, reference and adjudication in the matter of Robert Inge, Bankrupt No. 3189. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Wyoming

township, and his occupation is that of a machinist. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$1,456.69. 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:

Young & Chaffee Furn. Co., G. R.	\$975.00
Marks Auto Accessories Co., Grand Rapids	75.00
Wilmer's Dykema Co., Grand Rap.	58.00
Joe Mulder, Grand Rapids	8.20
Prange's Credit Store, Grand Rap.	68.75
National Clothing Co., Grand Rap.	35.00
Virges & Jenkeg, Grand Rapids	5.00
G. R. Savings Bank, Grand Rapids	20.00
Texas Gas Co., Grandville	15.00
DeYoung Hardware Co., Grandville	33.74
State St. Garage, Grandville	36.00
Jenison Garage, Jenison	38.00
Andy Hotel Co., Plymouth	25.00
Mrs. Pretty, Plymouth	10.00
Thomas Seth, Detroit	50.00
G. R. Savings Bank, Grand Rapids	20.00

## Sand Lime Brick

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

Brick is Everlasting

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

SHIP BY

## ASSOCIATED TRUCK LINES

GRAND RAPIDS LANSING DETROIT

OVERNIGHT SERVICE

Every Load Insured

Bonded Drivers



NO DUST

NO SMOKE

## DAILY SERVICE

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

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### Some Things on a Trip To California.

San Francisco, June 28—This is a case where I am going to request the "paging" of Ernie Richardson, of Hotel Kerns, Lansing.

On a Western Pacific dining car, the other day, en route from Salt Lake City to the coast, I took occasion to compliment Steward E. E. Munson, on its being the best meal which had been served to me on my entire Western trip. In fact, it was an exceptional dining car production, equal to that of a first-class cafe, prepared under conditions that are always more or less difficult.

Upon forming the acquaintance of the gentleman, it leaked out that he is a personal friend of the same Richardson, who in a large measure is responsible for his being in the business of performing intimate personal service to the public. They grew up together in the old Galva House, at Galva, Illinois, from a beginning thirty-five years ago and continued in service together for a long period of years, not only at Galva, but in three other Illinois towns.

I speak of this episode to not only call attention to the well-known fact that the world is small, but to pay Steward Munson a deserved compliment of possessing the tact and experience which enables him to rise to an occasion and distinguish himself by making a decided hit with a discriminating public.

During his recent visit to the United States the Bishop of London was greatly impressed by our widespread prosperity and is now telling his countrymen that he doubts the ability of a "wet England" to compete with a "dry America."

We are certainly prosperous, but are we really as dry as the bishop supposes?

That prohibition is a contributing factor of the National prosperity is not to be denied. Many people are spending far more on liquor than they ever did before, but others are spending less, and what is thereby saved or spent on these or other things contributes to the general well being.

However, the main factors of American prosperity are the energies and enterprise of an industrious people, the natural wealth of the country, the world's largest home market, improved processes of manufacture and mass production. The "dry" or "wet" question has little or nothing to do with either.

It is possible that England could pay her debts with what she spends on drink, but she would still be handicapped by her forms of government, her militarism and navalism and her limited tariff-restricted markets.

No one law is of such magical effect that it can make a people prosperous and happy. American prosperity and happiness is based on social conditions and not on laws or the technicalities of laws.

The ingenuity of the human mind is always an interesting thing to watch. Perhaps that is why one may find a certain quality of delight, if not of approval, in what I would call hair-splitting.

A curious instance of this has come up recently in the state of Alabama, where a certain individual has been sentenced to be electrocuted for murder.

It appears that when this man committed the crime of murder and at the time of his trial and the finding of a verdict carrying the death penalty, the mode of execution in that state was by hanging. Back in 1923 the legislature of the state decreed that electrocution should supplant hanging, the change to take effect with the beginning of the present year. The crime referred to

was committed last year, and the defendant's lawyers have raised the point that the judge of the jurisdictional court cannot re-sentence him to death, for the reason that the law under which he was found guilty and his punishment fixed has been repealed. They assert that if the lower court carries out the execution it will be taking its authority from a defunct law and that the execution will be illegal, and, curiously enough, the state's attorney general agrees with the condemned man's attorney in so far as to admit that inasmuch as the crime was committed before the electrocution law went into effect, the man cannot be killed by that method. He is not decided in his mind as to whether hanging would be legal or illegal.

