

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, JULY 13, 1927

Number 2286

The World Beyond

The reason I'm always hitting the road,
It is a reason plain and clear,
It's just because where I may stop,
And whether it's far or near,
There's a place beyond the place I am
Wherever that may be at,
And then beyond is a place beyond,
And the World beyond all that.

As long as a buyer turns me down,
And I fail to sell my wares,
I'll show a smile in place of a frown,
For courage defeats despair.
There's a welcome place beyond the place,
I happened to hang my hat
And another place beyond that place
And the World beyond all that.

As long as a man has eyes to see,
And a mind that craves to know,
I feel there are things he's bound to miss,
If he doesn't keep on the go.
For there's always a place beyond the place,
A fellow may be at,
And another place beyond that place,
And the World beyond all that.

Carlyle F. Straub.

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.

Standard Oil Company

Indiana

MICHIGAN TRADESMAN

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MICHIGAN TRADESMAN E. A. Stowe, Editor

PUBLISHED WEEKLY by Tradesman Company, from its office the Barnhart Building, Grand Rapids.

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 RATES are as follows: \$3 per year, if paid strictly in advance. \$4 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.

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THE IRONY OF FATE.

The daily papers have had a good deal to say about Henry ford's humiliating apology to the Jewry of the world for the outrageous charges he has laid at their door during the past seven years—charges which every honest man knew were false and malicious and uttered solely because of the malice Henry cherished toward the Jewish people because the Jewish bankers of New York undertook to drive a sharp bargain with him when he was in financial straits a few years ago.

Henry's statements that he did not know what he was printing in his own paper about the Jews is all bosh. He uttered a deliberate falsehood when he made such a ridiculous statement—a falsehood which every thinking man in America knows was untrue. His conversation in the meantime, whenever he referred to the subject, was in keeping with the reckless and extravagant charges he was making in his paper.

Henry's fundamental reason for recanting his charges and reversing his attitude toward the Jews is due solely to the attitude of the Jews themselves. Very properly, they ceased buying ford cars and trucks and the Jews in trade everywhere refused to accept any goods delivered to them on ford trucks. They refused to buy goods of any salesman who used a ford car. The result was made manifest in the shrinkage of the ford output for 1926, when only 25 per cent. as many passenger cars were sold as during 1925.

Any one who has made a study of the Jewish character knows that the Jews have a hearty respect for the religion of other people. They concede them the same right they claim for themselves—the right of independent thinking and independent action. Like true Christians, they resent any arraignment of their race on purely religious lines. The man who thinks he can denounce and malign any other man's religion and get away with it soon finds himself a very much deceived man.

Jews as a class believe in the theory

of live and let live. They do business and associate socially with their Christian neighbors on terms of perfect equality. They are peaceful citizens so long as their religion is not attacked, but once arouse racial hatreds and religious antagonisms and the blood of Abraham flows hot and fast in their veins. They will go to any reasonable extreme to show their resentment against a man who conducts a campaign of vituperation, based on falsehood and animosity. There is a free masonry among Jews greater than free masonry itself. Through their organizations they can humble the most mighty monarch who ever ruled; the richest man the world ever produced.

Henry ford sowed the wind and has reaped the whirlwind. He evidently assumed in his ignorance and arrogance that he could humble the Jew. Instead, he finds himself humbled, discredited and cordially hated by 3,000,000 American citizens who have the same right to cherish their religion that Henry has to make flivvers. His lying recantation of his senseless slanders and vilification will never be accepted by the people he has wronged until he makes due atonement for his misdeeds. This he can do by sending every Hebrew orphan asylum in the country a million dollars to add to their endowment funds. If he does this, promptly and cheerfully, he may in time win back the respect of the 3,000,000 people he has caused pain and humiliation.

Bulwer-Lytton says "There is a future in store for any man who has the courage to repent and the energy to atone." Henry claims he has repented. He can, perhaps, make the Jews believe in his repentance by making due atonement.

DRESS TRADE OUTLOOK.

Signs of a better dress business for Fall are said to be clearly discernible. Volume business is shaping up well on the basis of early orders now being booked, the purchasing plans of the buyers and general economic conditions. Retailers promise to go into the new season with no held over stocks, yet the volume of goods bought by them during the Spring and Summer wholesale period was of average proportions in spite of the hand-to-mouth methods used.

Most manufacturers, from all accounts, will make up merchandise only for the business they see immediately ahead of them, and the market should at no time be flooded with either desirable or undesirable merchandise. The delivery situation has been bettered considerably, and even the popular priced houses are being granted delivery dates. This relieves them of considerable risk and extra investment.

MILLION DOLLAR SWINDLER.

The temporary retirement of Guy W. Rouse from a career of fraud, embezzlement and deceit affords occasion for an analysis of the character—or lack of character—of one of the most gigantic swindlers the world has ever produced. So far as the Tradesman can measure his activities, he deliberately stole \$250,000 from the Worden Grocer Co., absorbed and sunk about as much more from the people who invested in his numerous promotions and impaired the capital stock of the Worden Grocer Co. fully \$500,000 by his defalcation and the bad management which necessarily followed in the wake of his constant withdrawal of funds from the company treasury. From these estimates it will be seen that the people who trusted Rouse with their funds would have been about a million dollars better off if he had never been born.

From early childhood Rouse appears to have cherished the idea that he was a super individual; that he could "put things over" on his associates and get away with it. His success along these lines was so marked that the habit grew on him. It developed rapidly while he was a bank clerk and was given free rein when he left the bank and took up the management of a wholesale grocery house. He worked long hours in those days and apparently succeeding in putting a languishing business on its feet. The revival was not real, however, because he had already begun to convert the funds of the company to his own uses, covertly covering up the shortages thus created by forced entries and fictitious creations which later assumed large proportions. He made himself prominent in church, charity and philanthropic work and deliberately forced himself to the front in matters involving church construction and material development. He assumed the position of a moral leader in mercantile circles and preached many homilies on honesty and correct living and thinking. His private life in the meantime was not in keeping with his religious pretensions and moral preachments. As his responsibilities increased, he devoted less and less attention to his business, spending most of his time during his waking hours in playing cards and other diversions which distracted the attention he should have given his business. He embarked on questionable undertakings and undertook to recoup his losses and reckless personal and private expenditures by promoting several companies at the expense of his friends, causing them heavy losses which made him many bitter enemies. While he was fairly fortunate in the selection of his busi-

ness associates, his social and personal friends were confined almost wholly to men who fawned on him and filched money from him in his card activities. He was so susceptible to flattery that any one with a lying tongue could gain his confidence and obtain almost any concession at his hands. He had no use for men who undertook to tell him the truth and square him around to the path of rectitude. Several old friends who undertook to show him how necessary it was that he right about face soon found they were wasting words on a person who was so set in his ways that argument was worse than useless.

It is, of course, very unfortunate that the sentence of a man who devoted his life to plunder and pillage should be so short that he will not have ample time to find himself and be made to realize how wickedly he has betrayed his friends and wrecked the hopes and fortunes of his associates. If the law had provided a ten year sentence, instead of a five year limit, there might be some hope for his ultimate reformation, but the brief period he will be compelled to sojourn in Ionia prison will probably be utilized to concoct new plans of conquest and reprisal when the prison doors open to return him to the scene of his former conquests.

DRY GOODS CONDITIONS.

Retrospect and prospect come natural to business men at the close of the first half of a year's operations and the opening of the second. A glance backward shows a somewhat spotty condition of trade. In certain lines, notably that of cotton goods, trading has been especially active, even though it was not always as profitable as the circumstances seemed to warrant. Some other lines did not fare as well, a situation due in certain instances to local conditions and in others to more general causes. One thing that caused uneasiness was the large crop of business failures attended with greater liabilities than for a long time. The general outlook for the last half of the year is regarded as quite promising from such indications as now appear. Crop prospects are up to the average for this period and industrial conditions, while not indicative of any record production, betoken good opportunity for employment of workers. In shaping their plans for the months ahead, producers and traders are, in most cases, proceeding cautiously, but are prepared to meet contingencies as they arise. The recent unsatisfactory weather has set back retail sales of both men's and women's apparel and will probably delay anything like volume buying of fall supplies.

HARD LABOR AT IONIA.

Rouse Given Prison Sentence By Judge Verdier.

After putting off the evil day as long as possible on all sorts of flimsy pretexts, Rouse finally changed his plea on a charge of embezzlement from not guilty to guilty. It was expected that he would be sentenced immediately, but Judge Verdier had a long interview with him Monday afternoon and set the time for sentence Tuesday morning. The full text of the Judge's remarks in inflicting penal servitude on the criminal was as follows:

It is not a pleasant duty that confronts the court this morning, to have to pass sentence on a man with whom I have been acquainted since boyhood, but it is a duty nevertheless, and one that cannot be shirked.

I have talked this matter over with you fully and, of course, I know what your situation was in 1920, after which most of this embezzlement took place. You claim that in view of the fact that you were an endorser on the notes of the Worden Grocer Company, whatever happened to your personal credit would reflect on the credit of the Worden Grocer Company and probably cause its failure, and that therefore in order to protect the company from embarrassment at the hands of its creditors you took money from the Worden Grocer Company to take care of your own personal indebtedness, to protect your own personal credit.

However, it is true that long before 1920 you had paved the way to take money that didn't belong to you, long before the Worden Grocer Company was in any financial embarrassment. As I understand it this embezzlement dates over a period of years commencing with about 1912; and your personal financial situation was something that you created yourself. You had gotten in over your head on account of speculation; and you wouldn't have had to steal any money from the Worden Grocer Company in order to protect your own financial credit if you hadn't destroyed your financial credit by your speculations.

The Worden Grocer Company might have failed just the same. From what I know about this I draw the conclusion that the Worden Grocer Company could not have prevented it, could not have stayed the failure off even though you hadn't stolen a penny of its money but that doesn't excuse your offense, and of its kind your offense is a maximum offense. And when from time to time a man steals company funds which are in his care, and does it from time to time over such a long period, it is not a casual offense. Not only did you treat as cash money that you had stolen, but you also had the inventory padded, so as to deceive your creditors and stockholders and directors, and over and above all that in order to carry out the deception, made income tax statements and paid income tax assessments for what you owed the Government on account of your inflated inventory, and treating this as cash—money which wasn't there at all.

It is also a maximum offense in the amount that has been taken; something in the neighborhood of \$113,000, if I am correctly informed. It is also a maximum offense in the financial loss to the stockholders of the Worden Grocer Company.

It has been said—I do not think ever been truly said, but said nevertheless—that if a man steals thousands he is very apt to go scot free, but if he steals a loaf of bread or an overcoat he gets the limit of the law. That shall not be said in this case. Much as I regret to have to do it, it is the sentence of the court that you be confined at hard

labor at the Michigan Reformatory at Ionia for not less than three and a half years or more than five years. I am also advised that owing to the fact that you opposed extradition proceedings, making it necessary for the prosecutor to take witnesses to California, there was an expense of some \$1,800, and it is, therefore, the sentence of the court, in addition to the prison term, that you pay costs of \$1,800, and that in default of your payment you be confined in the Michigan Reformatory at Ionia for a further period, and until they are paid, but not exceeding one year, in addition to the three and a half.

Rouse received the sentence as a matter of course and was unmoved by the castigation of the Judge. At the conclusion of the sentence, Rouse's brother, Hugh, approached and received some papers Rouse was holding in his hand while sentence was being pronounced. He then turned and glanced at the audience which had gathered to witness the ordeal which converted the criminal from a freeman to a convict; from an American to a person without citizenship in any country. On receiving sentence Rouse was turned over to Sheriff Patterson, who locked him up in jail pending his removal to his future sojourn at Ionia prison. He did not call at the Tradesman office and subscribe for the paper for three and a half years, but his friends will probably see to it that he receives an occasional copy.

Although Rouse naturally resented the solid shot the Tradesman poured into his campaign of cunning and chicanery, which he evidently thought would result in his evading the punishment his crimes demanded, his main resentment was aimed at his uncle, E. D. Winchester, who signed the complaint which resulted in his arrest. As soon as he was apprehended and arrested at Los Angeles, he stated to a personal friend that if he had to suffer, he would drag Ed. Winchester down with him. That idea seemed to be an obsession with him and most of the time he had at his disposal after he returned to Grand Rapids in the custody of an officer was devoted to an attempt to prove that the uncle was aware of his perfidy and shared in his stealings. He told several friends that he would never go to prison until he had connected his uncle with the defalcation, but he was utterly unable to make good on these threats, because there was no ground for his assertions that Mr. Winchester was cognizant of the gigantic system of plunder Rouse practiced for fifteen or more years. Ed. Winchester has come through the fearful ordeal unscathed and stands before the public as a man who did his duty at a critical time at the expense of family resentment and bitter enmity on the part of Rouse and his fool friends. No one who is familiar with the criminal career of Rouse believes for a minute that Ed. Winchester ever profited to the extent of a penny by Rouse's stealings or had the least idea that his nephew was conducting himself in such a manner as to incur the everlasting execration of every honest man and woman.

Rouse's friends insist that they will have Rouse "out of prison within a few months" and that the \$150,000

bonds he has sequestered will enable him to re-establish himself in business at some distant point and regain the confidence of his associates. In this they are overlooking the fact that the charge on which he was convicted represents only about one-twentieth of the sum total of his stealings and defalcations and that he made many false statements—frequently under oath—to Federal and State officials, as well as to banks and mercantile agencies. If any attempt is made to secure his release from prison a single day less than his sentence contemplates, a committee composed of the men he has wronged is pledged to see that other charges confront him the moment the prison doors release him and that he is given another opportunity to do penance for the crimes he committed under the wretched pretense that he was acting solely in the interest of the stockholders and creditors of the Worden Grocer Co.

It is doubtful if any man in this country ever deliberately entered upon a criminal career and escaped detection and punishment for so long a period. He began putting in \$1,000 I. O. U's to the Worden Grocer Co. in 1911, but a careful review of the books of that corporation would probably disclose that he began stealing from the company as long ago as 1902. In addition to the money he took from the company, it now transpires that he has borrowed about \$40,000 from country banks in Western Michigan and that he owes sundry people, mostly women, about \$50,000 additional. One loan of 3,000, from a Grand Rapids woman of high character and social standing, has been running about twenty years. He paid 7 per cent. interest on the loan up to a year ago. He made a \$10,000 subscription to the new Baptist church and never paid a cent. He also subscribed \$5,000 to the Y. W. C. A. and never paid a nickel. He made other subscriptions to many causes, but never found it convenient to make good.

The most ridiculous feature of the affair was Rouse's suddenly formed obsession to earn money and pay up his debts—he called them debts instead of stealings—as soon as he was apprehended and arrested. When he lived like a prince at the highest priced sanitarium in California he never worried about his debts; when he leased and occupied apartments in the highest priced apartment house in Los Angeles he did not lie awake nights worrying about his debts; when he purchased a big Studebaker car and drove around Los Angeles with all the eclat of a millionaire, he did not consider his debts; but the moment he was arrested and lodged in jail he began to deplore the fact that his confinement would preclude his earning money to pay his debts. So far as the writer can determine, he has never expressed a word of regret for the numerous crimes he has committed, the suffering he has caused or the lives he has wrecked.

Now that the criminal has been sentenced to pay the penalty of a small portion of his misdeeds, it is in order to mention the men who have

made such a consummation possible. The list includes C. Sophus Johnson of the Michigan Trust Co., and Wm. A. Gilleland, of the Worden Grocer Co. who have done all that seemed within their power to bring the culprit to justice; Prosecuting Attorney Munshaw, who handled the case with extreme caution and firmness and never made a false step from start to finish; Superintendent of Police Carroll, who never ceased his vigilance until the last act of the tragedy was ended. These men are entitled to the thanks of all concerned for the parts they played in bringing to the bar of justice and sending to prison the most gigantic criminal of the age.

How You Can Beat the Chains.

The majority of merchants are considerably exercised when a chain store or other live competitor, opens a store in their immediate vicinity. Many of them are driven to distraction, and stampeded to the extent that they know not what to do. On the other hand, the advent of such a store is looked upon by the merchant as an opportunity to secure additional business, made possible through aggressive, intelligent and efficient merchandising.

A Los Angeles grocer, who is located just across the street from a chain store unit, upon being interviewed, stated in the following manner how he met competition:

"Without seeming to be egotistical, it was because I used my head, and think just a little faster than the chain men.

"In the first place, I don't try to sell all of the groceries that go out from this corner. If my chain competitor puts on a special that I can't meet without losing too much money, I let him sell it. If my customers ask about it, I tell them that I will have the article in two or three days and will sell it at the chain store price or lower. After the neighborhood is pretty well loaded up, I put out this same special possibly a cent under the chain price.

"What is the result? I get credit for selling just as close, or a little closer than the chain store and my specials don't cost much money.

"Meanwhile, I can put on specials of my own which I know the chain store can't meet, because the company lays out a program for its entire chain and to cut a price to meet one of my specials, it has to do so at all of its stores—probably when it hasn't the merchandise purchased for the occasion. I have no trouble getting merchandise for my specials.

"One thing I don't do is to sell my customers that the chains, being larger than I am, buy more cheaply. But I do tell them that I can't always get these specials as quickly as the chains, because being big buyers they get first preference. However, I do let them know that I can give them the merchandise if they care to wait for it.

"Frankly, I hope my chain store competitor hangs on, because if this branch should be closed up and a live, independent take its place, I would face a lot keener competition than I have to-day."

Late News From Charlevoix the Beautiful.

Charlevoix, July 12—We will continue our trade report on Charlevoix business on Bridge street and start with Min Eva's lunch room, opposite the postoffice, which is a very neat place and where you get good things to eat.

Next to it is the Sanitary Engineering Co., which does a good deal of plumbing work.

The Ashdon barber shop is very attractive and Mr. Ashdon is now engaged in the mail carrier business part of the time and the other time in his own trade.

The Sugar Bowl, owned by George Glados, does an up-to-date confectionery business and enjoys the patronage of young and old.

Next door is the Palace theater, a very popular place, which has been remodeled and a new pipe organ has been installed. Attractive pictures are shown therein.

Earl A. Young has just removed a part of Boulder park and placed one of the greatest rocks in front of his real estate office. You have almost to jump over it to enter.

The hardware store of Staley Brothers and the office of the Chamber of Commerce, as well as the Charlevoix abstract office, wind up the East side of this block.

Returning on the other side of the street, we have the Charlevoix County Bank, Dinty Moore and Brother Garms, with his delicious delicatessen-meats and fruit store. He is as popular as ever.

The Charlevoix State Savings Bank does business in the old stand.

The Bell telephone is over the M. A. Levinson & Co. store. Mr. Levinson claims business is mighty good for this time of the year.

Around the corner we find the Charlevoix Courier office in full force. Mr. Usher is the popular editor.

The postoffice is on the corner, doing a first class business.

The Barron-Callen photographic studio has again opened its doors in Charlevoix after a busy winter season in Columbus, Ohio. An added feature of the studio this season is a circulating library, with Miss Armine Shields, of Columbus, Ohio, in charge. She has a splendid selection of the latest books. Mr. Callen is planning to shorten his winter season in Columbus next winter in order to include a short season at Miami Beach, Florida.

The Cake Shoppe and Woman's exchange, 203 State street, is again in charge of Mrs. A. M. Shockley and ready for this season's trade.

Mrs. Wilson's tea kitchen, 107 Clinton street, has opened at this place and is busy serving dinners and suppers as well as afternoon teas. Her sister, Mrs. Crockett, is helping her.

The city now has a very modern rest room in the park on Bridge street, which is a very convenient location for the traveling public. L. Winternitz.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 12—The celebration of the Fourth here was one of the best celebrations of any in Cloverland. It is estimated that we had several thousand visitors from the surrounding country, including tourists. The parade was elaborate. The sports, races, water stunts, etc., kept the crowds busy. Ex-Gov. Chase S. Osborn made the principal address from our new band stand, which was greatly enjoyed. The day ended with an elaborate display of fire works in the Government park on the bank of the river.

The Cedar Inn, at Cedarville, owned by H. P. Hossac & Co., is now opened and is serving famous chicken and fish dinners. This popular resort is receiving much patronage from the Sooites, as well as from the numerous

tourists who keep the hotel filled during the season.

Chester Crawford was a business visitor here last week from Stalwart, taking back a load of supplies.

Louis McPike, a graduate from the Century School of Oratory and Expression, Chicago, coached during the past winter with Walton Pyre, of Walter Pyre School of Dramatic Art and Expression, affiliated with the American Conservatory of Music, Chicago, has returned to the Soo and opened a studio and expects to remain here.

A Scotch manufacturer, on his annual visit to London, was met at the station by his agent, who observed that he was carrying a heavy blanket coat on his arm. The agent pointed to the possibility of a fine day and advised his employer to put the coat in the cloak room. The latter, however, took it to a pawn shop opposite and pawned it for two shillings. He redeemed it on his return to the station in the evening. The agent, being curious, asked the reason for this. "Economy," said the boss. "You see, the cloak room fee is three pence, but I pawned the coat for two shillings, a half penny on the ticket and a half penny interest; two pence saved—see?"

Our good Canadian friends are still without liquor, officially. The cargo has arrived and been placed in storage, but the sale has not started. It is expected to start before the end of the week, so that the rush has not begun as yet. Much disappointment is caused by the continued delay, as it was expected to be on sale several weeks ago, but has been postponed for unknown reasons.

H. E. Fletcher and family have returned from a two weeks' trip to New York, Washington and other places. They suffered some from the heat, but had a delightful time and were glad to get back to their summer home on the banks of the river, where the cool breezes make life comfortable.

Men should be made to take vacations, so they won't get the idea that they're indispensable.

Jacob M. Andary, aged 55, one of our prominent business men, died at his home here July 8, after a prolonged illness. He had been a resident here since 1896, coming here from Detroit. He started carrying a pack on his back through the lumber camps in the early days, but in a short time entered the clothing business by opening a store. His success was continuous. He had been interested in numerous other stores, also owner of the Colonial theater and other businesses. He is survived by his widow and nine children, who have the sympathy of a large circle of friends.

William G. Tapert.

English Press Antagonistic To America.

A recent letter from Gay W. Perkins from Nurnberg, is as follows:

Of the countries visited I would say that the press of England are most pronouncedly anti-American of any. They seem to studiously ignore any American news with a tinge of goodness in it and eagerly grab all distorted news of shortcomings and magnify them to the limit. In France, of course, I couldn't read the papers, but they were reported to be full of Uncle Shylock allusions, but not so persistently belittling.

The English are not openly peevish like the French, who are occasionally reported as actually discourteous to Americans. Italy seemed more genuinely courteous and appreciative of American visitors and patronage, while in Austria and Germany the Americans are welcomed with delight and high appreciation.

In Austria and Germany all seem sincere in expressions of hope that there will be no more war.

In Vienna we saw more well dressed

and fine appearing people than any country we have visited except, perhaps, England.

In Austria and Germany the stores looked attractive, but every where they speak of scarcity of money and profits.

Next to Florence, we find this the most interesting city we have visited. Here in the old part of the city if any old buildings are to be rebuilt the old style of architecture must be retained. As almost every building has striking features of architecture it makes a grand whole.

Gay W. Perkins.

Show Reproduction of Old Egyptian Incubators.

Washington, July 11—A reproduction of one of the great clay incubators used to hatch eggs for the Pharaohs of Egypt will be shown at the World's Third Poultry Congress, at Ottawa, Canada, to be held July 27 to Aug. 4, according to Dr. M. A. Jull, chairman of the United States publicity committee of the Congress. It will be a gift from the Egyptian Government.

Incubation, Dr. Jull states, was one of the oldest arts on the Nile, its secrets being handed down from generation to generation. The ovens were enormous structures, with mud walls several inches thick, perforated here and there for ventilation. The interior was divided into chambers, high enough for an attendant to walk in. Heat was maintained by fires on the ground in the center of each chamber. Eggs were placed in layers on the floor around the walls, and some chambers had a ledge held way up on which other layers were placed.

Thermometers were unknown. The attendant supplied this need by living inside the oven practically all the time, and became so sensitive that he could note the slightest change in temperature.

"Ice Cream" Plant Now Raised From Cuttings.

Miami, July 8—Through the efforts of H. W. Johnston, of Homestead, famous developer of tropical plants, a huge fruit bearing vine, native of Ceylon and scientifically identified as *Monstera deliciosa*, can now be raised from cuttings. This shortens the period of fruit production from six years from planting to 18 months.

The fruit is one of the most delicious in the world, and vies even with the mangosteen in the esteem of the natives of Ceylon. It grows on an inedible cob, like kernels of corn, running from 10 to 18 inches long. It has good keeping qualities and could be shipped North.

The flavor suggests a delicious combination of ripe strawberries, pineapples and bananas, and the flavor is so baffling that many have compared it to the finest "ice cream" sundae, hence the term "ice cream" plant applied to it by the children in the vicinity of Mr. Johnston's orchards. The *Monstera deliciosa* yields a beautiful flower, resembling an enormous calla lily, which subsequently develops like fruit. When ripe, the fruit exhales a most pervading and exquisite fragrance.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Tyler Mowry & Graham, Inc., Kalamazoo.

Hayes Wheel Co., Jackson. Mac Arthur Concrete Pile & Foundation Co., Lansing.

Abigail Co., Grand Haven. Wolfe Music Co., Detroit.

Despres, Bridges & Noel, Grand Rapids.

American Gear Co., Chicago. H-M-O Lumber Co., Grand Rapids.

D. T. MacKinnon, Inc., Detroit. Morton Hotel Co., Grand Rapids.

Orr Bean & Grain Co., Midland. Central Gas Co., Mount Pleasant. Gearholm Co., Grosse Pointe Farms.

Security



Security

Accumulations of a lifetime have been lost in a day through reckless "investment." Safeguard your available funds by dealing with a reliable Investment House.

Michigan Bond & Investment Company

Investment Securities
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STOCK
DROSTE'S PASTILLES
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CHOCOLATE APPLES
HARRY MEYER, Distributor
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For nearly three-quarters of a century the Old National has been making friends.

Three generations—and more—have known and profited by the help always cheerfully given.

Offering every service good banking principles prescribe the Old National has earned its title to "A Bank for Everybody."

The OLD NATIONAL BANK
MONROE at PEARL
A Bank for Everybody

MOVEMENTS OF MERCHANTS.

Detroit — The Webster Hall Boot Shop has engaged in business at 5046 Cass avenue.

Detroit—Boleslaw Bieganski, Jos. Campau avenue, dealer in boots and shoes, has filed a petition in bankruptcy.

Detroit — Harry Hurnstein, 8807 Michigan avenue, dealer in boots and shoes, has filed a petition in bankruptcy.

Pearle—The Pearle Creamery Co., which lost its plant by fire recently will rebuild as soon as the insurance is adjusted.

Memphis—E. Waite, dealer in boots and shoes, has sold his stock and store fixtures to Charles Davidson, who has taken possession.

Kalamazoo—Adrian Bouwens and Charlotte C. Yaple have engaged in business under the style of the Bouwens Furniture Exchange.

Grand Rapids—The Ackerman Electrical Supply Co., 325 Scribner Ave., N. W., has increased its capital stock from \$100,000 to \$150,000.

Birmingham — The Birmingham Savings Bank has been incorporated with an authorized capital stock of \$200,000, all of which has been subscribed and paid in in cash.

Boyer City—The Boyer City Co-Operative Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$13,660 has been subscribed and paid in in property.

Jackson—The Willeray Confectionery Co., 230 Liberty street, has been incorporated with an authorized capital stock of \$100,000, \$25,000 of which has been subscribed and paid in in cash.

Pontiac—The Union Title and Trust Co., of Detroit, has acquired the control of the operation of the Roosevelt Hotel. L. A. Whiteside, of Detroit, formerly of the Statler Hotel, will be the new resident manager.

Detroit—The Goody Nut Shops, 1012 Maple street, has been incorporated to maintain shops for the sale of nuts and candy, with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit — Hilton's, 1219 Griswold street, has been incorporated to deal in clothing at retail, for men, women and children, with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in cash.

Flint—The I. G. Clark Coal Co., East Keasley and Dort Highway, has been incorporated to deal in fuel and building supplies, with an authorized capital stock of \$50,000, \$7,000 of which has been subscribed and paid in in cash.

Detroit — Deco-Decorators, Inc., 11910 Strassburg street, has been incorporated to deal in paints, etc., and to do decorating of all kinds, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in property.

Detroit—The Braun Investment Co., 1555 Davison avenue, East, has been incorporated to conduct lumber and coal yards, etc., with an authorized capital stock of \$300,000, of which

amount \$1,000 has been subscribed and paid in in cash.

Jackson—H. E. Way & Sons, Inc., 349 West Carr street, baker and dealer in flour, bread, food products, has been incorporated with an authorized capital stock of \$100,000, of which amount \$70,000 has been subscribed and paid in in property.

Benton Harbor—Held Ozone Industrials, Inc., with business offices in the Gray building, has been incorporated with an authorized capital stock of \$80,000 preferred and 10,000 shares at \$4 per share, of which amount \$40,000 and 10,000 shares has been subscribed and \$60,000 paid in in property.

Ludington—The Lake View hotel on Round Lake, which has been closed for three years, has been re-opened by Michael Lehner, Jr., of Chicago, son of the former proprietor. The hotel has been redecorated and refurnished throughout and a Hungarian chef, Steve Seelagee installed, who will make a specialty of chicken, steak and fish dinners.

Manufacturing Matters.

Adrian—The Andrix Lock Nut Co. announces that within the next six weeks equipment is to be installed for the manufacture of the Andrix sliding grip wrench. The wrench has been manufactured in Saginaw.

Jackson—The name of the Hi-Power Tool Corporation which operates a plant at Jackson and Van Buren streets, has been changed to Potter, Wickshire & Co., and new machinery costing nearly \$70,000 is being installed.

Owosso—The Walker Candy Co. announces that it has closed its plant a St. Joseph and will transfer manufacturing activities there to its Owosso plant. This means an increase of about seventy-five in the list of employees at Owosso. There are 200 employed now.

Detroit — Durotox Products, Inc., 2062 Alameda avenue, has been incorporated to manufacture and deal in cement products, with an authorized capital stock of \$250,000 common and 30,000 shares at \$1 per share, of which amount \$40,000 and 10,000 shares has been subscribed and \$5,000 paid in in cash.

Manistee—An addition to the \$3,000,000 Ruggles & Rademaker salt plant is to be built. The addition will be 160 by 180 feet and will house several grainer pans, used in the evaporation of flake salt such as is used for special purposes, as butter and cheese making, canning and preservation of meat. The plant is said to be the largest salt factory in the world.

Critics of Food Demonstrators.

A young woman dressed in white, and wearing the very becoming white cap that is never seen in a real kitchen, gets out her mixing board and begins to tell the little group in front of her the advantages of using a certain brand of shortening which she is there to demonstrate. Suddenly she looks around and sees a grim woman in her audience. Her voice breaks. She knows that she stands before a woman who has been told all her life that she

is a good cook. She faces her severest critic.

The good cook asks no questions and makes no comments. The questions are asked by the beginners. The good cook will tell you she is there to learn, but the demonstrator knows that she is there to prove to her inward satisfaction that these "young things never worked in a real kitchen in all their lives." The demonstrators are the cadets on dress parade; the good cook is the oven-scarred veteran.

There are demonstrators of gas and electric stoves, of flour, butter, lard, coffee, chocolate, cheese, tea — all young, and all evidently chosen from the ranks of those who are good to look at. Their hours are short, the pay is fairly good, the change from store to store and town to town widens what might otherwise be a rut, but always, in a city or a country crossroads, there are critics facing the demonstrator who make her job a difficult one.

Novel Scarf.

Mention must be made again of the extremely useful scarf that every designer has experimented with this season, the scarf with narrowed center section to wrap about the neck from the front and with widened long ends to pull forward about the shoulders, making a full-length cape. These are made so easily in any material to obtain the ensemble effect desired, of plain chiffon, of brocaded chiffon of all-over lace, of crepe de chine or of two contrasting materials, that they afford the very easiest solution of the light wrap need. When made of two materials the ends have a very deep border of the foreign material applied flatly or as a deep flouncelike ruffle, as one chooses.

Prickly Pear Is Hardy and Grows Rapidly.

The Department of Agriculture in a bulletin describes the prickly pear as so tenacious of life that a leaf, if thrown on the ground strikes out roots within a short time and becomes a fast-growing plant.

Mischievous as the African prickly pear may be, it is not without its good qualities, the bulletin says. Its juicy fruit, although rather deficient in flavor, is cool and refreshing in summer.

Caution is necessary in peeling the pear, the proper way being to impale the fruit on a fork or stick while one cuts it open and removes the skin.

The person who undertakes to pluck this plant with unguarded fingers feels a stinging at once. This is caused by the plant's minute, bristly hairs.

Novel Perfume Atomizers.

Perfume atomizers of recent Paris stamps have a new top arrangement—that is, a pump effect that is pushed up and down. In this way perfume is not wasted and there is very little chance of leakage. The bottles are of metal, with outside glass cases that may be used or not. These little holders come in various sizes, from the small lipstick proportions to those two inches in diameter and three to four inches in height. Solid colors are shown with those in all-over floral designs

or again with a solid background and a single figure or motif in color relief.

Eight Additions To Tradesman Readers.

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

Wm. L. Thompson & Co., New Lothrop.

O. R. Osborn, Sparta.

Isaac J. Wolbrink, Sitka.

A. J. Gunn, Grand Rapids.

Geo. A. Sutherland, Battle Creek.

Association of Commerce, Charlevoix.

D. G. Linder, Butternut.

W. D. Vaughan, Detroit.

Flowers For Wash Dresses.

For those who have acquired the habit of wearing flowers and feel they must wear them even on wash dresses, there are some lovely boutonnières made of flannel. In stripes the effect is startling, especially when the wool stamens are in a color to match the stripes. Other flowers for wear with sports costumes are made of muslin in tinted shades to match the natural blooms. Large floppy roses of cretonne are seen perched on the shoulder of a sport coat.

New Garter Girtle.

A new garter girtle is now being shown, and it is so simply made and easily adjusted that it is practical for almost any kind of service. It should come in handy for sports wear or for wear with a sheer frock. A straight little belt made of fine satin or sateen is the fabric used in the front and back parts, while a strong elastic forms the section over the hips. The long, narrow garters are attached to the fabric part of the belt.

It has become a habit with us to make a great deal more of the failures of our public officials than their successes. It isn't quite fair, but those whom the people honor with office they chasten at every opportunity. At midnight last Thursday the Government began transferring the air mail service to private operators and by the end of July will relinquish it entirely. The reason for the change is not the inability of the Postoffice Department to conduct the enterprise any longer, but the fact that the Government cannot maintain an air service for transporting the mail only, any more than it can maintain railroads and steamship lines for that purpose alone. The full development of traffic by air cannot be accomplished without the carrying of freight and passengers also. That calls for private operation, since our Government cannot engage in business. The aerial organization which the Government is turning over to private operation is an eminently going concern. Recently Secretary Hoover declared that the mail service of the United States is the best in the world, and Colonel Lindbergh brought back with him the opinion that it "is the envy of European governments." It is only just, therefore, to say that Postmaster General New has done a fine job in building up the service and merits the congratulations of his countrymen.

Essential Features of the Grocery Staples.

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

Tea—The primary markets continue very firm especially on Ceylons, Indias and Javas. These teas have shown a considerable advance in primary markets during the week. The prices in this country are considerably below replacement value. This applies particularly to India teas. Chinas, Japans and Formosas are also strong. Consumptive demand for tea is fair.

Coffee—The market continues on its downward way. Rio grades have made a distinct decline during the week and Santos is also weak, although perhaps not as weak as Rios. Unquestionably the crops of Rio and Santos are going to be very heavy this year and a good many people are expecting a decided slump in the price of these coffees. The current crop is expected to be enough to supply all requirements, without allowing for the 7,000,000 bag crop of mild coffees. It is reported that Brazil is already considering plans to keep the market from breaking its back, but none of them have been announced as yet. The jobbing market on roasted coffee is feeling the weakness in the green market and prices are gradually sagging. Mild coffees show no particular change for the week. They are considerably firmer than Rio and Santos.

Canned Vegetables—Peas, corn and tomatoes face a different situation from a year ago. The acreage in all three was materially curtailed this season and the crops do not now measure up to normal on the acreage planted. Peas are late in going into the can and where the Alaskas should be finished in Wisconsin and sweets being packed, the former have not been finished which makes an unusually late season. Hot weather, such as occurred recently in that State, may cut down the actual output of sweets even more than expected while quality will be influenced. Fancy peas of both varieties are noticeably firmer. A prominent New York packer of peas writes that the Alaska season is practically over and has produced one of the lightest crops in years, but of unusually good quality. The outlook is gloomy on stringless beans, corn and tomatoes. Beans have been absorbed by the shippers of fresh stock who have paid prohibitive prices and little has been available for the canner. High prices have been forced upon packers for what they have put into cans, and they are uncertain about quoting for later delivery as they are not sure of the cost of raw material nor the quantity they will receive. As one canner writes his broker: "Do not be disappointed if we have to turn you down on orders for No. 10 tomatoes and for No. 2 corn as the weather is uncertain, the nights are too cool and the season is late. We really do not know what we will have until the goods are in the can." Pretty much the same condition prevails in the corn sections of the country. Late planting and unfavorable growing weather have made the crop two to three weeks behind normal with a greatly reduced acreage. The stand

is not uniform as there are bare spots in the fields and a retarded development which requires abnormally good conditions before harvest to produce a fair sized yield. This accounts for the higher prices named by some Maine canners on new pack and by the reluctance of Middle Western packers to quote a price until they are better assured of a crop. On the other hand buyers are showing more interest in corn and have been picking up old packs here and there until many canners who had burdensome holdings have either cleaned them out or have locked the doors of their warehouses until they are ready to liquidate their balances.

Dried Fruits—There is some betterment in the prune situation. It is now conceded that the Northwest has cleaned up all of its 1926 fruit in all sizes. The last cars of the odd sizes have been sold, and what remains in second hands it is believed will be needed for the summer and fall trade before new crop is here. One unfavorable tendency formerly was the relatively lower spot market than the Coast but this has been corrected to a great extent, and as goods cannot be replaced at the source, holders are not making sacrifices in their offerings. There is an abnormally light supply of California fruit on the spot and to keep holdings at a fair balance Coast buying is underway. The coming California crop will run to the medium and small sizes and as there will be a shortage of the larger counts, similar sizes out of carryover are firming up. No more than routine attention is given to raisins now as there is a possibility of revised prices on carryover on the Coast in the near future as it is rumored that a considerable tonnage remains in the control of packers with a good sized tonnage in prospect. Some independents have booked business on new pack although the large part of the trade has preferred to wait until all of the packers have quoted the market. Several packers quoted new crop apricots during the week at slight discounts below the level adopted by those who first entered the market, but it is the consensus of opinion that little business has been done so far. Old crop is steady and in moderate demand. The peach department has been quiet all week on both spots and futures, with no definite drift to the market.

Canned Fish—Salmon is firm on the coast, on account of reported short run. Eastern markets have been below the coast parity on salmon, but are strengthening a little. Pinks are stronger than reds, but even reds are doing considerably better on the coast. Tuna is wanted at firm prices. Shrimp is growing more and more scarce and will be for another month.

Salt Fish—Considerable business is being done in new Irish and Norwegian mackerel. The demand is excellent and is absorbing all arrivals as they come in. Prices are very favorable to a large demand. There is also a good demand in shore mackerel, which is abundant and cheap.

Syrup and Molasses—Demand for the grocery grades of molasses is fair

considering the season. Prices are unchanged for the week. Sugar syrup is in very fair demand at steady prices. Manufacturers are buying considerable sugar syrup now, which helps to support the market. The market for corn and all corn products, including compound syrup, is firm, with high prices in sight. The demand is fair.

Beans and Peas—The market for dried beans is a little steadier than it has been, but the demand is very poor. The market is not as weak as it would be, because supplies are light. Pea beans are the firmest thing in the list.

Cheese—The market is steady, as offerings are quite light. The demand is fair.

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 -----\$6.20
Light Red Kidney ----- 7.50
Dark Red Kidney ----- 6.80

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

Butter—Demand has been rather light during the past week, but it has been large enough to absorb the rather limited receipts of fine creamery, which is unchanged in price from a week ago. Jobbers hold fresh packed at 40c, prints at 41c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—Home grown, \$1.25 per bu.

Cantaloupes—In full supply on the following basis:

Jumbos -----\$3.50
Standards ----- 3.00
Jumbo flats ----- 1.75
Standard flats ----- 1.50

Carrots—20c per doz. bunches.
Cauliflower—\$3.50 per doz.

Celery—Home grown is now in market, commanding 50@75c per bunch, according to size.

Cherries—White Sweet, \$2.25; Black Sweet, \$3; Sour, \$2.50—all 16 qt. crates.

Cocoanuts—\$1.10 per doz.

Cucumbers—\$1.50 per doz. for home grown hot house; \$1.25 for Illinois hot house.

Eggs—A good many heated eggs are coming forward now and the percentage of fine fresh nearbys is light. They are readily taken at top prices. Undergrades of eggs are accumulating, because they are not wanted and prices are easy. Local jobbers pay 23c for strictly fresh.

Egg Plant—\$2.50 per doz.
Garlic—35c per string for Italian.

Grape Fruit—\$5@5.25 per crate for Floridas.

Green Onions—Home grown silver skins, 20c per bunch.

Green Peas—\$2 per bu. for June and \$2.50 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. --\$6.50
Outdoor leaf, per bu. ----- 80c

New Potatoes—Virginia stock commands \$5 per bbl.

Onions—Texas Bermudas, \$3.75 per crate for yellow and \$4 for white; Egyptian, \$5 per 100 lb. bag; Spanish, \$2.50 for 72s and \$2.75 for 50s.

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

100 -----\$6.50
126 ----- 7.50
150 ----- 7.50
176 ----- 7.50
200 ----- 6.50
216 ----- 6.00
252 ----- 5.50
288 ----- 4.50
344 ----- 4.00

Red Ball, 75c cheaper.

Peppers—Green, 60c 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; black, \$4—16 qt. crates.

Spinach—\$1.10 per bu.

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

Tomatoes—Southern stock, 90c per 6 lb. basket; home grown hot house, \$2 per 10 lb. basket.

Turnips—60c per doz. bunches.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 18c
Good ----- 17c
Medium ----- 15c
Poor ----- 12c

Watermelons—45@65c for Georgia stock.

Predictions Which Are Premature.

Rouse's fool friends—and some of them are entitled to wear a double belt—loudly proclaim that they will have Rouse out of Ionia prison in a few months.

Let's see. Rouse's minimum term under the sentence of Judge Verdier is three and a half years.

Fred Green will, in all human probability, be Governor of Michigan three and a half years longer.

Governor Green has not yet established a record for pardoning hardened criminals of the Rouse ilk.

It is difficult to conceive of his taking such action in the Rouse matter, because his nearness to Grand Rapids and his familiarity with the disclosures of the Tradesman—of which he is a most painstaking reader—have enabled him to form his own conclusions as to the merits or demerits of the Rouse case.

It strikes the Tradesman that the fool friends of this gigantic criminal are talking a little prematurely in predicting his liberation "inside of a year."