Probably the interest of a cynically minded public will go no further. Hair-splitting is a vocation in which only experts can go to extremes. The layman will stop about the time he reaches the conclusion that a large part of a lawyer's job is to find ways and means of circumventing a law, in which effort, by the way, they seem to achieve considerable success.

San Francisco has, according to my experience, the most satisfactory street car service of any city I know of. They have two systems, one municipally owned and another which is not. The fare everywhere in the city is a nickel—no more—with as many transfers as may be required to go from one extremity to another. And they are not continually howling about losing money. They do not "tell you to leave your car at home and save parking and other annoyances" and then proceed to offer you an impossible service, but they make you service offerings which convince you that it is in the interest of economy to patronize them.

At Shafter, Nevada, one's attention is attracted by the great solar vats, which were, during the war and for some time afterward, used in evaporating a saline solution which ultimately developed into nitrates for fertilizing purposes. The vats are still there and the salt water is just as easily attainable, but the railroads are hauling sparsely loaded freight trains through a sparsely settled country, because of their desire to extract the last farthing in charges. Some day some long headed political leader in some great convention will set the country ablaze by proposing that individual rights be respected under the constitution and that public carriers be brought to a sense of realization of their responsibility to the public. Such a proposition will, of course, be more or less revolutionary, but conditions are ripening for a harvest of such dimensions.

One of my reasons for coming to California at this time was to discover at first hand just what weather conditions prevail in summer. It just so happens that they are handicapped by the same weather conditions existing in Michigan. Some one predicted that the summer of 1927 would be comparable with that of 1818. Remembering what it was that year, you have it. It is almost too cool for comfort in this section of the state, but I am more hopeful of Los Angeles where I will alight next week.

It is announced that what is known as the legitimate stage will hereafter, or at least in the near future, produce plays at ante-war prices. In other words, they find if they do not reduce prices the movies will throttle them altogether. It simply means that they have found the sucker list so sadly depleted that they must cater to the public who are willing to invest money in amusements at reasonable prices. There are a lot of other enterprises which will sooner or later do the same

thing or pass on. The "silk shirters" have run their race.

Some time ago my friend, Charley Renner, the well-known hotel man, and in his way a globe trotter, called my attention to an incident in California history and the affairs of James Lick, the philanthropist, which had not found entrance into the reference books, but sufficiently romantic to induce me to try and look it up.

Located in the suburbs of San Jose is an old "grist" mill, known as "Lick's Folly." The custodian there informed me that it had been "built by a very rich man," but he had "forgotten his name." Likewise the populace of an otherwise intelligent burg could impart little information. It was simply there and unaccounted for.

The reference libraries I applied to for some time failed to respond to my requisition for knowledge on the subject, but finally the manuscript notes of the last official representative of the Lick estate divulged this story:

James Lick was born in Pennsylvania in 1796, and at an early age was apprenticed to a piano manufacturer in New York. As a piano manufacturer, however, he did not gain any laurels, and finally drifted back to the "old home town," where he fell in love with the daughter of the local miller, who responded gladly to his attentions at first, but whose father opposed the match. Young Lick was by no means a favorite of his, but he agreed that if the day ever arrived when he, Lick, could prove himself the possessor of a flouring or grist mill as good as the one operated by his proposed father-in-law, he would withdraw his opposition to the match.

Lick finally abandoned the project of marrying the girl and became a confirmed bachelor, but the mill proposition became an obsession with him. He drifted away from his native town, lived for several years in Buenos Aires and Valparaiso, and then removed to California in 1847. There in San Jose he built his mill to beat the Pennsylvania miller. It cost him upwards of \$200,000, and was finished in solid mahogany, brought from South America for this specific purpose. It was undoubtedly the most expensive grist mill ever built in the world up to that time.

The Pennsylvania miller had passed to the Great Beyond when the purpose of Lick had been accomplished, but the latter enjoyed its existence just the same, although history does not show that it was ever operated.

Lick did not forget to employ his skill as a cabinet maker, acquired while he was in the piano factory, and his handicraft was much in evidence in the old mill. Many specimens of his art are to be found in California museums; also in the old Lick House, famous in its day. This was destroyed by fire in 1877, but an upper corner room was his abode from the time of its erection until his death.

So much for the story, but in looking up the details of same I unearthed many interesting facts about this so-called philanthropist, which may be as interesting to others as they were to me.

Lick was pronounced at one time the richest man in the world, his accumulations aggregating something like seven millions of dollars. He had always been known as a singular man, avaricious, selfish, unamiable and eccentric, consequently on July 16, 1874, San Francisco was electrified by the announcement that Lick, an "argonaut of California, who had acquired his wealth here, had given his entire fortune, without reservation, to be devoted to public benefits under a deed of trust." Seven prominent citizens were named by him to administer the affair of the trust, which meant the distribution of this enormous fortune.

One of his earliest plans was to erect

an immense pyramid or some other wonderful structure as a monument to himself, which idea led to the consideration of a great astronomical observatory to bear his name, and with his approval that object was accomplished. At the expense of the estate a committee of experts went to Europe to arrange for the necessary instruments for the Lick observatory, finally located on Mount Hamilton, a short distance from San Jose, among which equipment was to be an objective glass for "a telescope superior to and more powerful than any telescope yet made." It took years to make a satisfactory casting for the 36 inch objective lens. At that time a 30 inch lens in Russia was the largest known.

A Paris firm of opticians undertook to supply the lens, but after eighteen attempts gave it up. It was finally accomplished by a firm at Cambridge, Massachusetts, at an expense of fifty thousand dollars, requiring seven years in its preparation. Fortunately for its continued existence, Lick turned this institution over to the University of California.

Many other bequests made for public charities were never carried out, for the reason that no provision was made for their maintenance.

Unlike the fortunes accumulated through mining by the "Forty-niners," Lick amassed his wealth through real estate speculation. Among his holdings at one time was Santa Catalina Island, which was sold by his executors for \$250,000.

Notwithstanding his great beneficence his name was bandied about as a by-word. It may be that this had to do with its omission, except briefly, from all California works which I have inspected. A biography of this individual was never written or never published.

"Hopping-off" for far distant climes by venturesome aviators is becoming somewhat monotonous. It would not be so bad if it were not for the activities of the fool friends of the fliers. Lindberg, himself a modest, unassuming individual, has had much unwelcome notoriety thrust upon him, and now we will be satisfied by "ovations" on account of the Honolulu flight. What is there so wonderful about it all? Is it comparable with the physical achievement of the young man who swam the Catalina channel, and what has become of him?

Frank S. Verbeck.

### Corporations Wound Up.

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

Michigan Household Service, Inc., Lansing.

Fermisal Chemical Co., Detroit.

Walton Manufacturing Co., Sturgis.

Ainsworth Investment Co., Detroit.

Blissfield Telephone Co., Blissfield.

Central Barrel & Cooperage Co., Detroit.

Bethlehem Fabricators, Inc., Lansing.

U. S. Hame Co., Detroit.

Saginaw Cabinet Co., Saginaw.

P. W. W. Manufacturing Co., Detroit.

Michigan Silver Fox Corporation, Detroit.

Vitrified Metallic Tile Roofing Co., Detroit.

Manuel Urbach Monumental Works, Detroit.

Lansing Connecting Railroad Co., Lansing.

Phillips Wire Co., Detroit.

Buffalo Housewrecking & Salvage Co., Battle Creek.

You may not expect to remain in the business you are now in, but the more successful you are with your present job, the better your chance of success in any other job.





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