The baseball season is in full sway now, but are you getting your share of the baseball business? Don't forget that the buying season for baseball goods is much shorter than the big league playing season and govern yourself accordingly.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 24—We have to-day received the schedules, reference and adjudication in the matter of John Zehulech, Bankrupt No. 3190. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules show assets of \$24.30 with liabilities of \$2,892.20. 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:

Kalamazoo County Treasurer --- \$ 93.87
 Kal. Loan Co., Kalamazoo --- 75.00
 Consumers Power Co., Kalamazoo 10.00
 Benjamin De Smit, Kalamazoo 2,098.33
 Alfred Balod, Kalamazoo --- 42.00
 Mrs. Hazel Stevens, Kalamazoo --- 18.00
 Stanley Piotrowski, Kalamazoo --- 8.00
 Walter Brylowski, Kalamazoo --- 4.00
 Martin Vette, Kalamazoo --- 34.00
 Kalamazoo Roofing Co., Kalamazoo 75.00
 Prudential Insurance Co., Kalama. 14.00
 Sam Cook, Kalamazoo --- 70.00
 Constantine Ugliance, Kalamazoo 350.00

June 25. We have to-day received the schedules, reference and adjudication in the matter of Garret Vander Molen, and as Van's Bus Line, Bankrupt No. 3192. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of an engineer. The schedules show assets of \$250 of which the first full interest is claimed as exempt, with liabilities of \$640.04. 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:

Lee Tire & Rubber Co., Grand R. \$138.00
 Mulvihill Motor Car Co., Grand R. 167.00
 Grandville State Bank, Grandville 145.00
 Herpolsheimer Co., Grand Rapids 32.85
 Wurzburg's Dry Goods, Grand R. 15.00
 West Leonard Upholstering Co., Grand Rapids --- 75.00
 Brink & Mapes, Grand Rapids --- 19.00
 Michigan Mutual Liability Co., Grand Rapids --- 30.00
 Louis Vandervoors, Grandville --- 12.00
 Michigan Bell Tel. Co., Grand R. 6.19

June 28. We have to-day received the schedules, reference and adjudication in the matter of Judson E. Evans, Bankrupt No. 3193. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Ionia, and his occupation is that of rug cleaning. The schedules show assets of \$1,843 with liabilities of \$2,431.09. The first meeting of creditors will be called and note of the same will be made herein. The list of creditors of said bankrupt are as follows:

City of Ionia --- \$ 7.67
 Mercy Van Camp, Ionia --- 300.00
 Young & Chaffee, Ionia --- 30.00
 Kal. Furnace Co., Kalamazoo --- 266.30
 United Vacuum Appliance Corp., Connersville, Ind. --- 433.79
 Clapp Bros., Bay City --- 120.00
 Dr. McCann, Ionia --- 19.00
 Dr. Kitson, Ionia --- 15.25
 Henry Gable, Ionia --- 7.38
 Geo. Hacker, Kalamazoo --- 24.38
 Keorber Est., Detroit --- 240.00
 Marshall & Wright, Ionia --- 65.74
 Perry Mickle, Ionia --- 34.14
 Ross Benedict, Ionia --- 4.73
 County News, Ionia --- 90.65
 Free Fair, Ionia --- 30.00
 Milo Stevens, Ionia --- 4.00
 Tel. Direct. Adv. Co., Ionia --- 64.00
 City Directory, Ionia --- 15.00
 Portland Review, Portland --- 9.60
 Lowell Ledger, Lowell --- 10.06
 Redemski, Ionia --- 13.50
 Stout Cleaners, Ionia --- 13.50
 P. B. Gast & Sons, Grand Rapids 16.13
 Proctor & Gamble, Detroit --- 22.68
 Brown & Bigelow, Minneapolis --- 17.50
 Max Grell, Ionia --- 8.50
 Ionia Sentinel, Ionia --- 32.67
 Greenville Independent, Greenville 1.75
 Claude Billings, Ionia --- 13.00
 Lake Odessa Wave, Lake Odessa 2.01
 Saranac Adv., Saranac --- 90.00
 Belding Banner, Belding --- 4.50
 Ionia Hardware, Ionia --- 13.27
 Chester Woodin, Ionia --- 30.00
 Bert White, Ionia --- 25.00
 Mrs. Stevenson, Ionia --- 80.00
 John Adams, Ionia --- 8.06
 Mrs. Newton, Ionia --- 25.00
 Thane Benedict, Ionia --- 23.22
 S. E. Darnell, Ionia --- 78.00
 Dr. J. M. Irving --- 18.00
 Scheidt, Patrick, Ionia --- 7.50
 Davidson Co., Ionia --- 18.00
 Dell Phelps, Ionia --- 37.50
 Telephone Co., Ionia --- 8.15
 Consumers Power Co., Ionia --- 14.46
 John Crater, Ionia --- 6.11

June 28. We have to-day received the schedules, reference and adjudication in the matter of Clarence L. Conrad, Bankrupt No. 3194. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Belding, and his occupation is that of a merchant. The schedules show assets

of \$4,034 of which \$300 is claimed as exempt, with liabilities of \$3,749.80. The first meeting of creditors will be promptly called and note of the same made herein. The list of creditors of said bankrupt are as follows:

City of Belding --- \$ 39.39
 Peoples Savings Bank, Belding --- 176.02
 Hamilton Brown Shoe Co., St. Louis, Mo. --- 445.00
 Walter J. Jones, Belding --- 175.00
 Bell Bros., Bedford, Mass. --- 88.30
 U. S. Rubber Co., Detroit --- 36.76
 B. F. Goodrich Rubber Co., Chicago --- 23.65
 Marlon Rubber Co., Grand Rapids 380.00
 Friedman Shelby Shoe Co., St. Louis, Mo. --- 499.60
 Wyenberg Shoe Co., Milwaukee --- 306.44
 Central Shoe Co., St. Louis, Mo. --- 19.20
 Halpern & Navison Shoe Co., Boston --- 102.70
 Scholl Mfg. Co., Chicago --- 24.61
 S. M. Creighton, Lynn, Mass. --- 323.91
 Ebner Shoe Co., Milwaukee --- 131.25
 Endicott Johnson Co., Endicott, N. Y. --- 76.65
 R. H. Lane, Toledo --- 122.41
 Hoge Montgomery Co., Frankfort, Ky. --- 52.20
 Mid-West Shoe Co., Chicago --- 10.65
 Hagerstown Shoe & Legging Co., Hagerstown, Me. --- 390.98
 Thos. G. Plant, Boston, Mass. --- 184.30
 National Slide Corp., Detroit --- 30.00
 Mrs. K. S. Nielson, Belding --- 390.00

In the matter of Jay Butler, Bankrupt No. 3172, the funds for the first meeting have been received and such meeting has been called for July 15.

In the matter of Charles D. Eugene Richards, Bankrupt No. 3184, the funds for the first meeting have been received and such meeting has been called for July 12.

In the matter of Claude Pell, Bankrupt No. 3178, the funds for the first meeting have been received and such meeting has been called for June 12.

In the matter of Charles F. Schoor, Bankrupt No. 3175, the funds for the first meeting have been received and such meeting has been called for July 12.

In the matter of Henry Hartman, Bankrupt No. 3169, the funds for the first meeting have been received and such meeting has been called for July 12.

In the matter of Jean Keefe, Bankrupt No. 3170, the funds for the first meeting have been received and such meeting has been called for July 12.

June 28. On this day was held the first meeting of creditors in the matter of De Forrest Peet, Bankrupt No. 3150. The bankrupt was not present in person or represented by attorney. By agreement the first meeting was adjourned to July 6 and the bankrupt ordered to appear at such time for examination.

On this day also was held the first meeting of creditors in the matter of Floyd Burlington, Bankrupt No. 3716. The bankrupt was present in person and represented by attorneys Charles H. Kavanagh and Clarence M. Lyle. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was named trustee and his bond placed at \$1,500. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Clark L. Fox, Bankrupt No. 3167. The bankrupt was not present but represented by L. D. Averill, attorney for the bankrupt. One creditor was present and represented by Remihan & Lilly. No claims were proved and allowed. The matter was adjourned to June 30 and the bankrupt ordered to appear.

In the matter of Michigan Home Service Corporation, Bankrupt No. 3155, the schedules have been filed and the first meeting of creditors has been called to be held July 18.

In the matter of Paul Bellew, Bankrupt No. 3181, the funds for the first meeting have been received and such meeting has been called for July 15.

In the matter of Julian F. Cooper, Bankrupt No. 3185, the funds for the first meeting have been received and such meeting has been called for July 15.

In the matter of Winfred M. Schumann, Bankrupt No. 3183, the funds for the first meeting have been received, a first meeting has been called for July 15.

In the matter of Marlow Parks, Bankrupt No. 3180, the funds for the first meeting have been received and such meeting has been called for July 15.

In the matter of Abraham Hoodhood, Bankrupt No. 3177, the funds for the first meeting have been received and such meeting has been called for July 15.

June 30. On this day was held the final meeting of creditors in the matter of Irene L. Townley, Bankrupt No. 3006. The bankrupt was not present in person, but represented by attorneys Clapperton & Owen. No creditors were present or represented. The final report and account of the trustee was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand will permit. No objections were made to the discharge of the bankrupt. The final

meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Emma Orsinger, Bankrupt No. 2876. The bankrupt was not present or represented. The trustee was not present. The report and account of the trustee was approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds would permit. There were no funds for dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Henry Van Alsburg, Bankrupt No. 2790. The bankrupt was not present or represented. The trustee was not present. The final report and account of the trustee was approved and allowed. The expenses of the estate were approved and ordered paid, as far as the funds on hand would permit. One secured claim was proved and allowed. No objections were made to the discharge of the bankrupt. The meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of August Homrich, Bankrupt No. 2807. The trustee was not present. The bankrupt was not present or represented. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend of 4.5 per cent. to general creditors. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

In the matter of Le June Smart Shoppe, Inc., Bankrupt No. 3091, the trustee has filed his first report and account, and an order for the payment of expenses of administration has been made.

June 24 (Delayed). We have to-day received reference and schedules in the matter of Specialty Dry Goods Shoppe, alleged Bankrupt No. 3141. This matter is a composition before adjudication. A composition offer will be made. The schedules show assets of \$9,550.08 with liabilities of \$42,500.22. The meeting of creditors will be promptly called and note of the same made herein. The list of creditors of said alleged bankrupt are as follows:

Akeley & Lewis Co., Chicago --- \$ 264.18
 Allen A. Co., eKnosha, Wis. --- 1,159.84
 Alfred A. Baker & Co., Buffalo 276.88
 Bassers' Silk Corp., New York --- 1,363.83
 Murray Berger, New York --- 59.00
 Joseph Berlinger Co., New York 31.50
 Butler Bros., Chicago --- 367.50
 Carson Pirie Scott, Chicago --- 2,519.51
 Chicago Embroidery Co., Chicago 944.28
 Robert Cleland's Son, Inc., Philadelphia --- 54.00
 Herman Cohen & Co., New York 802.39
 Dainty Garment Mfg. Co., Brooklyn, N. Y. --- 202.50
 James H. Dunham & Co., New York 663.11
 Dupont Underwear Co., New York 161.00
 Fantl Bros. & Lewes, Chicago --- 313.84
 Farley Harvey Co., Boston --- 298.97
 Gardner Textile Co., Inc., New York 250.30
 M. Herrmann, New York --- 131.65
 Hess-Goldsmith & Co., New York 37.86
 Edw. M. Hill & Co., New York --- 392.33
 Hy-Lass Import & Commission Co., New York --- 116.30
 Jalkoff Bros. Inc., New York --- 289.50
 Komforter Kotten Kompany, Holland --- 104.94
 Kotex Co., Chicago --- 270.30
 Lamport Mfg. Supply Co., New York 924.38
 Madison Distributing Co., New York 987.34
 Majesty Neckwear Co., New York 191.25
 M. Matza, New York --- 120.00
 Adolph Meirowitz, New York --- 945.15
 McKiltrick-Huron Co., New York 775.83
 New Delhan & Co., Detroit --- 96.40
 Oregon City Woolen Mills, Oregon City, Ore. --- 184.63
 Patchogue-Plymouth Mills, N. Y. 28.82
 Pierson Libbey Co., New York --- 425.16
 Pine Tree Silk Mills, New York 824.16
 Richardson Silk Co., Chicago --- 86.25
 Henry Rosner-Import Co., N. Y. --- 197.75
 Silk Shop, Des Moines, Iowa --- 45.25
 Ernest Simons Mfg. Co., Port Chester, N. Y. --- 700.00
 Standard Mills, Inc., New York 495.05
 E. S. Stern Co., New York --- 480.00
 D. Stoll & Sons, Grand Rapids --- 445.50
 Susequehanna Silk Mills, N. Y. --- 3.70
 Felix Townsend & Son, New York 169.50
 I. Vogel & Co., New York --- 516.95
 Walker Textile & Converting Co., Chicago --- 491.67
 Weiner Bros., New York --- 701.63
 Jas. F. White & Co., New York 420.08
 Clarence Whitman & Sons, N. Y. 2,193.75
 Wilson & Bradbury, Inc., Philadelphia --- 444.00
 Wood Sweeney & Blum, N. Y. --- 83.00
 Morris Wool Silk Co., Chicago 50.27
 Old Town Woolen Co., Old Town, Maine --- 1,200.00

G. R. Savings Bank, Grand Rap. 7,400.00
 C. J. Farley & Co., Grand Rapids 4,203.56
 David Stoll, Grand Rapids --- 4,300.00

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IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

During the forty-four years the Tradesman has been published without change of ownership, editorship or business management we have received about a thousand letters threatening suit for damages because of publications in the Tradesman which we deemed necessary in order to properly protect our readers from those who are conducting business along illegitimate lines. Because the Tradesman is a mercantile journal, published for the education, guidance and protection of its patrons, it can go further along that line than a newspaper can, because it can throw around its cautionary utterances the legal defense of privilege, which the ordinary publication cannot claim. For some months the Apple Hat Manufacturing Co., Inc., has been threatening suit, probably in the belief that we would soften our criticism of its business methods. Instead of modifying our utterances, we have gradually strengthened them, in consequence of which we are now in receipt of the following letter:

St. Louis, July 7—Your letter of July 6, together with copy of article appearing in your publication has been handed to our attorneys, Lewis & Rice, of this city.

Your interpretation of the postal regulations or any recent ruling, varies with ours, all of which you will find out in the coming course of events. Not only have you misstated facts, but you have cast a reflection upon our integrity and sincerity of purpose. You have placed us in the category of firms who have made a practice of distributing merchandise, without an order. It is true some of our business is obtained by sending out samples, from which a merchant, if he desires, may inspect and retain such samples, or return them and, in many instances, we receive stock orders. You have not made the proper distinction, which our firm rightfully deserves.

Furthermore, for your information, it should interest you to know that, on every package which we send out, there is a guarantee to the postmaster for the return postage, should a merchant desire to refuse the acceptance of our shipment. Therefore, every one of your readers, whom you have advised to hold us up for the \$1 additional charges, had the right to refuse the acceptance of the shipment. Since they did accept the shipment, then they are liable for the return or the payment of said shipment and any charges for storage are illegal and unethical, as well.

It may further interest you to know that we send two letters to each respective customer, advising him of the shipment and giving him plenty of time to refuse its acceptance. Many of your worthy readers whom you have advised to hold us up for the \$1 charge, have gone as far as making it \$2, \$5 and, in some instances \$10. In fact, any amount they see fit, for the return of our shipment, which amounts to \$14.92.

We, at first, refused to pay these illegal demands, since, we believe that we have recourse against your worthy institution for inciting this unwarranted action on the part of the merchants. We are now conceding with their demands, keeping a careful record, and, while we may be mistaken, we believe that we have a very excellent chance of being reimbursed for all of this additional expense we have been put to, to have our own merchandise returned to us.

You can see from the letter of J. C. Cutler Co., Sheridan, which is like the case of many other merchants, that they have received a sufficient amount of postage to defray return charges. While they first requested \$1 charges for their trouble, they now have made it \$1.50, \$1 of which is for packing charges. Had they not wanted these caps, they should not have accepted them. Since they did accept them, then they had no right to unpack them, unless they intended to keep same. As they did unpack them, then they have no right to charge us for this service and this same applies to every other merchant who has been influenced by our advice.

We heartily recommend your zealous endeavors to win the esteem of the merchants of Michigan. We believe, in this instance, you have permitted your ambitions to eclipse your powers of good judgment. Since you have taken it upon yourself to publish all of our correspondence, we take it that you will publish this letter as well and all letters to follow.

Apple Hat Mfg. Co., Inc.

The architect of this department will welcome an opportunity to try legal conclusions with the writer of the above letter, because we firmly believe that the outcome will be such an utter condemnation of the nefarious methods pursued by houses of this character that it will result in putting an end for all time to the pernicious system of burdening merchants with goods they have not ordered and for which they have no use.

Leo Grundeman, the Ludington merchant, sends the Realm a four page letter he recently received from the World Publishing Co., Inc., of Fort Worth, Texas, offering a free member-

ship in the Pecos Drilling Club to any one who sends \$10 for a three year subscription to the Western World. The claims for the test well, which is expected to reveal both oil and mineral wealth, are so extravagant that the proposition looks a little fishy on the face of it.

Classified "Help Wanted" insertions which conceal their true purpose—usually the sale of outfits—under the guise of offering opportunities to earn money in the home, have been stemmed by a campaign of vigorous investigation conducted by the Postoffice Department. Some three to four hundred investigations wherein the sale of an outfit was involved, disclosed that although these concerns advertised under "Help Wanted," they had no actual employment to offer and no real business other than the sale of outfits. In numerous cases the operations of such schemes have been highly lucrative. Their advertisements have been read and answered widely by the poorer and more needy classes of people, notably by cripples, invalids and others unable to engage in the usual gainful occupations. Gilding card schemes and home sewing schemes have taken the greatest toll from home workers. While there is no method of estimating accurately the amount of money collected through these schemes Postoffice Inspectors have suggested \$1,000,000 as the annual toll.

The letter the architect of this department addressed to the Snow-Church Co. and which was published under this heading one week ago should have been addressed to the Snow-Church Adjustment Co., which is another organization altogether. The latter is located at St. Louis, Mo. The Snow-Church Co. has been represented in this market for many years by Boltwood & Boltwood, who have made it the rule of a lifetime to decline collections which involved the elements of deceit, fraud or chicanery of any kind.

Not Overly Large.

"What's that lying over there on the boardwalk?"

"I can't see whether it's a girl's bathing suit or just a fancy cigar band."

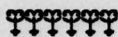
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SHREDDDED WHEAT

NEED OF COST ACCOUNTING.

At one of the recent trade conventions a speaker broached the subject of cost accounting as of primary importance to concerns engaged in manufacturing. He might have gone further and stressed the need of it in every line of business. If the data were only available it would be interesting to discover what proportion of the undue number of business failures this year is due to the lack of adequate cost accounting. Too many are prone to take a few figures in bulk and from them deduce a gross profit when in reality the overhead and selling expenses more than wipe out the seeming profit. A few years ago, for instance, a man opened a large clothing and haberdashery store in a big Western city. He had a fine stock of goods which he had bought to advantage and he was thoroughly familiar with the details of his wares. He advertised extensively and appeared to be doing a thriving business. One day the manager of one of the newspapers he was using as an advertising medium thought he would investigate the account because of the comparatively large size of the monthly bills. The storekeeper was quite open and frank in discussing his business and his prospects. When asked how he figured out his profits, he said he sold goods at 33½ per cent. above what they cost him and he knew his cost of doing business could not be as much as that. The newspaper manager had noted down certain things that came up in the course of the conversation and made some calculations of his own when he got back to his office. Next day he sent word to the merchant that his advertisements would have to be paid for in advance of publication. Within three months the merchant failed and his creditors received a little more than a quarter of their claims.

Not every one is as crude in his calculations as was this merchant, but yet the number of those who have never segregated the items of expense that go to make up the sum total of their costs is surprisingly large. In certain branches of the garment industry this has been especially noticeable, and it accounts for many of the difficulties under which that industry labor. Some transactions that appear as instances of recklessness are really the result of sheer ignorance. One would hardly suppose that a manufacturer of garments would persist in selling his products for less than it costs him to make and deliver them to his customers, but just this very thing has happened many times, much to the demoralization of the trade. And, when one manufacturer has gone on the rocks in following such a course, another has come in to take his place and repeat the experience. If this kind of thing merely affected the manufacturer and his creditors it would be bad enough. But it goes beyond that. It introduces the cut-price element which disarranges the whole industry and results in an unfair kind of competition fully as destructive as those varieties specifically aimed at in the Clayton act. The worst feature of it is that there is no way of stopping it by law,

as the whole procedure is in apparent good faith and with no evidence intention of harming any one.

COTTON PROSPECTS.

Two reports in connection with the cotton situation were issued during the past week. One of these related to the weevil menace. While it was shown that this is not imaginary and may possibly later on have a marked effect on the season's production of cotton, it is yet too early for anything to be predicted as likely. A dry, hot spell would be apt to kill off most of the bugs. The effect on the market of the report was almost negligible. Last Saturday was issued the first official report on the acreage under cultivation. The estimate was rather lower than was generally expected. According to it the acreage under cultivation on July 1 was 42,683,000 acres, as against 48,730,000 last year. In percentage it amounted to 87.6 per cent. of last year's crop. It might on its face indicate a yield of about 15,750,000 bales. This is also subject to modification later on. Guesses are brought forward as to the probable yield of cotton this year. They vary from 14,000,000 to 16,000,000 bales, a divergence sufficiently large to show that the factors are not yet apparent. Some in the trade are wondering what will become of the studies to find new uses for cotton. These are designed to meet the case of large crops. With small ones the task will be rather to find enough cotton for the ordinary purposes. The general course of quotations during the past week was downward, but with small variations. Prices, however, are high when compared with what they were earlier in the season. The large exports, which are expected to reach over 11,250,000 bales, and the proportionately big takings by domestic spinners account for this. There is a seasonal slackening in the market of cotton goods, but prices are well maintained where they have not been advanced. An increase of 5 per cent. in a line of Southern cotton blankets is among the recent advances. Any marked activity in other lines will probably be accompanied by other rises. Goods continue to move in volume through distributing channels and many of the mills have orders enough on hand to keep them busy until September.

LURES FOR TROUT.

Controversy anent the President's securing a mess of trout to supplant the breakfast sausage by using worms as bait will not down. The wet and dry fly fishermen are horrified. Why, it is a trifle difficult to perceive.

The fly fisherman will start forth in quest of the wary trout with a brave show of neatly tied, expensive flies stuck in the band of his hat. If the trout are rising he will land some and nick a great many others. If they are not rising the nine-foot leader and the flies are replaced by a plain hook. Then follows a careful scrutiny of the water along the edge of the stream and the hammering of a large stone against one in the water. This maneuver, if

properly executed, will result in several stunned chubs rising to the surface. With a dozen or so of these the angler is ready to resume operations, and if he knows how he will catch trout.

If his education has been neglected, the chances are at least equal that he will reach into his pocket, remove a flat tobacco box, extract therefrom a lowly worm, carefully place it on the hook and proceed with the business in hand. In recounting the details of the resultant catch upon returning home he will lay great stress upon the species of fly which successfully lured the trout to the creel.

No camouflage is utilized by the bait fisherman. In the baitbox at his belt, for all the world to see, are lively, wiggly worms. He knows from experience that quite as much skill is required in placing a whole worm in a given spot as is necessary in casting a fly. And in getting distance extreme delicacy is requisite, the slightest miscalculation on the part of the rod wielder resulting in a torn worm, and trout show little interest in damaged bait. Then, when he leaves the stream, he is happy in the knowledge that the trout remaining are without a blemish, so far as his hook is concerned.

AFTER THE STYLE PIRATES.

One of the moot questions in the garment industry is whether the frequency of style changes has been the cause or the effect of the habit of piecemeal buying on the part of retailers. There seems to be a fair argument on both sides of this question. While it is true that the method of buying mentioned is quite general in scope and not confined to the purchase of garments merely, it seems also to be pretty well established that it was resorted to in that line before it was more widely applied. When styles were fixed at the opening of a season there was abundant opportunity for priates of designs to get in their fine work and reproduce the reigning modes in cheaper material and workmanship. So it happened not infrequently that a woman arrayed in fashionable garb would, a week or two later, find her cook or housemaid clad in similar finery, a condition that was regarded as intolerable. So the habit began, on the part of the reputable element in the manufacture of women's wear, to keep getting out new designs every once in so often for the purpose of thwarting the work of the copyists. This custom has prevailed for several seasons. The retailers accommodated themselves to the practice by buying small quantities at frequent intervals so as to get the benefit of the latest models. They found this to be so satisfactory in limiting their risks that they show no desire to make a change. Meanwhile, the only effect produced on the style pirates has been to give them a little more trouble and to force them to get out their wares with more promptness.

A sale of goods need not always be an isolated transaction. It should be made a link in a continuous chain of service if possible.

CHEMISTRY DEVELOPMENT.

Prominent chemists gathered together at the opening of the Institute of Chemistry at Pennsylvania State College are agreed that this country is passing through a chemical revolution which will dwarf in importance the revolution in human life resulting from the first uses of power.

We are rapidly outliving our most readily available natural resources, according to Dr. John R. Teeple, winner of the Perkin Medal for chemistry in 1927, and our future will be dependent upon a highly developed chemical industry, which is already proving its importance by the absorption of other manufacturing industries. As an example of the increasing significance of chemistry, Dr. Teeple cites the organization of a research department to study the chemistry of steel and its alloys by the United States Steel Corporation, which has become one of the largest manufacturers in the country of by-product chemicals.

In the same way the manufacture of aluminum has become a chemical industry. Advances in copper production are largely chemical, and "most of the nonferrous metals and an imposing number of new and valuable alloys show that the whole field of metallurgy is definitely becoming an integral part of the chemistry industry." There is not doubt that the field for the future development of chemistry is almost unlimited. The possibilities for the discovery of new chemical products and new uses for old products are a challenge to science.

WOOLS AND WOOLENS.

Much interest attached to the auction sales of Colonial wools in London, prior to the opening of the series last week Tuesday. Dealers and other holders of wool stocks in this country were predicting that higher prices would rule and were basing their own offerings on this theory. At the start there were slight advances at the London sale most due to the bids of Continental buyers. But the stiffening in prices was in great measure owing to the comparatively large withdrawals of offerings because the bids failed to reach the upset figures. The results so far appear to show little possibility of any substantial advance in prices. In this country there are fairly large dealings in the domestic clip which is gradually coming to market. Holders are disposed to be rather firm in their demands. The mills are in rather a better condition than they were. Reorders are coming in for men's fall fabrics from the clothing manufacturers, but somewhat more slowly than expected. At the same time preparations are pretty well completed for the showing of goods for the next lightweight season. Tropicals were shown by the American Woolen Company this week Tuesday. Little, if any, price change is expected. Women's wear fabrics are moving to some extent, but are not expected to sell in volume until more orders begin to come in to the garment manufacturers. In some lines of coatings, however, a good amount has already been ordered.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

If the country was ever more glorious than last Saturday, I am not aware of the time. With haying in progress, with grain turning to a golden hue which is the despair of painters, and with corn, beans and potatoes fairly jumping because of the alternation of rain and sunshine, the country side certainly presented a most marvelous appearance. Nature with deft and wondrous fingers is busy weaving webs of green and gold and throwing them like a blanket of glory over the old hills and level spaces which flank the road on both sides of the highway between Jenison and Zeeland.

Wyoming Park is certainly "putting on airs" by constructing much new cement pavement, including the paving of the road which runs West of the village. There are few handsomer hamlets in Michigan than Wyoming Park. Her citizens are progressive and painstaking, judging by the manner in which they keep up their lawns and are beautifying their surroundings by means of shrubbery and shade trees.

Grandville is looking forward to the re-establishment of street car connection with Grand Rapids with fond anticipations. I hope her people patronize the line so liberally that it will prove to be a successful undertaking.

I could not pass through Hudsonville without calling on my lifelong friend, L. M. Wolf. I found him fondling his Dorothy Perkins rose hedge, which is one of the finest I have ever seen. It is sixty feet long and the bushes are trained by horizontal wires so that they average about seven feet in height. He keeps the hedge in good conditions by frequent spraying, which is the penalty we all have to pay for fine roses. He is a careful student of birds and their ways and has discovered a method of keeping sparrows out of the habitations he provides for martins.

Mr. Wolf has led what appears to me to be a very useful life. Starting out on his career as a farmer, he engaged in the mercantile business about the time I started the Tradesman. He has read the paper every week since and now confesses that it is an inseparable companion. He retired from the mercantile business about a dozen years ago, since which time he has devoted himself to the duties of President of the local bank and Treasurer of the Kent, Allegan and Ottawa Mutual Fire Insurance Co. He has taken all the degrees and orders in Masonry except the 33d and could possibly be prevailed upon to accept membership in the apex degree. Mr. Wolf lives quietly and peacefully, in harmony with his neighbors and surroundings and in keeping with his station in life.

The Black swamp, which starts a short distance from Hudsonville and parallels M 51 for several miles, is the most beautiful now I have ever seen it—and it is always wonderfully attractive at this season of the year. The long rows of celery and onions, green

as green can be, give promise of heavy crops of two of the most useful members of the food family. We certainly have to take our hats off to the Holland people who knew how to convert this apparently waste space into a productive area of great usefulness and profit. At one time Mr. Wolf had an 80 acre farm bordering on the swamp. In fact, nine acres of his land were in the swamp. He used to tell me that he would not sell the nine acres for \$1,000 per acre, because the net profit he received from the products he grew on the nine acres invariably paid him a good return on \$9,000. No other people on earth know how to develop swamp land as Hollanders have done. They brought with them from Holland a knowledge of dykes, ditches and drainage methods which no other people possess. And they knew how to utilize that knowledge for the benefit of mankind and themselves.

At Zeeland I was shown some correspondence a mercantile house had had with a Minneapolis concern which guaranteed to find a purchaser for the stock and store building owned by the Zeeland end of the transaction. The agent who solicited the opportunity to bring about a change of ownership guaranteed to return the \$100 paid if a sale was not promptly forthcoming, but later, when the deal fell flat, the men who signed the contract failed to find any printed condition of the kind in the document they executed. They then made a demand for the return of the money paid in the basis of the verbal promise made by the solicitor, but were directed to read the paragraph, which is almost invariably utilized as a "saving grace" by shysters, to the effect that no verbal statements are to be considered, unless embodied in writing. Very naturally, my Zeeland friends thereupon wrote the crooks that they had their opinion of a concern which availed itself of technicalities of this kind, whereupon the Minneapolis gang replied that any further correspondence of that character would be referred to the Federal officers for review and action. Minneapolis has long harbored a nest of scorpions who have preyed on the credulity of merchants all over the country. There may be an honest man somewhere in the bunch, but if so, I have never been able to locate such an individual. Any merchant who is approached by the representative of any Minneapolis concern which depends solely on newspaper advertising for action would do well to show him the door with scant courtesy, because the shysters who are engaged in this line of business—with apologies to the word business—see to it that the proceeds of their illegal gains are safely entrenched behind the skirts of their wives, thus rendering themselves uncollectible. Considering the length of time these shysters have been conducting bogus sales concerns I cannot understand why Uncle Sam has not taken action and sent the entire gang to Leavenworth prison.

E. A. Stowe.

Cupid behind the arrow is more dangerous than the man behind the gun.

Next War Will Be Fought From the Sky.

Grandville, July 12.—Foreign skies seemed brighter for a time, then came the Geneva disagreement to nullify the good feeling engendered by the American air birds who flew to France and Germany carrying the most hospitable expressions from America.

Clouds, however, still linger over the European horizon. Whether Britain, United States and Japan come to an agreement about naval depletion there are other elements showing snarlingly that are not so pleasant.

The Japs and British were once allies, and there are those who imagine that the two are still very firmly bound together by a secret treaty which not even Brother Jonathan has power to break. If Britain chooses a yellow Asiatic ally rather than the United States of America, well and good, but we in this country will not be foolish enough to cut our own throats to pacify even our cousin John.

We are not in immediate danger from a foreign imbroglio, but it may be well enough to be on guard all the same. One very sensitive, and may we say sensible, English statesman ridicules the idea that Britain seeks any advantage over America in the matter of armaments, all of which may be true. The best friend the British government has in the world is the United States. Embroil these two and the remainder of the world will nearly split itself with a broad grin.

It is to the advantage of other powers that America and England make a failure of the Geneva conference. As for the United States, her representatives have given their ultimatum and will stand to it. It is now up to the nation which has boasted so long of ruling the wave to come to terms, else back out and go her own gait.

Our keeping out of the league of nations becomes more patent day by day as a wise and well considered act. At Geneva Britain hopes to break the Washington treaty of a few years ago and enter into an entirely new scheme in which she will hold the big end of the bargain.

Why bargains between nations of any kind if we may break them every six months or a few years? Of what permanent good are all these international contracts when, in time of peace, they may be so easily broken? When the passions of any people are so aroused as to feel the necessity for war in order to sustain national honor, such peace time bargains become ropes of sand. The less number of bargains we make with any nation on earth the better.

Should Britain get into trouble, even into war with several nations, the United States is competent of seeing its duty, and taking a hand providing patriotism and strict national equity points the way.

It would be much better for the United States to cut the Gordian knot at Geneva and withdraw from all further confab with Britain and Japan.

The real danger spot in Europe is neither Britain, France, nor Germany, but a little farther to the South where the waters of the Mediterranean wash the bootleg nation which has been the cause of old time wars—Italy.

Mussolini has his eye open to see the main chance and to strike when the time is ripe. That this dictator has unholy ambitions which may yet embroil the world in another titanic struggle is more than evident. Although he confines himself to wise remarks on internal affairs, he hopes to one day be hailed as the deliverer of Italy, as the great mogul of modern military science, as the armed champion of what he considers has been deemed a lost cause.

Back a few years and we see Italy helpless at the feet of the first Napoleon. Although France and Italy

have been friends in the main, there is yet a streak of jealousy in the Italian heart that will not down. On that jealousy this modern Roman seeks to build a modern *casus belli* that may embroil the whole of Europe.

Look out for Mussolini. Some of his talk may seem like egotistical bombast, yet it has a foundation deep in the Italian national heart which is sure to bring dire results at some future day.

Mussolini has proclaimed that the true policy of Italy is to seek command of the skies. Build war planes until the very sun is clouded by their numbers.

Right here is a suggestion worthy of America's attention. Future wars will be decided above the earth rather than on its surface. Bombs dropped from war planes will decide future contests such as the world war.

Is America prepared to look this fact in the face and make good because it is a fact? We should hope so. All this arguing about battle ships on the ocean are a mere waste of precious time. Of what value is a ship of war after a few bombs are dropped from the skies upon its deck? There would not be enough left of the craft to make a rowboat.

Are Americans considering the situation in its true light or will we sit idly back and wait while other nations go ahead and build their air fleets for future wars? America has often been a little backward about preparation just before the opening of a great war. The American people so deprecate the thought of war that those pacifists who go about preaching peace, the scrapping of every available war appliance that we have, when the event breaks into flame will be found wanting, and when almost too late go hurriedly at work supplying our needs at a largely added expense.

The recent aerial episodes where American bird men have invaded Europe on peace and good will errands, have no doubt had some effect on our foreign attitude, and yet the great demonstrations in greeting these envoys of peace and good will have really made only a momentary impression after all. In a conflict at arms the one who gets in the first blow is usually the one who wins. Old Timer.

New Zealand Butter Canned For World Markets.

Vancouver, B. C., July 1.—The unfortunate experience of New Zealand in regard to her price-controlled butter on the London market has apparently led exporting interests in the Southern dominion to make preparations for canning butter on a larger scale for the world's markets, and orders have just been placed with a company here for 1,000,000 cans of from one pound to 20 pounds capacity. These cans are to have three different designs and hues, to meet the different color requirements in South America, the Orient and the South Sea Islands. Following the action of the Canadian Government in levying a "dump" duty on butter imported last year from Australia, only one small parcel was brought in this season from the Commonwealth. Last year's dispute over the "dump" issue has never been settled.

Likes a Reverent Town.

I like a town that sees
The sacredness of trees,
Acknowledging their right
To whisper half the night,
And all the day to talk
Above a shaded walk.

I like a reverent town
That hews no tree-trunk down,
But lets it stand to know
Sidewalks around can go.
As if: "I comprehend,
You were here first, my friend!"
Charles Devine.

Every great man does things on the quiet that would make him feel quite small if they were found out.

SHOE MARKET

Why the Advancing Market For Hides, Leather and Shoes?

Gradually but none the less surely, our trade is realizing that fundamental conditions have produced a higher price level in shoes and indicate a still further price advance in leather footwear.

With a backward spring and other untoward conditions affecting shoe retailing, as well as other lines of retail merchandising, the recognition of this price advance in shoes has been slow and many in our trade have accorded it nothing but favorable attention.

With a number of manufacturers and not a few retailers having found it necessary during the first six months of the current year to discontinue business, the amount of distress merchandise on the market has been abnormal and this opportunity to secure "jobs," oftentimes at less than actual costs of materials and labor, has still further beclouded those conditions underlying the entire fabric of the shoe business, such as the leather situation and packing trade conditions, which necessarily precede and determine the evaluation of footwear.

There are manufacturers in our trade to-day who are outstandingly prominent in their grades, who have yet to take action in the way of marking up their shoe prices. In notable cases these manufacturers succeeded in anticipating the cutting requirements for the current selling season to a very considerable degree, and are passing the advantage of these shrewd leather purchases on to the retail trade. In some instances there appears to have been a lingering belief that perhaps in some unaccountable way the increase in prices being asked by tanners would disappear when it was necessary for the manufacturer to obtain additional supplies, and it was hoped the curve of leather costs would change from an upward trend to a downward swerve.

Many have been the arguments advanced in support of this attitude, wherein the wish was manifestly father to the thought—not the least of these arguments being the mad rush of the American people for luxury even to the neglect of necessities. It has been reiterated that the American people are pleasure mad, spending their substance for such items as automobiles, radios, movies, liquor and parties, plus the commendable desire of the American man to see the women of his family richly attired and leaving little or no allotment in the family budget for such items as men's shoes.

Other arguments that have been cited are the ability of the American shoe trade to produce in a larger way than it is possible for the American public to consume; previous unsuccessful attempts to obtain higher prices unless business be brisk and even the fallacious imagination of some members of our trade who should know better, that a conspiracy exists between cattle raisers, packers and tanners to advance hide and leather costs arbitrarily, to the detriment of the consuming public as well as to the

financial detriment of shoe retailers and manufacturers, through whose hands the hide or skin, in the form of finished leather, finds its way into ultimate consumption.

Many people mentally balk at figures. Statistics are too frequently classified as "dry-as-dust," rather than being carefully studied as a safeguard against impending business dangers. Every shoe retailer uses figures in his inventories, his purchases, in figuring his turnover and in other phases of his business.

The application of figures to hides and leather should be approached with the same zest and interest, in order to safeguard the shoe industry, as accorded the study of conditions within the immediate field of footwear.

The following statistics of cattle compared with the population of the United States may well be closely studied in contemplating the present price situation in leather and shoes:

In the year 1890 there were 52,947,000 people in the United States and 65,700,000 cattle in the United States

In the year 1926 there were 117,136,000 estimated people in the United States and 61,128,000 cattle in the United States.

In the year 1890, 25,900,000 estimated dairy cattle and 39,800,000 estimated beef cattle.

In the year 1926, 34,300,000 estimated dairy cattle and 26,800,000 estimated beef cattle.

It is well to realize the conditions producing the results shown by these figures.

Fifteen years ago our trade was made to realize that the population of our country was increasing and in inverse ratio our cattle supply was diminishing. Ranges and plantations were being broken up into smaller units of land holdings as immigration Westward and irrigation projects supplanted former free grazing grounds and arid wastes.

This trend towards fewer hides for more people, with concurrent upward prices, was interrupted by conditions in our industry precipitated by the war. The interruption of industry in many European countries, where the man power was switched to the trenches of war, resulted in very much raw material abroad being wasted and a greater activity in the tanneries of this country when the shoe factories of the United States were assigned the task of producing great supplies of footwear in order to equip the allied armies, including the four million men enlisted under the Stars and Stripes.

This excessive and protracted volume of leather production was in process when the war abruptly terminated, leaving the tanning industry of the United States with a production out of all proportion to the normal demands of peace time requirements and resulting in a tremendous surplus of finished leather.

It is commercial and industrial history that the leather trade was the hardest hit of any line of manufacturing endeavor in the world of business. It is leather trade history that eight years were required before the normal consumption of footwear has reduced

the proportion of finished leather on hand to peace-time proportions. But this has been accomplished and to-day the supply of hides and the price of raw stock, as well as the products made therefrom, including footwear, are governed by the trend which was in force fifteen years ago, and which has been described in the preceding paragraphs as the influence of the declining hide supply upon the requirements of a steadily increasing population.

Life is simply a matter of concentration; you are what you set out to be. The things you read to-day are the things you become to-morrow. You are a composite of the things you say, the books you read, the thoughts you think, the company you keep, and the things you desire to become.

Did you ever find yourself with an unkempt shoe, a broken shoe lace, a rough insole in your shoe, and no way to remedy same? Your customers have likewise found themselves in the same predicament.

Now the lesson is—be a service to your customer, keep your findings stock up to standard.

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LANSING, MICHIGAN

Not Easy To Call Doctor in Early Days.

Grandville, July 12—Doctors were even scarcer than preachers in the pine woods at an early day. They rode in the saddle to their patients and generally made good.

Calomel was considered a sovereign remedy for many ills, this and quinine forming the base of all medication. Of course the good old family bottle of castor oil had its place in the family medicine closet.

Doctors were not as near at hand as they are to-day, and in case of accident people had to depend on their own efforts for first aid.

One small boy was taken severely ill and a messenger dispatched for a doctor thirty-five miles away. He came, made use of calomel, and salivated the lad until he nearly died, and ever after his health was not quite up to the average.

Blue mass pills were always in evidence, and many times resort was had to bleeding. Too much blood was supposed to cause many ailments to which the pioneers were subject.

The one greatest standby for accidental hurts was pine pitch. We do not have this in abundance as of yore. Then every pile of sawlogs afforded a rich mine of medicinal value. Pine pitch and venison tallow was an old time remedy for cuts and injuries, and it was an excellent remedy at that.

A small boy, playing in his father's barn, had the misfortune to receive a cut from an axe, he being barefooted, getting the full weight of the axe as it slid down an inclined plank. A yell from an elder brother brought the mother from the house kitchen where she was doing the week's ironing.

She snatched up her little son, thrust the holder which she held in her hand under the bleeding foot, three toes of which had been practically severed, hanging by the skin, and rushed to the house.

No doctor within a score of miles, yet the mother was equal to the emergency. She had recourse to a can of pine pitch, binding up that foot with the severed toes replaced. The pitch served to hold the severed toes in place and there was no meddling until some time later when the boy's foot was undone and examined to find the wound nicely healing, all the result of that application of pine pitch.

Many a wound that might otherwise have proved disastrous was healed completely by this homely application of the pitch from the pine tree.

Very little is used in these days. Something superior you say to take its place. This is to be doubted. Never was a case known in the woods of the after ill effects of a wound which had been liberally doped with pine pitch. That was the cureall of the backwoods settler seventy years ago.

"Nothing but a mere scratch," laughed the shingle sawyer who had barked a knuckle on the saw.

"Oh, well, best to make sure," said the millowner who happened to be present, and who went for the usual remedy.

"Faugh! no dauby stuff like that for so small a hurt."

The sawyer did not apply the pitch but kept on with his work. The consequence was that infection set in. The hand became swollen, and a man was delegated to drive to Muskegon, taking the sawyer to a doctor. That small scratch laid that man up from work for many weeks, two surgical operations being necessary to save the hand. Just a dab of pine pitch would have saved all this suffering and expense.

Sure it is that pitch and tallow saved many lives during the early settlement days. It seems almost too bad that this really valuable medication has practically gone out of existence.

Our forefathers were not so blind about some things as many seem to

imagine. The small backwoods children were subjected to numerous diseases as are children of the present day, and they could not always have a doctor to look after them. Books on medicine were in evidence, one of the best of these being Dr. Tralls Medical Encyclopedia. This, with a subscription to the Water Cure Journal, comprised the home outfit for caring for the sick.

A child with the croup seldom passed out. A liberal application of cold cloths to the throat, and doses of lobelia usually proved a sufficient cure.

Doctors are so handy nowadays the home prescriptions are no longer in use. Of course it is much better this way, and yet it is wonderful how few of the early settlers succumbed to the diseases and accidents incident to their lives of hardship.

Perhaps there was more ventilation to the sleeping rooms which may have been beneficial. Sleeping in a chamber through the cracks of which snow drifted over the bed in winter time was not infrequent.

When a man or child caught a severe cold recourse was had to cold water and tincture of lobelia. The latter was a sovereign remedy, or at least supposed to have been, in those early days.

In cases of fever, not typhoid, this cold water treatment often proved efficacious.

A person burning in high fever was placed with head held over a pail while the operator poured from a pitcher of ice cold water on back of the head, permitting the moisture to drip down into the pail below. This was persisted in until a numbness was felt, and right here I wish to mention the fact that in many cases the fever broke within a very few hours.

In fact, the early settlers fared much better than might be expected, living as they did so far from the doctor.

Old Timer.

Cost of Fur-Trimmed Coats.

The high cost of fur trimmings for dressy cloth coats for Fall continues to be one of the most important problems facing garment manufacturers for the new season. Representatives of the cloak trade are taking the matter up with fur factors, but it is held to be difficult to see just what can be done toward securing lower prices. The situation, however, bears an important relation to the probable competition that fur coats will give those of cloth. The latter will have to sell at comparatively high prices, which would bring the garments into competition with the cheaper fur merchandise. It is argued, however, that consumers have become dissatisfied with the lower grade fur garments, and the swing should favor cloth coats.

Blazer Coats More Popular.

Blazer coats continue to gain in interest in men's sports wear. Many retailers are now featuring the merchandise which is said to be meeting with a very favorable reception from youths and young men. Two and three color stripe combinations are stressed and the wilder the colors the better the garments are selling. To a certain extent, the coats are competing with sports sweaters, although the two may be worn together, it was pointed out yesterday. It is expected that the vogue will be stronger next season as it gets a chance to spread into more sections of the country.

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FINANCIAL

Review of Business Conditions in Michigan.

Written for the Tradesman.

For the past few years business has been escaping the violent upward and downward swings of the cycle of trade which marked the ebb and flow of industrial and commercial activity in this country for so many years, but it has not been able to avoid the traditional quietness of midsummer. Indeed, it is doubtful whether business will ever be able to flow entirely undisturbed through this natural period of adjustments, no matter how skilled industrial leaders, bankers and tradesmen may become in harnessing economic forces. There is, of course, another factor to be reckoned with at this time of the year—the lessening in intensity of human effort. The current summer has already proved that it is no exception to this rule, as seasonal curtailments have already begun in practically all lines. No unusual declines, however, are in prospect. Whatever readjustments take place will be of a moderate and orderly nature.

Six months ago many business forecasters were pessimistic about the outlook for 1927. Apparently the process of reasoning behind their predictions was that, since business had been so very good for such a long time, it simply had to be bad for a while in order to make up for it. But what has happened? The volume of production and distribution during the first half of the year was well above normal and a number of more important lines equalled the high records established during the first half of 1926 or came close to doing so. True, this volume of business has not been distributed evenly among all concerns, but it nevertheless has loomed large in the aggregate.

Prospects are excellent for the continuation of the present satisfactory levels of trade and industry during the last half of the year. The belief is spreading that an expansion of business activity will take place in the fall, which will bring the total business for 1927 close to that for the preceding year, in which new high records were established by many lines. Business sentiment is improving. Psychological factors, it is well known, are of great value. But more important still is the fact that the American farmer is working into a stronger position. For several years, on account of prices of agricultural products being out of line with the remainder of the commodity list, the vast purchasing power of the country's rural population has been greatly reduced. But the tide is now turning. Grain prices have advanced. Cotton is bringing higher prices than was anticipated some months ago. Furthermore, crop estimates indicate that there will be no large surpluses this year to demoralize prices. If growing conditions are favorable from now on the farmer will harvest good crops, for which he will receive good prices. Business, accordingly, will feel the stimulus of rural purchases this autumn in a marked degree.

The larger portion of Michigan's industries, like those of the country at

large, is experiencing the usual seasonal slowing down. Quietness also prevails at the iron and copper mines. Electric refrigeration and cereal factories are the outstanding exceptions. The midsummer furniture market in Grand Rapids is producing a fair volume of orders for that industry. Operations in industrial plants, as a whole, are at about the same pace as a year ago. The stress of competition in all lines continues to grow keener and production costs are being constantly hammered down. Manufacturers generally are optimistic about the outlook for the remainder of the year.

Automobile factories are in the midst of preparations for new models. The output in May was almost equal to that in April, which was the largest month this year. Production for the first five months was 10 per cent. under the corresponding period in 1926. During the summer of 1926 the low point occurred in July, while this year it is thought to have been experienced in June. Estimated car shipping requirements for July, August and September point towards an increase of 20 per cent. over the requirements for the corresponding months of last year. This percentage would be further augmented by the bringing out of the new Ford model. August is expected to be the peak month of the three. There are no indications of an impending price war in the automotive field. Such downward price revisions as might occur will be largely due to economies effected as a result of better manufacturing processes. Prices are now the lowest they have ever been. Foreign demand has increased sharply during the past sixty days.

Outdoor activities are increasing and are absorbing much of the unskilled labor released on account of the seasonal lull in manufacturing. Except in a very few localities in the State there is not much unemployment. Five cities report increases in employment during the past month. A slight shortage of farm help is reported in a few sections, but in most localities the supply is equal to the demand.

More summerlike weather is helping both the retail and wholesale trade considerably. Stocks of summer goods which have been accumulating on merchants' shelves during the past sixty days on account of cool, wet weather are now beginning to move. Wholesalers and retailers are optimistic over the outlook for the remainder of the year. Collections are fair. The volume of tourist trade is increasing.

Only six of the smaller cities in the State report a scarcity in the supply of money. The remaining cities indicate that the supply is sufficient to take care of local needs. Borrowing is normal in urban centers but a heavy demand exists in many rural sections.

Higher temperatures and more sunshine have been very beneficial for all crops. Government reports show that the composite conditions of Michigan crops is 4.3 per cent. above their ten year average. Winter wheat, rye, pastures and hay crops are very good. Corn, oats, potatoes and sugar beets are backward. Prospects for the Mich-

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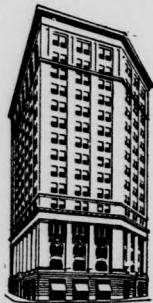
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igan apple crop are better than a year ago, but are not as good for peaches, pears, cherries and plums.

Wayne W. Putnam,
Director Public Relations. Union Trust Co., Detroit.

End To Bond Glut Is Seen.

Relief for the temporary glut in the bond market induced by the recent emission of new capital issues in unprecedented volume is now in sight in the opinion of the officials of the National City Bank of New York.

In that institution's July bulletin, published to-day, the present backwardness of the bond market is looked upon as a natural result of the flotation in the first six months of 1927 of roughly \$1,000,000,000 more in new capital issues than during corresponding 1926 months.

The supply for the moment has run ahead of the demand.

It is unusual for a banking house to state the situation so frankly as does the National City Bank, as follows: "In view of these heavy emissions at gradually decreasing yields it is not surprising that the market has reached a state of temporary indigestion and that bonds prices have been unfavorably affected. With the turn of the first half year there are obviously many syndicates in issues for which the public has little appetite at the prices offered. The fact is quite generally known to the investing public, who are evidencing a desire to withhold further commitments until such syndicates are dissolved and the issues are allowed to find their natural price level."

That the coming month will "see the situation further materially cleared," as more syndicates are dissolved and the normal July demands assert themselves, is the view of the bank. The suggestion is even thrown out that "the flow of new securities has about reached its peak." If that is true the bank doubtless is right when it says that "with a decreasing supply of new securities, the establishment of a natural price level in those already issued, and a substantially constant investment demand, a reduction in the volume of bonds in dealer's hands after the mid-year would seem to be assured."

Few of the large banking institutions endeavor more earnestly to portray a thorough and impartial judgment on the business trend than the one responsible for the bulletin now under discussion. It is especially significant, therefore, when the bank, after calling attention to the retarding influences in industry, reaches the conclusion that these conditions "are not in themselves important enough to interfere with the usual expansion of trade in the fall months which we look forward to with confidence." More and more it becomes clear that no violent change in the business flow is in sight for the remainder of the current year.

Even in its discussion of the automobile industry the bank, after emphasizing the increased competition promised for the months just ahead, reckons that the total volume of production "may yet set a record for

1927." Consequent benefits from this increased activity are seen for steel, tire, copper, glass and other dependent industries. The greatest handicap that business has had to face in the opinion of the bank officials has been the weather. Naturally excessive rains and unseasonable temperatures have retarded retail trade but the most serious loss inflicted by the elements has been the setback in the agricultural season. Paul Willard Garrett.

[Copyrighted, 1927]

Building and Loan Associations Help Solve Owner's Problems.

Financing of home construction presents a problem that has become increasingly important since the war sent rents skyrocketing.

Perhaps if the methods perfected to handle this business were more generally known, more homes would be constructed and the demand for apartments would subside to an extent that would reduce rents for those who prefer "four walls" to a garden site in the suburbs. For the problem has been so simplified it may be faced without fear by any one reasonably assured of a steady income.

Probably the most satisfactory method of financing a new home is through a building and loan association. These agencies will provide from 65 to 70 per cent. of the required cash, slightly more on high-grade properties. That leaves a reasonably small amount to be supplied by the home owner. A part of the difference may be obtained through a second mortgage.

Building and loan associations make loans to members on finished homes or residences to be constructed. Loans are repaid generally at the rate of \$1 a month for each \$100 borrowed, the payments being applied to meet interest charges and to reduce the principal. As the loan is amortized in this way, gradually a larger amount applies to the reduction of the loan. Interest is charged each month only on the unpaid balance. Thus, the loan will be completely repaid in less than twelve years if payments are not increased.

It is considered unwise, however, to retire a mortgage completely, so that when the loan has been reduced to about 55 or 60 per cent. of the appraised valuation, it would be possible to place the mortgage with a savings bank, title company or some other similar organization that makes first mortgage loans that are not amortized. The construction loan would then be retired.

In the meantime, the second mortgage, if any, would probably have been paid off, so that the only operating expense would be the interest charge on the first mortgage.

The steps to be taken in applying for a loan are virtually the same in the most progressive building and loan associations. The expenses, too, have become fairly uniform in New York. The borrower, who previously should become a member by opening a savings account, presents his plans and specifications for the house to be constructed to the mortgage department of the association.

A charge is made to cover appraisal, title search, drawing of instruments,

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recording, etc. This is generally about 3½ per cent. of the amount of the loan, the minimum ordinarily being \$75. New York imposes a State mortgage tax of one-half of 1 per cent., which must be paid if the property is in this State. There is no such tax in New Jersey. The charge for a New Jersey loan is generally somewhat smaller. A "good faith" payment is required at the beginning of negotiations which applies to the cost if the loan is granted.

The borrower is required, of course, to insure the house in an amount and with a company approved by the association and to pay all taxes and assessments promptly.

William Russell White.
[Copyrighted, 1927]

Banks Buy Trust Company.

Two Muskegon banks, the National Lumberman's and the Union National, exercised their option June 30 for purchase of stock of the Muskegon Trust Co., the price paid being \$150 a share, or a total of \$225,000, shared equally by the two banks. In addition to receiving \$150 a share for their holdings in the Trust company, the stockholders will receive the regular semi-annual dividend of 3 per cent. July 1, on stock as of record of June 15. In order to accomplish the purchase of the Trust company stock, the National Lumberman's Bank recently increased its capitalization by \$50,000, selling that much additional bank stock. Added to the \$50,000 a cash dividend of \$62,500 will be declared out of surplus in order to make the necessary \$112,500 payment. The Union National Bank will declare a cash dividend for the entire sum of \$112,500 for its share in the purchase price. After the present stock in the Trust company has been called in and paid for, new stock will be issued to every stockholder in the two banks. No changes are expected in the executive personnel of the company, which will be operated at the same location and under the same general policies with the exception that control will be vested in the stockholders of the two banks, whose present trust business will be turned over to the Trust company. At present, four of the banks of Greater Muskegon are represented on the board of directors of the Trust company.

Gradual Reduction in Price of Commodities Continues.

More and more it becomes plain that the key to the future price movement here lies not in conditions purely domestic but in the trend of commodities abroad. A precipitous rise in certain agricultural products—particularly cotton, corn and wheat—has set some people to thinking recently that the long decline in values is over.

The 1927 upturn in agricultural commodities has so offset the continued fall in non-agricultural commodities that the graph gives an illusion of stabilization. Actually the general trend would not have changed even temporarily except for the rise in the three farm commodities.

Fresh evidence that the price fall continues is seen in the July 1 compilations of both Bradstreet and Dun.

The influences at work for strength in the agricultural group were not powerful enough last month apparently to offset those still pulling the general level down. It is an appropriate time to examine the causes for these major swings in our general price level and when such a study is made some illuminating discoveries come to light.

In the final analysis the reason that commodity prices here have been falling for two years is that values overseas have been falling. The return to hard money abroad brought business depression and the inevitable downturn in prices that always accompanies stabilization after a period of inflation. Prices had been forced up to artificial heights through the introduction of paper money. So intimate have the commercial relations of the United States and European countries become that the recession in commodities abroad almost immediately induced a decline here.

No important change has occurred during the last two years in the movement of commodities that might be classed as domestic. A separation of commodities largely domestic from others in the Bureau of Labor Statistics list would show that the price curve of the former has varied but little in the period under discussion. The big decline has come in export commodities. For what they had to sell abroad Americans were obliged to accept lower prices.

Within the last six months a surprisingly sharp downturn in the prices of import commodities, which, incidentally, had held fairly firm throughout 1926, has introduced a new and effective influence for lower prices here. Recently the fall in imported commodities has been even more pronounced than that in exported commodities. It is not intended to compare the movements of export and import values but rather to emphasize the fact not generally understood that the major decline in our price level has been induced by a condition abroad.

It still is true that the price movement in this country is largely influenced by that overseas and until it becomes clear that the decline in prices abroad has been checked it will be premature to forecast any lasting change here.

Paul Willard Garrett.
[Copyrighted, 1927]

Sports Coats Still Sought.

A fair amount of interest continues to be shown in women's sport coats for immediate delivery. White flannel garments are still much to the fore, with some manufacturers confident of a demand for this merchandise for some weeks to come. Coats of novelty patterned woolens for travel and utility wear are also being sought, but the activity in these types has yet to reach the high point expected some weeks hence when the retailers will be covering their August and September requirements.

They're pickin' up the pieces,
With a dustpan and a rake,
Because he used his horn
When he oughta used his brake.

Boasting and boosting differ only one letter—but they differ much.

Link, Pette & Company

(Incorporated)
Investment Bankers
6th FLOOR, MICHIGAN TRUST BLDG.
GRAND RAPIDS, MICHIGAN

BIXBY
OFFICE SUPPLY COMPANY
GRAND RAPIDS, MICHIGAN

The Importance of Trusts

A Bank President says:

"Men are realizing more and more the advisability of creating Trusts. There are many cases in which widows lose their estates through bad investments. It is difficult to make people who are not familiar with financial and business affairs realize the importance of conservation."

Let our Trust officer discuss with you the many ways in which a Living Trust, Insurance Trust or a Trust under your Will would be valuable to you.

THE
MICHIGAN TRUST
COMPANY

The first Trust Company in Michigan

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 conscientious 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

Fire Is Everybody's Business.

America must check its colossal fire losses. No nation, however rich, can afford a sheer waste of a half billion dollars a year. This sum represents the annual direct property loss from fire, but it by no means tells the whole story. It does not take into account the cost of maintaining fire-fighting forces, or the indirect loss in wages, profits, custom and good will which comes from interruption to business. The grand annual total of the American fire waste is certainly equal to the defense budget of the country—equal, also, to the income from the Federal customs. In other words, what we take in from the tariff we lose through fire. The annual loss of life is 12,000, with an additional 15,000 maimed and injured. Every sixty seconds \$1,064 worth of American property goes up in smoke, and every twenty-four hours thirty-two American citizens are burned to death.

The tragedy of it all is heightened by the fact that 90 per cent. of all fires are preventable, according to experts, and the remaining 10 per cent. easily controllable. There can be no doubt that a large part of our apathy toward fire loss results from the delusion which we cherish about insurance. We believe that insurance pays for fire. It does not, and it never can. It distributes fire losses, but it cannot recreate buildings or goods that have been reduced to ashes. Not only is property lost through fire utterly gone, but its replacement draws energy which should go into producing new wealth. Consumers of goods pay for fire; it adds tremendously to the cost of living, and there is no citizen in the country who does not ultimately bear his share.

Naturally there have been efforts to check this scourge. Such conditions could not exist without arousing public spirited citizens and organizations to a realization of the menace. For many years various bodies have been assembling and broadcasting technical information relating to fire prevention and have been educating the public to the necessity of stopping fire. The National Association of Credit Men is one of these. It has been particularly active in recent months in urging the general adoption of a model arson law. In most states loosely drawn statutes offer a convenient escape to incendiaries and have done so for a decade. Convictions are difficult and few. Strengthening the law, however, is but one approach to the problem of incendiarism. It must not be forgotten that the "fire-bug" is most active where the fire record from other causes is bad, and while stronger legislation is essential, it is equally important to keep in mind that conditions which breed fires also breed "fire-bugs." Once the fire prevention consciousness takes possession of a city the fire-bug is practically eliminated from the problem.

National Fire Prevention Week has shown what can be done through an aroused public opinion. This nationwide event takes place in October, and since its general observance, this month has shown a consistently lower

fire loss record than other months in the year. The reported loss of less than \$15,000,000 for October, 1926, covering Canada as well as the United States, is the lowest record for any month in the last seven years.

It has been apparent for some time, however, that technical research and education must be supplemented by other means. The central problem in national fire prevention is to make a practical and scientific application of the knowledge which experts have been assembling for many years. Since 1924 the National Fire Protection Association has been making such application through two trained fire prevention engineers, who have visited eighty communities in the country and have instructed the local fire prevention agencies in the most modern and effective means of checking the fire waste.

The per capita loss for the United States in 1925 averaged \$4.94.

The complete figures for 1926 are not yet available, but there can be no doubt that they will show continued improvement. The statistics for Huntington, W. Va., served by the field engineers of the N. F. P. A., show a reduction in 1926 of 77.8 per cent. over the losses for 1925, when its fire prevention program was just getting under way. The citizens of Huntington do not relish paying for the carelessness and indifference of their neighbors, and are asking that the field engineers visit other cities of the state and help them to accomplish what Huntington has achieved. This demonstrates the national character of the fire waste problem.

The field engineer has been proved to be the most effective agency in reducing the fire waste. He goes to the root of the evil; the problem is to apply technical knowledge, and he does it. The demonstrated success of the N. F. P. A.'s field service has created such insistent demand for it that the Association is conducting a nation-wide campaign for a \$500,000 Field Service Fund, which will finance the operation of ten field engineers for a period of five years. On the basis of past experience, it can be predicted that an extension of this service at the present time will mean the saving of thousands of lives, and property worth millions. More than that, the value of the work will be so thoroughly demonstrated at the end of that time that there is every reason to believe that it will be a permanent part of the country's fire prevention activities, paid for, as it should be, by the communities themselves.

It will be an eventful day in American history when the fire curve takes a definite downward turn. In the field engineer, co-ordinating fire prevention activities just as the public health officer co-ordinates health activities, we have the weapon which will check fire. There is no unalterable condition which makes it inevitable that the country should throw a half billion dollars into the national bonfire every year and should make an annual sacrifice to fire of 12,000 lives.

If you stretch the truth in your selling talk, you may be sure that in the end it will fly back and hit you.

Class Mutual Insurance Agency

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

"The Agency of Personal Service"

INSPECTORS, AUDITORS, STATE AGENTS

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 accord-
ing to the class of business at risk.

FIRE - AUTOMOBILE - PLATE GLASS

305-06 Murray Building

Grand Rapids, Mich.

\$29,000 Clermont, Florida 6% Improvement Bonds. Dated: January 1, 1926.
Due: \$1,000 Jan. 1, 1929; \$10,000 Jan. 1, 1930; \$14,000 Jan. 1, 1931;
\$2,000 Jan. 1, 1933; \$2,000 Jan. 1, 1934. Denomination \$1,000. Interest
January 1st & July 1st at American Exchange Bank, New York City.

FINANCIAL STATEMENT

Assessed Valuation 1926	\$3,922,440.00
Total Bonded Debt (Including this issue)	908,800.00
Sinking Fund	\$ 9,563.32
Water & Light Bonds (inc. above)	71,000.00
Self-liquidating Impr. Bonds (inc. above)	700,500.00
Net Debt	127,735.68

Population (Present Estimate) 2000.

Clermont is situated in the southeastern part of Lake County, about twenty-five miles west of Orlando, Florida. The city is the center of an extremely fertile farming section. These bonds are issued for street improvement purposes and in the opinion of counsel constitute a general obligation of Clermont.

Legality approved by Messrs. Caldwell & Raymond, Attorneys, N. Y.
Price: Par and interest.

VANDERSALL & COMPANY

410 Home Bank Bldg., Toledo, Ohio
Detroit Office: 1039 Penobscot Bldg., Detroit, Mich.

**OUR FIRE INSURANCE
POLICIES ARE CONCURRENT**

with any standard stock policies that
you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, SECRETARY-TREASURER

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.

THE BIRCH BARK CANOE.

Most Useful Invention Used By the Primitive Indians.

Written for the Tradesman.

Some of the best students declare that for its day and generation the birch bark canoe was the most useful invention to mankind. That there were well-known trails in common use by the earliest Indians and that they also had many waterways in common use among them has been demonstrated again and again. With the primitive conditions before the forests were removed and drainage put into common use, the streams in many cases hardly resemble those same streams of to-day. The water level was several feet higher. In the hands of such skilled paddlers as the Indians were taught to be, the birch bark canoe could go anywhere. There are few journeys in Michigan for which some stream or inland lake does not furnish the water way and when the water shed is reached from one side of the State, it is but a very few miles before the traveler reaches the upper end of the streams running the other way. There, too, the birch bark canoe asserted its value in that when it was no longer needed as a burden bearer, it could easily be picked up from the water and carried across the intervening land, these connecting trails being known as portages. That word portage is stamped all over Michigan and in each case has a connection with just what the name indicates.

In studying the beginning of Michigan we are much interested in that band of refugee Huron Indians who fled from their first attempt to make a settlement at Michalimackinac, when their homes were destroyed by the Iroquois in the spring of 1649, and whom these articles left at St. Martin's Island, in the mouth of Green Bay. I have no definite data as to just when they left St. Martin's Island. When they did go, however, their first move was eighteen leagues West. In his "Downfall of the Huron Nation," printed under the auspices of the Royal Historical Society of Toronto, Ontario, Prof. Cook says they "wandered in the West" until shortly after 1665 when Father Marquette "came into their lives" at Huron Mountain, just East of Keewenaw Bay.

There are many things which make it very difficult to be more definite than Prof. Cook has done, but a careful study of Indian relics which have found their way to museums and other places where they can be studied leaves an apparently unquestioned trace to one of the oldest known water trails in Michigan. It is quite probable that the water trail, which commenced in the mouth of Saginaw Bay, thence up the Saginaw, Tittabawas and Chippewa Rivers to Chippewa lakes, thence by portages to the headwaters of the Muskegon River and thence down that River to Muskegon, or up the Muskegon, when the canoe reached the main stream when the Little Muskegon entered it, and another portage in the West side of Mecosta county, and down the Marquette River to Ludington, were known as

far back as the time of the Sauks in the Saginaw region. Second to this, so far as I can judge in point of time, was a water trail which would enter Menominee River from Green Bay, thence up that River to Michagawma River; to Lake Michigamme; portage less than four miles North to Silver River, which flows into Keewenaw Bay, near which Father Marquette found the Huron Indians which formed the nucleus of his colony to St. Ignace, which we shall study later. There are a good many reasons why I am led to believe that this was the route of travel for this band of Hurons from 1654 when they were at St. Martin's Island, to 1670 when Father Marquette found them at Huron Mountain. Just how long they were at any one of their stopping places on this route, I cannot tell. As I have indicated above, I am led to believe that they had been at Huron Mountain for some time before Father Marquette arrived there. There are several places on this route which have furnished relics which are very interesting in this study. The very ancient water course and the fact that it was used for so many years cause the relics found to represent so wide a range, both as to tribes and time, that one hesitates to say very much in a definite way. There are two or three places on the route, however, where the findings are so distinctly Huron that I do not hesitate to believe this was the line of their wanderings. There is the undoubted site of an Indian village near the North side of Lake Michigamme which has so many Huron traits and has given up so many of what seem to have been Huron relics, that I believe it was their home for a time. Under normal conditions the Huron villages were maintained from twenty to thirty years in one place, but this band was not under normal conditions and it may be doubtful if they built any of what is known as the long houses of the Huron, from the time they were driven out of Michalimackinac until they were taken back there under Father Marquette. In 1654 they were on St. Martin's Island. In 1670 they were at Huron Mountain. If we could tell the story of the rest it would be the tale of a wandering, homeless and almost hopeless remnant of one of the most powerful of all the Indian nations when the white man first came to America and the most pitiable part of that tale would be by far the greater part of their troubles, so far as we can learn them, was because they had been friends and allies of the French which fact made them the most bitter enemies of the Iroquois. A. Riley Crittenden.

Winter's Charm.

Hotel Manager—I see you have given our best suite of rooms to that man Wiggins. Are you sure he can pay the price?

Clerk—Yes, sir; he's immensely wealthy.

"How do you know?"

"Oh, he's old and very ugly, and his wife is young and very pretty."

You can't live a well-rounded life unless you are square.

WORDEN GROCER COMPANY

The Prompt Shippers

Stock this Quaker Leader

QUAKER PORK AND BEANS

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

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

It Will Pay You

WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

OTTAWA at WESTON

GRAND RAPIDS

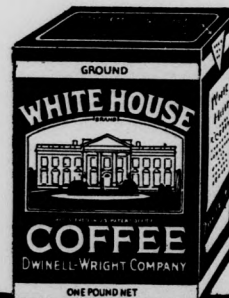
THE MICHIGAN TRUST COMPANY, Receiver

WHITE HOUSE COFFEE

National Distribution for Over
40 Years

When you sell White House Coffee, you profit from a reputation that has grown through nearly half a century. Yet the acid test is the serving of White House Coffee in your own home. Try this test. Compare the aroma, the rich coffee taste, with any other brand of coffee. After drinking White House Coffee, yourself, you will push it all the harder among your trade.

The Flavor Is Roasted In!



DWINELL-WRIGHT COMPANY

Michigan Distributors—LEE & CADY

Boston - Chicago
Portsmouth, Va.

Originality a Great Help To Success.

Grandville, July 5—A man, a merchant or farmer, for instance, must have an original streak in his nature to make a first-class success in life.

A considerable majority of business men may think they have the makings of a successful trader, yet go about in a haphazard way which would surprise Noah in his ark could he have seen it in his day.

The knack of proper advertising—that is, advertising that will bring in the customers, hence the shekels—is not so simple as some imagine. A line on a board fence, a flourish of printer's ink across a blank page is not the whole thing by any means.

Even though a rose by any other name would smell as sweet, it takes concentration of thought to make up an advertisement which will tell in the house cash drawer.

Community advertising is one method. Little printed cards scattered all over a large page may seem the correct thing for the small merchant, but is it? To some of the card advertisers it may bring results, yet it is not the best foot forward after all.

A stranger entering a small town in search of merchandise seeks to find a congenial seller of the goods he is in need of. When he sees this sign over a store entrance, he is, no doubt, enraptured.

"This is a grocery. Walk in. John Smith."

Right before him is what he seeks—a store. Glancing down the considerable street he notes other store fronts and other invitations to trade. Does he go in and interview John Smith first going off? Not likely. He is curious enough to do a little investigating.

And it is this curiosity on the part of a large majority of the general public that makes the plain announcement one of little worth. Most people, be their purse light or heavy, have a curiosity to know more of their store which they propose to patronize.

Under these conditions the merchant who is thoroughly alive to the situation and advertises in a manner which puts the glad hand clear out to the passer by is the one who is going to succeed. Does community advertising do this? Decidedly not.

"Wake up snakes and crawl!" shouted old Joe Weir, the Indian scout of early colonial days, and that is what the merchant who would succeed must do with the printer's ink he uses, otherwise the splash of the stuff here and there will be only a waste of material.

In every walk of life the man of originality is the one who gets there. It is so among farmers, merchants, manufacturers and in any and every line of business the world over. A little dab of printer's ink telling the name of the store and that John Smith is inside ready to wait on customers isn't the whole thing by any means.

"Learn how to advertise, then go ahead," was an old farmer's advice to his son just starting in business.

"But you were never a merchant, Dad, said the son, "only a farmer—"

"Stop right there," warned the father. "There is something more in farming than being 'only a farmer'. I made a success of that, did I not?"

"True, Dad, but you did not advertise."

"That is all you know about it," said the other. "I began on a small scale, set my mark high, and the goods I sold to the general public advertised my farm and its owner."

This was really true. The farmer did not content himself with a lazy land-skimming job, but went to the heart of the matter, his greatest success being in fruit growing. He purchased his supply of small plants from a successful nurseryman who prided himself on selling pedigree plants. This nurseryman held that the parent plant must be of thorough soundness and good breeding to make good in the

field. Strawberries were susceptible to improvement in the nursery bed by constant enlargement of their better qualities. He insisted that there was the same sort of pedigree among plants as among animals and proved it as well.

From such stock this farmer started his new settings, and in time, by constant rearing of only pedigree stock, made himself famous as the raiser of fancy fruit. Not a cull berry or peach ever left his farm for the market. It was by this method that he won the prize of success, advertising his products by the output itself. Several of the old line fruit growers, who were content to raise ordinary scrub fruit, and to pad out the top of their baskets and boxes with the best, went into a decline, finally going out of business. This is no fairy tale, but a narrative of fact. Any intending farmer, fruit grower or merchant can do the same by pursuing the right methods.

Advertise thoroughly and with originality. Living up to every part of that advertising will bring success as nothing else can. It is a matter of tact, ingenuity and thorough honesty which wins the shekels and the satisfied beating of an honest heart. Try it out and see how it works.

A farmer who barely makes both ends meet and is content to sit down and let things slide isn't a success no more than is that merchant who contents himself with community advertising and lives within his means without adding to his bank account.

Originality in advertising and keeping honestly to all statements made therein is the right starting point for the young man just starting out. Much more might be said, but at another time perhaps.

Old Timer.

Evidently in Love With the Flivver Maker.

Detroit, July 11—This ford (as you capitalize it) "blow up" shows the sort of man he really is.

His selfish "jamming over" his eight hour \$5 per day splurge, against the protest of high standing manufacturers everywhere, because they could not on such short notice adapt their business to such a radical change was his first big (?) move.

Then his greed awakened and he forced his partners out of the business against their wishes under threat of ruining the business by starting small factories of his own around the country.

Next was his peace ship splurge. Then his blossoming out as the Great Redeemer of politics. He succeeded in defeating Hon. William Alden Smith's attempt to secure the presidential office, destroying Michigan's very good chance of presenting the Nation with a capable executive.

He danced around and blackened the reputation of Senator Newberry, a capable, honest, upstanding man.

He went into war contracts, building worthless cruisers, and then repurchased them from the Government for a song and used the metal for his flivvers.

He was, and is, "roaring dry," yet backed the wettest mayor and greatest wetness Detroit has ever known. And the city has, and is, buying great quantities of his trucks and flivvers.

For years a paper owned by him beat and belabored the Jews until suits for damages accumulated. Then he crawled down behind his editor like a coward and apologized for all his attacks, claiming "he did not know" the attacks were being made. A contention so absurd that no one will ever believe so palpable a falsehood.

He does no charity and boasts of it. His hospital is in no sense a charitable institution.

The Good Book, which ford pretends to believe in, tells a story of a GREAT IDOL WITH FEET OF CLAY which collapsed.

That's Henry ford. W. L. Smith.

Speed Up Sales

by featuring properly
advertised lines

The manufacturers are creating
the demand and saving your time
through their advertising.

You realize a maximum profit with
a minimum of effort in selling

K C

Baking Powder

Same Price

for over **35** years

25 ounces for 25c

Your customers know it is a
quality product — that the price
is *right*. Why ask them to pay
War Profits?

It's up to you to show them that
you have it.

Millions of Pounds Used by the
Government

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.

Meeting of Directors of Dry Goods Association.

Lansing, July 11—The board of directors of the Michigan Retail Dry Goods Association met here, with fair attendance. The meeting began with a luncheon and was called to order by President Frandsen with a few well chosen remarks regarding his desire to be of the greatest service to the Association. He called upon the manager for a report of the activities of the Association for the period July 1 1926, to June 30, 1927.

This report included a statement of the receipts and expenditures of the Secretary-Treasurer for the year, also a detailed report of the income and expense of the merchandise exposition. It was suggested and approved by those present that the trial balance for the year, including the items mentioned in the manager's report, be sent to the directors in a few days.

The manager reported the sending out of upwards of thirty news letter bulletins during the year and the holding of two conventions and seven group meetings—the two conventions being the one held at Mackinac Island in July, 1926, and the Lansing convention in May, 1927. A report was had regarding the effort to secure the enactment of the bill to abolish the use of trading stamps in the State. Explanations regarding the effort and the failure of the bill were made by Mr. Mulrine and Mr. Hammond.

Suggestions contained in the report regarding the appointment of committees and the holding of group meetings were also made. After the discussion of the trading stamp question, it was moved by Mr. Mulrine, supported by Mr. Christian, that our President be requested to appoint a legislative committee of three with Joseph C. Grant, of Battle Creek, as chairman. Carried unanimously.

The report of the questionnaire regarding the time and place of holding the annual convention was then discussed. A large majority of these who answered the questionnaire favored Lansing as the place of holding the next convention and Tuesday, Wednesday and Thursday, March 13, 14 and 15, were the dates favored.

D. W. Robinson, moved that these dates be selected. Carried. The sentiment of the members who acknowledged the questionnaire on the subject of the kind of programs to be conducted at group meetings was pretty nearly evenly divided. The officers and directors present at this meeting, however, were in favor of making the group meetings less of a popular character and invite only store owners and their executives to participate.

The manager was requested to select, after corresponding with members, the cities where group meetings will be held during the year and then communicate by questionnaire with the members residing in the area adjacent to the place of holding the meeting, asking for suggestions as to topics, to be discussed and the method of conducting the meetings.

The sentiment of those present favored the aggressive circulation of news letter bulletins and printed folders and reports of convention discussions and addresses. It was also decided that the expenses of directors attending the meetings should be paid by the Association.

The manager reported recent information of the death of the wife of our director, H. G. Wendland, and the manager was requested to write Mr.

Wendland and expressing the sympathy of the Association in this time of his bereavement and sorrow.

Do not let your sympathy get the better of your judgment when approached by persons who claim to be students working their way through college and university selling magazines. A large number of these persons pester business offices during the summer months and many of them work the sympathy racket to get you loaded down with expensive magazines which you do not have time to read and in some cases get your money and send you no reading matter at all. The best way is to order your magazines from a responsible local news dealer.

We get lots of them at this office. We read some of them and discard others owing to lack of time. Many of our members residing in small towns are not regular subscribers. We are going to use some of the Association's postage money to mail them to you. Please observe that such magazines come from this office and if you already have them drop me a line stating that for this reason these journals are not desired. We believe that they can be made useful in this way rather than to be thrown in the waste basket after we are through with them.

A crew of solicitors is working in Saginaw for the Periscope, which is devoted to the cause of "Modification of the Volstead act." The price of the magazine is \$2 per year and the solicitor collects six months in advance and asks you to sign a petition requesting a modification of the Volstead law. The magazine is printed in New York and this office has asked for a report on the concern and its representatives. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

Not Much New in Underwear.

The first week in July did not produce much in the underwear field that was new. Jobbers continued to buy nainsooks and there was also some demand for balbriggans. It was apparent, however, that the crest of the season had long passed for mills that sell their goods through wholesalers. The trade-marked lines of "athletic" underwear which are sold direct to retail stores, it was said yesterday, we probably continue in active demand for a while yet, as stocks of many retailers have not been kept up to the levels normal for this time of the year. There is seemingly no dearth of stock of unbranded goods of this type in manufacturers' hands, although this applies chiefly to low-end merchandise. Were it not for the upturn in cotton during the past several months, a noticeable amount of price cutting on these lines would doubtless be apparent now. Buers of heavyweight goods continued to hold off for further developments.

Seasonal Offerings Help.

The campaign for a five-season year in the women's apparel trade is finding active support by garment manufacturers, according to the sponsors of the movement. The best indication of this, it was said yesterday, is the featuring of vacation, travel and sports wear merchandise by many of the most representative producers in the market. Ordinarily at this time the garment trade, particularly the coat division, would be concentrating attention on dressy coats, which do not begin to move actively in retail channels until late September or early in the following month. The results of the policy of confining attention to sports

and travel merchandise are said to be already apparent in good reorders for immediate and later delivery. It is expected that the creation of a special season for evening and social apparel will likewise prove beneficial in helping turnover at a time when price reductions on garments have been the usual thing.

This Lighter Has a Windshield.

What is contended by its makers to be the simplest, lightest and most reliable lighter yet produced has lately been put on the market. It is further said to be the only lighter of its type that is made with a cover, which is hinged and which serves several purposes. It not only acts as a windshield, but protects the wick, flint and wheel. In addition to this it prevents parts that are exposed on other types of lighters from catching in pockets, key rings, etc. This feature is said to appeal to women smokers particularly, as the lighter can be carried in a handbag or vanity case without damaging its contents. It comes in a variety of styles. Prices of the plated silver lighters range at wholesale from \$30 a dozen for the plain polished type to \$45 a dozen for a leather-covered style set off with floral enamel in white and green. The price range of similar styles in sterling silver is from \$54 to \$72 a dozen.

Differ on Trade Outlook.

There seems to be some difference of opinion here as to cotton goods prospects during the remainder of this year. Jobbing buyers point out that it is hardly to be expected that their sales during this period can be as satisfactory as those of the half-year just closed, inasmuch as retail stocks were very low at the beginning of the year and prices were very attractive. As a result, sales to retailers were made not only to cover actual wants, but also to fill up incomplete lines. Sellers contend that, while this is true to some extent, it can hardly have been a factor in the buying of the last five or six weeks, during which stocks in buyers' hands have probably not been mounting. Consequently, there is a disposition on the part of first hands to expect good buying during the next several weeks, despite the large orders now on the books of the mills.

Style Element in Galoshes.

Not having had enough trouble with the style element in women's shoes, wholesalers of general lines of footwear are now complaining that the invasion of this element into the galoshes field is holding back business in what used to be the most staple of lines. Present signs point unmistakably to low, colored galoshes for Fall, with brown and gray now favored, but the apparent uncertainty in buyers' minds as to just what the best selling shades will be is holding back business. Based on the volume of orders placed for this merchandise by retailers since the first of the year and present indications for the remainder of the Summer, an early snowfall of any size will find retail stocks of galoshes lighter than at any other time within recent years.

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

Hodenpyl Hardy Securities Corporation

A personal advisory service—

Our well equipped Service Department is prepared to give accurate information and sound advice to investors.

Securities carefully selected to suit the needs of Banks, Institutions and individuals.

231 So. La Salle Street
 Chicago
 New York Jackson
 Grand Rapids

Martin Dowd & Co. Certified Public Accountants

Enrolled to practice before the Treasury Department. Registered to practice before the United States Board of Tax Appeals.

716-718 Grand Rapids National Bank Building
 GRAND RAPIDS, MICHIGAN
 Telephone 64-171

Some Reports Not Optimistic.

Although the proportion of the Fall production of carpets and rugs that has so far been sold is in most cases up to normal, reports from several important trade centers do not augur particularly well for the remainder of the season. Many of the big stores throughout the Middle and Far West are said to be dissatisfied with the business they are doing, and are governing their buying accordingly. From other parts of the country somewhat similar reports are heard. Whether it was the backwardness of the weather which retarded general consumer buying, or whether it is one of the periodic spells of consumer apathy that make themselves felt every so often, is a question. The fact remains, however, that the outlook is not as bright at the moment as it might be. The trade is hoping that a marked change for the better will come about this month and during next, so that the way may be cleared for good rug and carpet buying along toward Sept. 1.

Conservative Trend Is Growing.

A growing tendency toward a greater degree of conservatism in men's attire is noted in several lines of apparel. The trend in neckwear is away from the bright glaring colors and effects of some months ago toward neat and smaller designs. Sweaters and golf hose show a similar development. Shirts selling in volume to-day are white, with interest also shown in solid color effects. The garish fancies favored a while ago have gone into the discard, and where novelties are wanted they are of a more restrained type. The same is true of the fabrics for men's suits. In building the lines for the Spring and Summer for 1928 the woolen stylists have relegated the extreme designs to the background and the new lines will be much more conservative than a year ago.

"Clearing" Bathing Suit Lines.

"Clearances" of manufacturers' stocks of bathing suits promises to be of more generous proportions this year than for some time past, due to weather irregularities and the resultant backwardness of the season. The cold, wet May experienced was an extremely marked deterrent on buying, and it kept retail stocks unbroken to such an extent that there is little chance for substantial reordering on the part of the stores. Lines distributed through jobbers have also moved slowly, and indications are that few repeat orders of consequence will be forthcoming from the wholesalers. Practically all sizes, colors and types of suits are included in the current offerings at special prices, for no one particular style seems to have been the dominant favorite this season.

The Plush Fabric Situation.

So far there is every indication that the new zibelline or plush types of coatings will lead for women's dressy coats for Fall. The mill recognized as the highest grade producer of women's fabrics sponsored this weave at the opening of the fabric season. It is credited with booking a good busi-

ness, and other mills have brought out similar cloths. The garment manufacturers, however, are still "on the fence" with respect to the spotting propensities of the goods and are notifying retailers, and through them the consumers, that the mill, not the garment manufacturers, guarantees the cloth. Whether difficulties will develop can only be determined after consumers have purchased and worn the merchandise.

Will Use Metal Fabrics.

Early showings of Fall negligees indicate that metal fabrics of all kinds will be emphasized. Lame effects, metal chiffons and metallic cloths of several types will be seen in profusion in the trimming of the higher-priced garments. Lines of the new models are sweeping, with long sleeves and surplice closings featured in a great many of them. Some ostrich and marabou trimmings are shown, but precedence is given to metallic details and to embroideries. A novelty among the trimmings of quilted robes is an elaborately stitched pattern done in tinsel thread.

Early Offerings of Mufflers.

Taking a leaf from their book of experience last year, manufacturers and importers of mufflers are getting an early start on their lines for the coming Fall and Winter season. Offerings are being made extensively and a fair amount of business has already been booked in silk. The consumer demand for this merchandise last year set a new record, and it is expected that it will be just as good this year. Novelty effects in large array are again being featured.

Neckwear Turnover Is Good.

Retail turnover of men's neckwear is reported as quite active. Consumer buying last week was good and led to a fair volume of reorder business. Foulards are receiving much attention in the better-grade merchandise. The stripes and figured patterns are selling well, with growing interest reported in shepherd check effects. Nearly all interest centers in cut silk merchandise, a trend that is also expected to be true of the Fall season.

Reorders For Costume Slips.


Costume slips continue to be leading items in the retail turnover of lingerie. The demand has been particularly active for some weeks past and reorders have been reaching manufacturers in good volume. The buying covers slips in a wide variety of materials, especially crepe, cotton, radium and rayon fabrics. Sports styles permitting greater freedom of movement have been in particularly good request.

Junior Sports Attire Reordered.

In junior wear the demand for sports merchandise is a feature of present trading. Girls' skirts and sweaters are actively moving items. The skirts are of crepe de chine or flannel and styles to retail at about \$2.95, are selling in volume. The sweaters are of the light-weight type to retail up to about \$5. Sleeveless voile dresses are being re-ordered in quantity.

MICHIGAN BELL TELEPHONE CO.

Long Distance Telephone Service Speeds Business for SPARTON



April 25, 1927

Michigan Bell Telephone Company,
Jackson, Mich.

Attention Mr. Charles Adler,

Gentlemen:


It seems unnecessary to tell you, because undoubtedly your records will show, that we are using long distance service more than we have ever before in our existence.

We find this service especially helpful in giving instructions and passing information to our district managers located in various parts of the country, where mail takes from forty-eight to sixty hours.

We also want to congratulate you on the great improvement in service during the past year, and feel sure our use of the long distance will be even greater in the future.

Yours very truly,
THE SPARKS-WILMINGTON COMPANY
W. Sparks
President

We find this service especially helpful...where mail takes from forty-eight to sixty hours.







NO DUST **NO SMOKE**

DAILY SERVICE

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

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

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

GOODRICH TRANSIT COMPANY

Grand Rapids, Michigan Phones 88428—62343

W. S. NIXON—Dist. Pass. Agt.

More than 71 years of successful steamship operation.

RETAIL GROCER

Retail Grocers and General Merchants Association.

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

Few Sidelights on Opportunity For All.

Written for the Tradesman.

Do you want a hint on how to raise the grade of your sales? Now, please don't jump at the conclusion that I am telling you to get higher prices. I am not. Just train yourself and your people—all of them, all the time, persistently—to name prices from the top down. Consider coffee. Do not say "35, 40, 45 and 49c per pound." Say "49c, 45c," hesitate slightly and add more slowly, "40c and we have some at 35c." Say the last very quietly, without emphasis and with little snap or interest in your intonation.

This works. For without changing a price, you will find your customers will select an average of higher priced goods when quotations are named from the top down than when the same figures are quoted from the bottom up. Old stuff? Yes, but it works—if you work it.

Have no dog or cat anywhere around the store. Animals are out of date in every food store to-day, regardless of where you are located.

Soap, water and elbow grease are great business promoters. Wash windows inside two, three or more times per week. How often depends on circumstances. Outside windows can be washed in a minute or two—and this cannot be done too often.

Permit no smoking about your store. No business man should smoke anywhere about his business premises. That is as out-of-date as cats and dogs.

Economy can be promoted in deliveries by putting them on a strict schedule. But that will be no good unless it is lived up to strictly. Deviation is fatal. Efficiency is also enhanced, so your customers are better satisfied, once they get used to your plan.

Store floors to-day are clean and kept clean. Flies are taboo and must be kept out regardless. To provide against them seems to cost considerable at the start; but the savings in goods and the promotion of trade makes the expense really low in the long run.

Why there is opportunity everywhere for individual storekeepers in all lines may be sensed by anyone who looks about him with a clear eye. One expresses it this way:

"There are immense areas, sparsely settled, dotted with small towns which are known in movie language as hick territories. This word hick is like the word class—a vague, mysterious person other than ourselves or just us.

"To provincial New Yorkers—and no town is so provincial as New York—Chicago people are hicks. The unthinking in Chicago say folks from the country are hicks. To San Franciscans, many who live in Los Angeles are hicks. Superficial Angelenos say all hicks live in Watts. To the myriads of grafters who flourish from

Florida to New York all who fall for their wives are hicks.

"But in truth there are shrewd, ignorant, wise, kind, honest, crooked and show-offs everywhere. For a hick lawyer, Lincoln made a rather good president. Coolidge, another stranger from the hicks, works rather well. As a fact, observation and experience indicates that the rich and classy section of New York bounded by 34th street, 60th street, Fifth and Lexington avenues is the juiciest hickville in all America. In this district there are more suckers with more money eager to spend it for less than there are on the same size lot anywhere on earth.

"Most of my friends and I live in the midst of it—and we know it. Here the ego finds a Heaven of its own with prices only Satan has the gall to suggest. We pay \$1.50 for oranges the grower would thrive on at a cent each. We tip head waiters more for permission to sit in a badly aired cabaret than a hick mother pays for a piano lesson for her daughter. We pay \$165 for a suit that clothing manufacturers give the yokels for \$60."

"We pay \$10 for a hat the poorest man in Texas would not wear. We pay \$6 for a roast the hicks in Denver buy for \$1.50. We pay more rent yearly for a badly aired home with garbage indoors than the rich hicks pay for a country place in California. We tip janitors more than hicks give their ministers. We pay as high as \$11 to see a show which can't draw enough audiences to pay its way across the continent."

And in the meantime, the hicks—meaning you and me and the folks around us in our home towns—know enough to appraise values somewhat sanely and pay what things are really worth.

If we read back over what this man has written, read it slowly and think as we read, we can see therein a thousand reasons why the folks we know in village, town or neighborhood in the average city are people on whom we can depend for fair response to an appeal to their reason in our offer of service and worthy merchandise. Such reading and thought will furnish the answer to our question, whether things have changed basically as much as we had thought.

A Michigan merchant who wrote to me years ago, telling how he had coped with the chain invasion, writes recently: "I am having a hard time of it now, for I find it makes a difference whether you fight one or two chains or seven—which is the case here now. You know a cat can easily fight one dog, but to fight seven, jumping at her from all sides is different. Though I am still alive my fur is pretty badly marred and I have lost a few tufts. Well, let us be thankful we are still doing business at the old stand, even if it is cut down 50 per cent."

This is an old-line merchant. He gives full service. Can he do that and meet chain prices? Let the answer come from certain merchants in the hick town of New York. All are neighborhood grocers.

Chains buy milk in car lots. Costs

(Continued on page 31)

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

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

MEAT DEALER

Quality in Spring Lambs.

Now that the lamb season has advanced and spring lambs are becoming a more important part of the total lamb supply it is only natural that some of the springers should be poorer in quality than the best. This year has brought forth a liberal crop of high quality and the percentage of under fed lambs has been less than usual. The lambs that are not so well finished as the top notchers are young enough and plump enough to look fairly acceptable and eat tender, and so they have sold at only a moderate price degree below the fat, well-rounded kinds. One reason, and in fact the chief reason, for this is that the supply of lambs has been light during the past few weeks and at such a time grades and weights are disregarded to a considerable extent. There is a difference in satisfaction enjoyed by consumers between thin lambs and well fattened lambs, and as the supply increases prices will vary far more than at present. The housewife who orders spring lamb from her retailer thinks of strictly high quality meat and accepts what is sold as the best, in most cases. She probably assumes that if she is not furnished choice meat it is because there is no better than what she gets available. This is not true, of course, when conditions are normal and she has a right to not only ask for spring lamb, but for choice spring, if that is the kind she wants and is willing to pay for. The poorer springers will be sold, but in equity they should be sold for what they are and at a lower price than the kind that have borne the expense of high quality production. When it comes to selection of spring lamb a great deal must be left to retailers. Their reputation in the community means a great deal to the housewife, for she cannot be expected to know the fine difference in grade as the meat is offered for sale in shops. She will know the difference on her dining room table, however, and if the retailer falls down on his job she may suffer disappointment when the meat is eaten by her family, or perchance by her guests. There are some in wholesale markets that cannot readily select spring lambs from what are known as Winter lambs, especially when the Winter lambs are of high quality. There are few who cannot tell the difference when the meat is served. It all goes back to the fact that meat is produced for consumption, and consumers should be well served.

Beef Tongues—a Seasonable Dish.

The season of the year is now at hand when spinach and greens appear often on our table and the menus of nearly all restaurants carry several kinds. These delicious and healthful foods may be made still more wholesome and nutritious when cooked with some kind of meat which will invariably improve the flavor of the vegetables. One of the very best meat products particularly adapted for cooking with greens and spinach is beef tongue, either corned or smoked. The beef tongues usually displayed in re-

tail shops are smoked but your butcher would be pleased to order a corned tongue for you. When ordering a corned tongue from the retailer order should be given a few days previous to the time it is to be used, to afford the retailer time to get it from the packing house or wholesaler. By giving your order ahead the retailer will be able to procure just the size tongue that may be required to meet the needs of the family. It is advisable to buy a large tongue as it makes one of the finest cold cuts and what is left over from the dinner will certainly be relished when thinly sliced and used for lunch. The children will enjoy a nice tongue sandwich in their school lunch or on their return home after school. There is very little waste to a tongue, it is practically boneless with comparatively little fat. This is especially true when a short cut tongue is purchased. A short cut tongue is one with most of the gullet removed, is usually more closely trimmed than a regular long cut tongue, but, of course, the price paid for short cut tongues will naturally be more than for the regular long cut tongues. Although the corned tongues are generally used for boiling in the packing establishments when prepared for the trade and, while most delicatessen stores use corned tongues for boiling which, when properly cured and cooked makes a popular product for slicing for which there is a good demand. However, more smoked beef tongues are sold by the retail dealers to the family trade than corned, which is a good indication of their satisfaction to the taste of the family trade. When selecting a smoked tongue care should be taken to see that it is bright looking and not hard and dried out, especially at the tip. Dried out tongues will cut harder than freshly packed ones and will not be as satisfactory. The curing of beef tongues is a highly specialized part of the meat business. They must be handled just right to bring them out with an appealing appearance and without being hard, especially at the tips. When vegetables are cooked with the tongue or in the water in which the tongue has been cooked the delicate flavor of the meat is taken up by the vegetables, which also absorb valuable substances from the water. This method of extending the meat flavor through a considerable quantity of material is very commendable and one for which both corned and smoked beef tongues are specially suitable.

Hides, Pelts and Furs.

Green, No. 1	14
Green, No. 2	13
Cured, No. 1	15
Cured, No. 2	14
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

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

Now Offering: Elberta Peaches, Cantaloupes, New Potatoes, Lemons, Oranges, Bananas

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.

Uncle Jake says -



Better a napkin under the chin than egg on the shirt-front.

Better to use

K. V. P. DELICATESSEN

a paper that protects, preserves and causes your customers to speak well of your store, than to slip-shod it and allow your competitors to run away with your trade.

Please ask us for samples and prices.

KALAMAZOO VEGETABLE PARCHMENT CO., KALAMAZOO MICH., U. S. A.

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.

Some Unusual Side Lines in the Hardware Store.

Written for the Tradesman.

There was a time when hardware lines consisted almost entirely of articles for building—either tools for use in the work or articles to be installed in the structure. To-day, however, conditions are different. Every little while sees some new line added to the hardware stock. Indeed, it is in these lines, according to a good many dealers that the profits are to be secured.

This being so, it is worth while to be on the watch for new lines which may be advantageously added to the hardware stock. Not alone for the profits these new lines bring if they prove popular, but because every new line to a certain extent draws a new class of patronage.

The field of the hardware dealer is, in fact, widening every day. New goods are appearing on the market which fall naturally under the head of hardware, and changes in commercial conditions are bringing other lines within the hardware dealer's scope.

Here, however, a word of warning is in order. Every dealer must exercise judgment in deciding in what directions to extend his business. Some lines which can be handled with great success in one place will prove flat failures elsewhere. Handling motor repair parts and accessories is a highly profitable venture for some hardware dealers, but there are other localities where it would not be advisable. In some places jewelry is a good line; but in other places the existing opposition would be too keen for the hardware dealer to venture.

Moreover, even in a locality where one dealer has already demonstrated that a certain side line is profitable, it may not be equally profitable for a competing dealer in the same place. The first dealer may be so firmly established with his line that the second dealer would find it an uphill job to build up trade. In fact, it might be more profitable for the second dealer to seek some new line that will, from the start, be entirely his own.

The dealer undertaking a side line must therefore rely very largely upon his own judgment, and be guided by his own intimate knowledge of local conditions, the local possibilities of developing trade, and the amount of competition awaiting him. To rush into a new line solely because an apparently wide margin gives excellent chances of profit, is usually the height of folly. It pays to study the proposition from all angles before you undertake it. Be sure you are right; then go ahead for all you are worth.

Meanwhile, experiences of certain dealers will merely indicate some of the widely varied lines they have found profitable and the conditions under which they have made a success. Thus a large city store in the West some time ago added a jewelry department. The development took place in this way. A few years earlier an ex-

perienced jeweler was engaged to take charge of the cut glass and china department, which at that time was located in a dark corner on the second floor. After a while the department head got his department moved to the main floor, where it was given one-half of the front portion of the store. Week by week new lines were added until an up to date jewelry department was in full operation. Cut glass and china are still important items in the stock, and the introduction of other lines has been found to stimulate the trade in the original lines.

Asked as to his methods the department head said:

"I believe in pushing one line at a time, advertising it in the window and the local paper. Last summer I was slightly over-stocked with cut glass ice cream trays, and I set about selling them as though I had nothing else in the store. In the fall I had a few left and I displayed them in the window and advertised them as cold meat trays until I was completely sold out. The cut glass trade brought other trade. Later I conducted a campaign in hand-painted china; and still later I pushed watches as a single featured line. By going on like this I find I have built up my whole business."

While in a smaller place such a department might be impracticable, a line of cheaper jewelry and souvenirs is often found profitable, even in a rather small community, so long as there is considerable tourist traffic.

Alarm clocks are often found a good hardware line. Even ten years ago manufacturers of alarm clocks stated that hardware stores were a close second to jewelry stores in the marketing of such clocks. Where silverware, cut glass and similar lines appealing to the housewife are featured, alarm clocks fit very comfortably into the stock. They can be featured in window displays and, properly advertised, will attract trade in other lines.

Some hardware stores have found it worth while to introduce a good line of moderate priced cameras. The salesman in charge need not be an expert photographer, as a young man of even moderate abilities can readily master the basic principles of amateur photography.

On the other hand, many stores which handle cameras make a feature of developing and printing for amateurs and this will usually make it a trifle more difficult for the hardware dealer to secure trade in cameras and supplies.

Some hardware stores, particularly in the smaller communities, successfully handle smoked glasses, goggles and even spectacles. In larger communities the better class of trade inevitably goes to the eye specialist.

In one big city hardware store, sofa cushions are made a feature and have a large sale. Cushions can be advantageously handled as summer lines along with hammocks and lawn seats; and they are also a good line for Christmas presents. They fit in admirably with the sporting goods department, since they can usually be secured in club colors, like sweaters and pennants. The dealer who handles

canoes can usually sell cushions with every canoe.

A very different line has been developed by a hardware firm in a small Western town who feature steel granaries. This firm not merely sells but builds these granaries for the neighboring farmers. In one year they built and sold 65 of them, and had to turn down orders for 30 more. Yet in other similar communities no dealer seems to have thought of the line as one to feature.

Crockery is a line frequently met

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
801-511 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

with in hardware stores. Unlike many of these other lines, it belongs there from time immemorial; though in recent years the drug stores, jewelry stores, dry goods and department stores and exclusive china stores have cut into the hardware dealer's business so that many hardware dealers have gone out of crockery entirely.

"The crockery department of my store is one of the best paying investments I have," is the comment of one hardware dealer who has stuck to the line. "We carry crockery, pottery, chinaware and glassware because there is no exclusive china store in our village and because we find it a splendid addition to our business. It is something that, if handled with care and nicely displayed, will attract buyers of not only those particular goods, but other lines, and will very often win new customers for us in other departments.

"When a new shipment arrives I personally superintend its unpacking, for I believe that money can be made by carefully handling the goods that come into the store. Occasionally a few articles are broken, but very seldom, and by using special care I do not have those losses in breakage that some others have.

"I always keep one of my show windows for crockery, pottery, chinaware, etc., changing the displays at least once a week. They are goods which can always be made to show up well, but some thought and study is necessary in order to devise a display that will attract especial attention."

A Pennsylvania firm secured the agency in its locality for a line of ornamental iron fence. As a starter the dealer ordered just enough fence to surround his own home. After he had fenced his own yard, his neighbors began to make enquiries. The result was that he made profitable fence sales to several of them. Every few weeks after that he heard from someone in town who was interested in lawn fence. He interviewed these prospects, and also other people who, he thought, might be interested in fencing. Then he visited the local cemetery, looked over the ground, and started a canvass that resulted very soon in the sale of 1,500 feet of fence.

Most of the sales were made as the result of a direct canvass for business. Apart from the finished fencing, the chief advertising done was by means of shipping tags used by the firm on packages for delivery both in and out of the city. These tags carried the following advertising:

Beautify Your Lawn With Iron Fence
Cheaper than wood and last a lifetime.

Makes homes attractive.

Adds many times the cost of the fence to the value of the property.

The most economical fence you can buy. Price less than a respectable wood fence. Why not replace your old fence now with an attractive Iron Fence?

Over 100 plain and ornamental designs.

An Eastern Ontario firm every spring takes advantage of the sap sea-

son to make a double profit. The following advertisement is run in the local papers about the middle of March:

We want to secure 75 gallons of maple syrup, and to do this we will make an exchange for sap spouts, buckets, gathering cans and all sugar makers sundries.

We have a full line of these supplies, shop and factory made. The buckets, galvanized iron buckets, sap spouts of all types, sap pans and gathering cans, sugar and syrup testers.

Call in and let us know what you want in supplies and how much syrup you can let us have.

P. S. Bring in your leaky buckets to be repaired.

Pans and pails are made up in the tinshop during the dull winter months. On these lines the dealer makes a comfortable margin of profit. He makes a further profit on the syrup he takes in exchange.

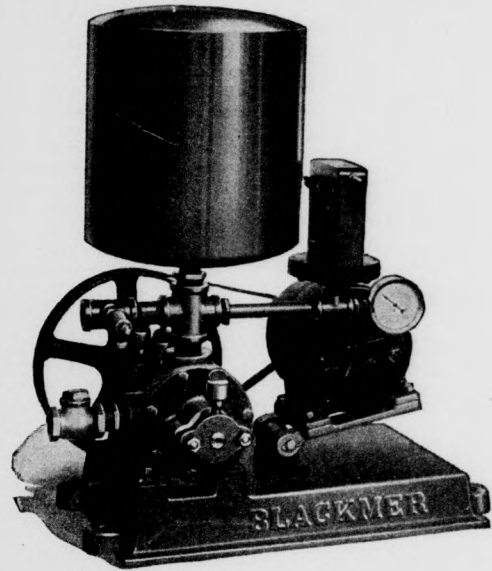
The growing popularity of lawn bowling in many communities has resulted in the formation of numerous bowling clubs. A large percentage of the bowlers are business and professional men, and in many places hardware dealers are enthusiastic members. As each member has his own pair of bowls, two pair of nets and a bowl measure, the business of equipping the members of a club is considerable. And new members are always coming in.

In many places the hardware dealers are getting a considerable share of this trade. One merchant makes it a point to call, or have a representative call, on all the club members in his city. By doing this he finds out how many of the old members will be purchasing new bowls and also gets the names of numerous prospective members, many of whom give their orders in advance. He not merely gets a large number of orders for bowls, nets, measures, etc., but he also gets and keeps in touch with the business and professional men of his city, and many orders for other lines are turned his way.

The possibilities do not end with the sale of bowls, however. For tournaments during the season a large number of prizes have to be purchased, and this dealer makes a large number of sales of such lines as coffee percolators, casseroles, brass goods, etc.

These are only a few suggested sidelines, indicating the widely extended variety of possibilities awaiting the enterprising hardware dealer. It will not pay the dealer to take on too many lines; but a specialty in which he is genuinely interested is always worth while. The dealer must be his own judge as to whether he is justified in taking up a new line; and his judgment should be based on study of the line itself, of the trade possibilities of the community, and of the competition he may expect to encounter. The alert hardware dealer will quite often discern possibilities of lines of which no one else has thought. Here is where an intimate and understanding knowledge of the needs of your community, its varied industries and their technique will prove helpful.

Victor Lauriston.



The Price Goes to \$150.00 August 1

Wherever it has been installed, the Blackmer Water System has given more than just satisfaction. In direct comparison with pumps of other makes costing much more money, it has proven its superiority.

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 Motor or 32 V. D.C. Motor. If you do not have electric current available write for prices on gasoline engine outfits.

The introductory price of this system — \$110.00 — was established in order to quickly place a representative number of pumps in operation. We wanted to prove to the public what we already knew — that this Blackmer Home Water System was a revolutionary advance in design.

You can purchase the Blackmer Home Water System for \$110.00 anytime before August 1. After that date the price will be \$150.00.

Ask for free booklet describing the Blackmer Home Water System in detail.

RELIABLE DEALERS WANTED

Blackmer Rotary Pump Co.

1809 Century Avenue

Grand Rapids, Michigan

SHIP BY

ASSOCIATED TRUCK LINES

GRAND RAPIDS LANSING DETROIT

OVERNIGHT SERVICE

Every Load Insured

Phone 55505

COMMERCIAL TRAVELER

Chop Suey Not Known at All in China

San Francisco, July 8—Chinatown here is a most interesting unit. I spent the afternoon and evening of a day this week in getting a closer view of it than I had previously enjoyed.

The restaurants in this section of San Francisco are its most interesting features. Yun Lung, a very intelligent, educated and interesting character conducts the establishment known as the Blue Willow. Yun, with whom I at once formed an acquaintance, was highly reminiscent and extolled the many virtues of Li Hung Chang, who thirty-five years ago was regarded as one of the world's greatest statesmen, whose friendship and advice were as much sought after as that of Bismarck. He was the Highest of the High in his native China.

Li Hung Chang paid a visit to America and created a sensation at Washington, where he was received by the President and all other officialdom. He stopped at the Willard Hotel, where he occupied an entire floor. He was suddenly called back to China, but he decided his visit to the United States would not be complete unless he tarried awhile in New York. And, because of that visit to New York, we nowadays eat—in Chinese restaurants—that mixture known as chop suey.

Li Hung Chang stopped at the Waldorf-Astoria with his retinue of servants. To that hotel he was carried in a land sedan on the shoulders of eight of New York's "finest." With him he brought his own food, and when reporters came to interview this venerable man, his secretary answered them by explaining the dishes Chang particularly liked. But the secretaries talked poor English and the reporters talked no Chinese. Consequently when the scribes strolled into a particular Chinese cafe to taste some of the delicacies they had just heard about, they astonished the almond-eyed proprietor by asking for "chop suey." There was a near riot in the kitchen when the boss was urging his chef to hurry and fix up something. "The Americans are asking for something new." So they dumped luscious bamboo sprouts on top of some water chestnuts, added chopped bits of meat, stirred up a gravy—and behold! Chop suey was born. Yun Lung tells me that in all China never was chop suey heard of or is it even known to-day. Also he informed me that Mah Jong was a purely American institution. It was never known or manufactured in China. After it got fairly to going the Japanese picked it up and made the most of it during its comparatively short life.

Recently I have made some cutting criticisms of the business methods, among others, of the Southern Pacific Railroad. I am not crawling fishing on them either.

But I want to be fair and without prejudice.

The other day I made the trip between San Francisco and Los Angeles—something like 500 miles—on the famous Daylight Special of the Southern Pacific, in exactly twelve hours, without a single station stop.

Now here is a train which is equipped with beautiful steel coaches, with comfortable seats, observation, club and parlor cars, with a wonderful compartment for smoking, and not a penny of extra charge for any seat anywhere on the entire train. Electric fans, practical ventilation, porter service and all for nothing.

Even in the dining car you get a carefully selected and tastily cooked table d'hote luncheon or dinner for one dollar, and if you don't feel warranted in investing the dollar, here is an "all day" lunch car at which you can procure eggs, sandwiches, cold

meats and all sorts of drinks, including coffee, at coffee shop prices.

The scenery along the Shore line of the Southern Pacific is superb. You leave an artistic mission style station in San Francisco, pass through various suburban cities, with beautiful homes, wooded estates, club houses, magnificent hills and the Coast range of mountains, fruit and vegetable ranches. (Farms are "ranches" out here.)

The first thing you know you are passing through Palo Alto, the site of Stanford University, in plain view of its beautiful buildings and grounds. Then by the prune, apricot, peach and cherry bearing orchards in the Santa Clara Valley, and directly you are in San Jose—not stopping, but on your way.

As I said before the Special makes no station stop. It changes engines twice and conductors once, but takes on no passengers and runs like "greased lightning."

At San Jose an obliging train employe points out Mt. Hamilton, on the summit of which is the famous Lick observatory.

Various old missions, all of which were established two or three centuries ago, are indicated by a slip which is handed you by an obliging porter.

We do not pass through Del Monte, the first capitol of California, from 1770 to 1849, but our attention is called to the fact that the largest fruit canning city in the entire world is located only a few miles from Del Monte Junction.

Salinas is at the head of the valley by that name and we follow this valley for 112 miles, passing on the way the world-famed Spreckles sugar refineries. Dairying, vegetables, grain and flowers are everywhere in evidence. The Coast range of mountains again looms up in the West.

At Gonzales we begin to climb the Santa Lucia Mountains and at Paso Robles we hitch on another locomotive and the train becomes a "mountain climber" in fact. Just South of Santa Margarita, we reach the highest point in this range of mountains—1500 feet—the grade is conquered and we ease down to the beach of the Pacific ocean, over a road bed made up of a succession of loops and tunnels.

We are now entering the Santa Maria and Orcutt oil fields, where we find the home of Shell oil products of every description. San Luis Obispo is in this district and is a smart city. Here we cast off a locomotive and proceed for a hundred miles or more along the ocean beach, with its beautiful resorts and its panoramic agricultural exhibits. Hundreds of acres of sweet peas in full bloom, raised for seeding purpose, are in plain view of the car windows, and we get a peep at the sweet cherry trees, loaded with fruit, which sells for 10 cents per pound in Denver and 40 in Los Angeles.

Santa Barbara is a famous watering place the year round. Fronting this beautiful flower "infrated" city are the islands of San Miguel, Santa Rosa, Santa Cruz and Anacapa. The Santa Ynez mountains form a wonderful background for this ancient city. The mountains are literally covered with homes.

At Ventura we almost swim in oil. Derricks and tanks everywhere. They run the pipes right out into the sea and the vessels come and "cart" it away to the "four corners of the earth."

In beet sugar Oxnard, the next station of importance, leads the world. To the right, left and everywhere you see beet fields, walnut groves and you get your first real glimpse of lemons.

From now on into Los Angeles you fully realize what irrigation means to California. Here you have a plain, dried and sere, and right alongside of it the most vigorous vegetation imaginable. The dry spots do not appear so much different from our own

HOTEL GARY

GARY, IND. Holden operated
400 Rooms from \$2. Everything modern. One of the best hotels in Indiana. Stop over night with us en route to Chicago. You will like it.
C. L. HOLDEN, Mgr.

Rockford Hotel

HARRY J. KELLOGG, Mgr.
Sunday Chicken Dinners
Rooms \$1.00 to \$1.50
ROCKFORD MICHIGAN



Warm Friend Tavern

Holland, Mich.

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

E. L. LELAND, Mgr.

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

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

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

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER, Manager.

Wolverine Hotel

BOYNE CITY, MICHIGAN

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

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

The best is none too good for a tired Commercial Traveler.

Try the CUSHMAN on your next trip and you will feel right at home

Columbia Hotel

KALAMAZOO

Good Place To Tie To

Four Flags Hotel

Niles, Michigan

80 Rooms—50 Baths
30 Rooms with Private Toilets
N. P. NOWATT, Mgr.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWART R. SWETT, Mgr.

Muskegon -:- Michigan

CODY HOTEL

GRAND RAPIDS

RATES—\$1.50 up without bath.

\$2.50 up with bath.

CAFETERIA IN CONNECTION

HOTEL KERNS

LARGEST HOTEL IN LANSING

300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection. Rates \$1.50 up.

E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.

Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop. American plan. Rates reasonable.

WILL F. JENKINS, Manager

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular

Prices.

Entire Seventh Floor Devoted to Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

harvest fields; and after you get used to them, I will say that the green more than offsets the dry.

If this is an ordinary summer, California has nothing to apologize for in the matter of weather. One day in San Francisco the mercury strayed away up to 94. Since that the average high temperature where I have been has not exceeded 80. The nights are delightful. With a clear conscience one ought to be able to back Rip Van Winkle off the map. A few mosquitoes, which the Native Sons claim I brought with me, are the only evidence of that pest.

But still there is no demand for umbrellas.
Frank S. Verbeck.

Meeting of Supreme Council, U. C. T.

The International convention, known as the Supreme Council of the United Commercial Travelers of America, met in its regular annual session in its own home office building, the headquarters of the organization, Columbus, Ohio, June 28, 29 and 30. This is the supreme legislative body covering the entire organization for United States and Canada and the proceedings usually are quite vital to all members of the organization. The convention means an expense to the order annually of something over \$30,000 in mileage and per diem, as the organization is very democratic, believing in authority in control by the majority and not by minority. Over thirty grand jurisdictions, covering nearly 600 subordinate jurisdictions and councils, were represented at this meeting, with delegates from every grand jurisdiction throughout the United States and Canada. The session was one of much moment to the order, as many important points were brought up and thoroughly discussed and either accepted or rejected, as the judgment of the delegates dictated. One of the important changes made was in connection with the fund known as the widows and orphans' fund, under which payments are made to dependent widows and orphans of deceased brothers. The disbursements under this heading have been steadily growing larger year by year until 1926, when nearly \$100,000 was paid to the beneficiaries of this fund, and some method of providing additional funds for the use of this department had to be devised. It was found that the surplus of the organization had been steadily increasing until it was much greater than was deemed necessary as a factor of safety and so a certain portion of this surplus was set aside as a nucleus of a safety fund for the widows and orphans' portion of the U. C. T. contract. This will, undoubtedly, take care of this one feature for many years to come and stabilize what is known among members as one of the finest features connected with the order. Other recommendations were adopted looking toward revising of the ritualistic work, eligibility for membership, promotion of line officers in the subordinate council and many other minor changes. The business conditions, evident in all sections of the country were ably discussed and analyzed, especially as affecting the traveling man and his future. Much thought and discussion was given to the problem of the chain stores and a committee was appointed, headed by

Geo. Peterson, of Minnesota, said committee to investigate and report at the next annual session in 1928. A. J. MacEachron, of Detroit, was appointed chairman of the Jurisprudence committee for the coming year. Homer R. Bradfield, who served on the Mileage and Per Diem committee in 1926, was placed in charge of this committee as chairman in 1927. This committee had charge of the apportionment covering the mileage and per diem expense for all of the accredited delegates and representatives present, with considerable work involved. On this committee, besides Mr. Bradfield, was Mr. Duskey from the Wisconsin jurisdiction and Mr. Kornborfer from Mississippi. The convention was in session for three solid days, completing its work about 4:30 on Thursday, June 30. Two hundred forty accredited delegates and representatives were present and all left feeling real constructive work had been done for the organization. The election of officers for the coming year, followed by the installation of the same, resulted as follows:

Supreme Counselor—Percy A. Patterson.

Past Supreme Counselor—Sam. T. Breyer, California.

Supreme Junior Counselor—W. A. Martin, Texas.

Supreme Conductor — Charles P. Daugherty, New England.

Supreme Secretary — Walter D. Murphy, Illinois.

Supreme Page — Arch. W. MacPharlin.

Supreme Sentinel—Geo. W. Urganhard.

Supreme Executive Committee — Chas. A. Hebbard and Chas. Johnson were re-elected to succeed themselves.

The Grand Rapids representatives at this convention were L. V. Pilkington and H. R. Bradfield.

Notes By the Way.

Walter D. Murphy, Supreme Secretary, has been in poor health for some time and a motion was made and unanimously carried that he be granted a three months' leave of absence with full pay.

The committee having in charge the Flood Sufferers' relief fund reported that nearly \$6,000 had been raised by the members of the organization for use in this relief work. This does not include the individual subscriptions of the members to the Red Cross and other organizations doing relief work for the flood sufferers.

Some of the delegates suggested that the powers that be should get in touch with the weather man and arrange for cooler weather at Columbus for the meeting. The last day of the session the thermometer was hovering around the century mark. Wilted collars and rolled up shirt sleeves were very much in evidence.

The hotels and merchants of Columbus seem to have awakened at last to the fact that the U. C. T. organization is of some value to their city, as welcome signs and banners were in evidence, not only at the hotels but several of the business places. This was quickly noted and commented on as the first sign of appreciation the

city of Columbus has ever extended to the organization holding its annual international session there. The mayor of the city welcomed the convention in a very happy address which was very much enjoyed and appreciated by the delegates.

Supreme Guild of the Ancient Order of Bagmen of Bagdad held its banquet on Tuesday night, which was followed later by a ceremonial session, at which a number of candidates were properly initiated after going through the ordeals common to this work.

A very fine banquet was served on Wednesday night at the Hotel Deschler with over 400 members and ladies present. The speaker of the evening was W. S. Vivian, a former Grand Rapids boy, who started to work for the Bell Telephone Co. as a stock clerk. Mr. Vivian has been for several years connected with the publicity department of the Midwest Utilities Corporation of Chicago and was just returning from a trip through the New England states and was secured for this occasion. His talk abounded in figures and statistics which were most surprising and startling to all assembled and was listened to with very close attention by every one present.

The Michigan delegates found they had to watch their step in regard to observing traffic regulations, as in crossing streets at intersections the same rule applies to pedestrians as vehicles. In other words, pedestrians are not allowed to cross the streets, even at intersections, against the red light. This rule is enforced in Columbus and proves to be a very safe and sane regulation covering traffic conditions as applied to pedestrians.

Late News Items.

Manistee—Hans Hansen succeeds Hansen & Nelson in the grocery, cigar confectionery, etc., business.

Six Lakes—Sidney Gaffield has engaged in the grocery business. The Worden Grocer Co. furnished the stock.

Battle Creek—Harry Wallace succeeds Orman & Shooky in the grocery business at 374 North Washington avenue.

Grand Rapids—Theo Gannos & Co., succeed Glent Bros. in the grocery and confectionery business at 61 South Division avenue.

St. Johns—W. W. Hodge succeeds H. H. Pouch in the grocery business.

Lansing—Mrs. E. M. Jenks has engaged in the grocery business at 1222 Center street, the Worden Grocer Co. furnishing the stock.

About all a pessimist is good for is to sit around and anticipate misery.

HOTELS!

Our specialty is hotel linens, towels, blankets spreads and textile supplies.

Enquiries solicited—We can save money for you.

Hotel Linen and Towel Supply Co.

335 Jefferson Ave., East
DETROIT, MICH.

Compliments of

Hotel Marquette

American Plan

EXCELLENT
DINING ROOM

OVERLOOKING
BEAUTIFUL
LAKE SUPERIOR

Headquarters
for the
Commercial
Traveler

UNSURPASSED
FACILITIES FOR
TOURIST'S
ACCOMMODATIONS



JOHN H. LEWIS
Proprietor

Marquette, Michigan

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.

Depilatories.

The main or active ingredient is usually sulphide or sulphhydrate of one of the alkalies or alkaline earths, although the older depilatories were made with caustic alkalies. In using these depilatories they should be made into thin paste with water, applied in a thin layer to the skin, allowed to remain a few minutes and then scraped off with a blunt instrument when the hair will have softened sufficiently to remove without pain.

All these preparations give out the disagreeable odor of sulphuretted hydrogen, strontium sulphide least so. These preparations readily lose sulphide and unless tolerably fresh they are of little value for the removal of hair.

Too long contact of depilatories with the skin should be avoided, as they are liable to cause erosions and even ugly sores. To avoid any bad after-effect, the skin should be thoroughly cleansed and then anointed with a bland oil.

Depilatory Powder.

Barium Sulphide ----- 2 parts
 Zinc Oxide ----- 1 part
 Starch, in powder ----- 1 part

Mix and keep dry. When desired for use, make into a paste with a little water and apply to the part from which the hair is to be removed and leave on for ten minutes. Usually one application is enough, but if necessary repeat. Unless the barium sulphide is quite fresh, the combination does not work well. Sodium sulph-hydrate 1 part and precipitated chalk 3 parts also make an excellent depilatory, but, like the foregoing must be kept absolutely dry.

Another form of depilatory is the following:

Depilatory Collodion.

Iodine ----- 75 parts
 Oil Turpentine ----- 1 part
 Castor Oil ----- 200 parts
 Alcohol ----- 1600 parts
 Collodion ----- 3000 parts

Mix. Apply once daily for three or four successive days. When it peels off it will bring away the hair with it, without causing pain.

Still another depilatory is Unna's Depilating Stick which is made by fusing 9 parts of rosin with 1 of beeswax. These are used like sealing wax; one end is softened by heat (but not hot enough to burn the skin) and is pressed gently upon the hairy skin and when cooled is jerked away, bringing the hairs with it.

Disinfectants.

The following have been recommended:

1. Ferric chloride ----- 4 parts
 Zinc chloride ----- 5 parts
 Aluminum chloride ----- 5 parts
 Calcium chloride ----- 4 parts
 Manganese chloride ----- 3 parts
 Water ----- 69 parts
 Mix odorless.

2. Cresol ----- 625 gms.
 Rosin ----- 125 gms.
 Caustic potash ----- 20 gms.
 Water, q. s. ----- 1,000 gms.

Heat the rosin in the cresol until dissolved. Dissolve the potash in about 80 cc. water and add the rosin solution, boil the whole until saponification is complete. This will be shown by the product turning white when dropped in water. Cool and add water to make 1,000 cc.

3. Copperas ----- 20 ozs.
 White vitriol ----- 10 ozs.
 Crude carbolic acid ----- 1 oz.
 Mix.

4. Plaster Paris ----- 15 lbs.
 Quicklime ----- 10 lbs.
 Magnesia ----- 10 lbs.
 Crude carbolic acid ----- 15 lbs.
 Whiting ----- 9 lbs.

Cleansing Cream.

These are merely adaptations of paraffin cold creams; they should be milled when cold, not only to give a better appearance but also to allow them to spread easily. The pots should be filled by machine.

Petroleum Jelly, White ----- 2 oz.
 Stearic Acid ----- 2 dr.
 Beeswax, White ----- 1½ dr.
 Borax ----- 20 gr.
 Water ----- ½ gr.

The stearic acid not only improves the appearance, but also holds the water when milled. To help to keep the "secrets" of the trade, if using a geranium perfume the cream should be labeled "Jasmin Cleansing Cream."

Petroleum Jelly, White ----- 3 oz.
 Stearic Acid ----- 2½ dr.
 Beeswax, White ----- 2½ dr.
 Hard Paraffin ----- 2 dr.
 Liquid Paraffin ----- 3 dr.
 Sodium Carbonate ----- 10 gr.
 Borax ----- 10 gr.
 Water ----- 1½ gr.

Hair Curling Cream.

Powdered Castile Soap ----- 2 ozs.
 Gum Arabic ----- 2 ozs.
 Japan Wax ----- 12 drs.
 Glycerin ----- 1 oz.
 Tallow ----- 4 ozs.
 Oil of Rose Geranium ----- 1 dr.
 Benzaldehyde ----- 10 drops
 Artificial Neroli Oil ----- 30 drops
 Water ----- 4 ozs.

Dissolve the soap in one-half the water, heated to the proper degree; dissolve the acacia in the other portion of water and mix the two solutions and place on the water-bath. Add the fats and glycerin. When the wax and tallow have melted, remove from the bath and thoroughly stir.

Preparations for Freckles.

Freckle remedies to be effective must first of all have a prepared surface to act on, and this is best accomplished by washing the parts affected with castile soap and hot water, then sponging with solution of hydrogen dioxide, again bathing in hot water, applying the following lotion with a soft sponge at least four times a day:

Sodium Borate ----- 5 drs.
 Potassium Chlorate ----- 5 drs.
 Alcohol ----- 1 oz.
 Glycerin ----- 2 ozs.
 Rub seawater to make ----- 16 ozs.

Sunburn Cream.

This is really excellent for relieving the smart of sunburn. It must, of course, only be applied after exposure—this is important, as fat of any description applied before exposure is detrimental.

Liquid Paraffin ----- 1 oz.
 Peach Kernel Oil ----- 1 oz. (2)
 Lanolin, Hydrous ----- ½ oz.
 Lime Water ----- 2 oz. (4)
 Borax ----- ½ dr.
 Tincture of Benzoin ----- 2 dr.

Make an emulsion. Quantities in parenthesis give a thinner cream.

Complexion Wash.

Resorcin,
 Magnesium Sulphate,
 Zinc Sulphocarbonate ----- aa ¼ oz.
 Glycerin ----- 3 ozs.
 Perfume, any odor ----- ¾ oz.
 Mucilage of Quince, 1 in 16 ----- 1 pt.
 Orange Flower Water, q.s. ----- 2 pts.

Mix. Filter. Color green with Tr. cucumber juice and call it Cucumber Lotion.

Eau d'Orangeur.

Potassium Carbonate ----- 1 oz.
 Alcohol ----- 2 oz.
 Orange flower water ----- ½ pint
 Color (for pale yellow) ----- q.s.
 Distilled water ----- to 20 ozs.

This is for removing the natural grease of the skin to prepare it for treatment. The lotion is applied to the skin, and the massage emulsifies the oil, which is wiped away.

Thymol Lotion (for Red Noses).

Hydrogen Peroxide, 20 vols. ----- 4 oz.
 Thymol ----- 3 gr.
 Alcohol ----- ½ oz.
 Distilled Water ----- to 20 ozs.

Note—If colour is required it must be one which will not oxidise.

As a rule, the beauty doctor gives advice on dietetics, for which this lotion gets the credit.

Skin Toning Solution.

Zinc Oxide ----- 2 oz.
 Mucilage of Tragacanth ----- 1 oz.
 Glycerin ----- ½ oz.
 Rose water ----- to 20 ozs.
 Strain through butter muslin, this will remove any coarse powder which may have escaped the pestle.

This is not a liquid face powder, but is for treating a florid complexion.

For Keeping Hair in Curl.

Borax Powder ----- 1 oz.
 Gum Arabic ----- 30 grs.
 Spirit of Camphor ----- 6 drs.
 Water, warm ----- 16 ozs.

Dissolve solids in warm water, and when cool, add the camphor.

Wet the hair with above and roll on papers as usual, let dry, unroll, and form into ringlets.

Kummerfeld's Cosmetic Water.

Powdered Camphor ----- 6 parts
 Acacia ----- 6 parts
 Precipitated Sulphur ----- 20 parts
 Lime Water ----- 160 parts

Nail Enamel.

Eosin, Alcohol Soluble ----- 10 grs.
 White Wax ----- ½ dr.
 Soft Paraffin ----- 1 oz.

Spermaceti ----- ½ dr.

Dissolve the eosin in the smallest amount of alcohol necessary, melt the ingredients together and stir in the eosin solution.

Astringent Lotion for Enlarged Pores.

Distilled Witch Hazel ----- ½ pint
 Boric Acid ----- ½ oz.
 Glycerine ----- 1½ oz.
 Menthol ----- 3 gr.
 Alcohol ----- 3 oz.
 Perfume ----- a trace
 Distilled water ----- to 20 ozs.
 For use after face massage.

Cold-Packed Cherries To Be Officially Inspected.

Users of cold-packed cherries will be interested to know that this year's pack will go out bearing the seal of an official inspection. This was determined at a meeting of New York growers and packers held at Sodus, N. Y., on June 24.

The meeting was held after a number of group conferences between the packers and officials of the National Preservers Association and of the new Fruit Growers & Preservers Council, which is being launched as a merchandising and advertising adjunct of the fruit growers and the preservers of the country. Its purpose is to coordinate all the interests involved in the production and distribution of preserves, jams, jellies and marmalades in behalf of elevation of standard of product, increased consumption and improved distribution.

In adopting inspection of this year's pack, the cherry growers and packers further agreed to constitute themselves one of the fruit groups in the Fruit Growers and Preservers Council, and to unite in the nation-wide campaign of advertising and publicity that it is pledged to carry through in support of the fruit growers, preservers and allied interests. Under the terms of the agreement, the inspection will be based upon standards and specifications laid down by the preservers, and adopted by the packers. The cost of inspection and the creation of an advertising fund are taken care of by an agreed prorata assessment per package of frozen fruit.

The Michigan and Wisconsin cherry growers and cold packers are being invited to unite with the New York cherry interests and other fruit groups, and with the National Preservers Association in this very important movement, as represented by the council. The selection of the cherry groups' official representative in the administrative board of the council has been postponed in order that the entire industry may be represented in making the selection.

In providing inspection for the entire pack, the growers believe it will be as welcome to the pie bakers, ice cream and soda fountain people and other users as it is to the preservers. In urging inspection of all fruits entering into the production of preserves, jam and jellies, the National Preservers Association is merely strengthening its own efforts to elevate standards. Its aim is to publish to the world without reservation that the products of every member that carry a pure

label are absolutely pure and made from raw fruit that had in every instance passed the test of actual inspection before being put in the barrel and frozen.

Handy Test Tube.

The professor, a noted botanist, gave instructions for a dish of mushrooms, which he had gathered himself, to be cooked for dinner expressly for his wife. The latter, who was particularly fond of them, was highly delighted at her husband's thought on her behalf and thanked him with much gusto. At breakfast next morning he greeted her anxiously.

"Sleep all right?" he enquired.

"Splendidly," she answered.

"Not sick at all—no pains," he persisted.

"Why, of course not, dear," she responded in surprise.

"Hurrah then," exclaimed the professor. "I have discovered another species of mushroom that isn't poisonous."

For the Twelfth.

The jury had been out on the case all morning and was still undecided. The vote stood eleven to one for acquittal, but one old codger stubbornly held out for a verdict of guilty.

The sheriff came in at dinner time and enquired what they would have to eat.

"Wa-a-ll," said the foreman disgustedly, "you kin bring us eleven dinners." Then he added, reflectively, "and a bale of hay."

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drugs and their prices, categorized by type such as Acids, Ammonia, Barks, Berries, Extracts, Flowers, Gums, Insecticides, Leaves, Oils, Potassium, Seeds, Tinctures, and Miscellaneous.

Advertisement for Ramona Park Theatre featuring Ramona Theatre Vaudeville, twice daily at 3 P.M. and 8:30 P.M., reserved seats at popular price, and dance in Ramona Gardens.

Advertisement for Electric Fans by Hazeltine & Perkins Drug Company, featuring Star-Rite Quality Fans and Improved 10-inch Oscillator Fans.

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 Sureset Jell. Lemon & Orangeade for Drop Shipment.

GELATINE



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

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

JELLY GLASSES

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

OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



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

Wilson & Co.'s Brands
Oleo
Certified ----- 24
Nut ----- 18
Special Roll ----- 19

MATCHES

Swan, 144 ----- 4 75
Diamond, 144 box ----- 6 00
Searchlight, 144 box ----- 4 20
Ohio Red Label, 144 box ----- 4 20
Ohio Blue Tip, 144 box ----- 6 00
Ohio Blue Tip, 720-1c ----- 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 table listing various sizes and quantities of olives.

PARIS GREEN table listing quantities and prices.

PEANUT BUTTER



Bel Car-Mo Brand
24 1 lb. Tins ----- 31
1s ----- 29
2s and 5s ----- 27

PETROLEUM PRODUCTS

Iron Barrels
Perfection Kerosine ----- 13.6
Red Crown Gasoline, Tank Wagon ----- 14.7
Solite Gasoline ----- 17.7
Gas Machine Gasoline ----- 37.1
V. M. & P. Naphtha ----- 19.6
Capitol Cylinder ----- 39.1
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



Sempac, 12 pt. cans 2 70
Sempac, 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 & Heif. ----- 18
Good Str's & H.f. 15 1/2 @ 17
Med. Steers & H.f. 15 @ 15 1/2
Com. Steers & H.f. 14 1/2 @ 15
Cows
Top ----- 15
Good ----- 14
Medium ----- 13
Common ----- 12
Veal
Top ----- 19
Good ----- 18
Medium ----- 16
Lamb
Spring Lamb ----- 31
Good ----- 29
Medium ----- 25
Poor ----- 23

Mutton table listing various cuts and prices.

Pork table listing various cuts and prices.

Lard table listing various sizes and prices.

PROVISIONS table listing various items like Barreled Pork, Short Cut Clear, Dry Salt Meats, etc.

Sausages table listing Bologna, Liver, Frankfort, etc.

Smoked Meats table listing Hams, Cer., Knuckles, etc.

RICE table listing Fancy Blue Rose, Broken, etc.

ROLLED OATS table listing Silver Flake, Quaker, etc.

RUSKS table listing Holland Rusk Co. Brand rolls and cartons.

SALERATUS table listing Arm and Hammer.

SAL SODA table listing Granulated, 60 lbs. cs., etc.

COD FISH table listing Middles, Tablets, etc.

HERRING table listing Holland Herring, Mixed, etc.

MACKEREL table listing Tubs, 50 count, etc.

White Fish table listing Med. Fancy, 100 lb. 13 00

SHOE BLACKENING table listing 2 in 1, Paste, etc.

STOVE POLISH table listing Blackline, per doz. 1 35

WASHING POWDERS table listing Bon Ami Pd., Grandma, etc.

SALT table listing Colonial, Colonial Iodized, etc.



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



SOAP table listing Am. Family, Export, etc.

CORN SYRUP table listing Blue Karo, Argo, etc.

CLEANSERS



SPICES table listing Allspice, Cloves, Cassia, etc.

Pure Ground in Bulk table listing Allspice, Cloves, Mustard, etc.

SEASONING table listing Chili Powder, Celery Salt, etc.

STARCH table listing Kingsford, Powdered, etc.

GLOSS table listing Argo, Elastic, etc.

CORN SYRUP

IMIT. MAPLE FLAVOR table listing Orange, No. 1 1/2, etc.

MAPLE table listing Green Label Karo, etc.

MAPLE AND CANE table listing Mayflower, per gal. 1 55

TABLE SAUCES table listing Lea & Perrin, large, etc.

Zion Fig Bars advertisement: Unequaled for Stimulating and Speeding up Cooky Sales. Obtainable from Your Wholesale Grocer.

TEA table listing Medium Japan, Choice, etc.

CEYLON table listing Pekoe, medium, etc.

ENGLISH BREAKFAST table listing Congou, Choice, etc.

OLONG table listing Medium, Choice, etc.

TWINE table listing Cotton, 3 ply cone, etc.

VINEGAR table listing Cider, 40 Grain, etc.

WICKING table listing No. 0, per gross, etc.

WOODENWARE table listing Baskets, Bushels, etc.

CHURNS table listing Barrel, 5 gal., etc.

TRAPS table listing Mouse, Wood, 4 holes, etc.

TUBS table listing Large Galvanized, etc.

WASHBOARDS table listing Banner, Globe, etc.

WOOD BOWLS table listing 13 in. Butter, etc.

WRAPPING PAPER table listing Fibre, Manila, white, etc.

YEAST CAKE table listing Magic, 3 doz., etc.

YEAST-COMPRESSED table listing Fleischmann, per doz. 30

Life Insurance or a Bank Account.

Written for the Tradesman.

Many people can have a savings account and a life insurance policy at the same time. Others cannot, for often the man with a family finds it difficult to make his annual payments on his life insurance policy in addition to his living expenses. If he did not carry life insurance he would have nothing ahead—no savings for time of need.

But if there were no such thing as life insurance many a man who now has no savings in a bank would have a savings account. He would try to accumulate a fund for emergency; he would acquire a habit of saving and learn not only to deny himself needless things, but to learn economy in buying necessities.

The opportunity to provide for his family in case of his death by one annual payment is a chance which is never found in the usual program of business. At the outset life insurance is a gamble—a lottery and a safe bet—which always appeals to a certain class of people. There is also an appeal to superstition, for many a man feels that by having his life insured he improves his chance of living. Without insurance, his luck might be to die; with insurance, luck would not single him out as a victim.

With insurance many think there is no need of a savings account and proceed to gratify their desires for this or that thing which may be beneficial, which may increase the joys of living or may be altogether needless extravagance. Another class of people will make the life insurance a bulwark, a defense, a reserve and start to buy a home or establish a business.

An unwise plan in regard to life insurance is followed by some. Having an assured salary they take so much insurance that themselves and families are obliged to economize beyond the limits of a comfortable living. So long as the husband and father lives they are cramped, pinched, denied until they begin to look forward to the time of deliverance, which can come only by the death of the insured. The husband and father might have carried a reasonable amount of insurance and provided for his family such comforts and essentials as would have made home happier and precluded the possibility of any one thinking that husband or father would be worth more to them dead than alive.

People can endure a mortgage so long as progress is being made in payment for the home or the business is growing and becoming more remunerative. Life insurance may be used wisely or unwisely. It is not all-sufficient without a savings account. It cannot take the place of ready money in the bank when unexpected demands appear. It does not enable one to have ample funds when an unusual opportunity comes to purchase merchandise or machinery or equipment or land with no possibility of loss and often with best prospects of gain.

The man who outlives the number of years that he must pay a premium finds satisfaction in closing that fea-

ture of life insurance; he may also find satisfaction in receiving back an annual dividend; but the time will come when he feels no longer need of life insurance. His children are self-supporting; his accumulated wealth is well invested and he discovers that his life insurance dividends are in disparity to the income which he receives or might receive from an equal investment elsewhere. The insurance company took a risk on him at first—guaranteeing support for his family in case of his death—but when he has paid his full quota of premiums he is no longer in duty bound. The company has no further claim on him.

It may be a satisfaction to know that life insurance funds are invested in every safe transportation company in the United States, in municipal bonds, mining corporations, oil, gas, steel, packing—in fact, almost every essential industry in the country, at good rates of interest. But he must feel that his little share of the funds do not yield him just returns. There are U. S. bonds, school bonds, building and loan associations and other local projects in which he is an interested observer, whose officers he knows and trusts, where his money would bring him more interest.

He has reached the age where his earning power has declined or ceased and his savings must yield all that is possible. He needs more rest, more comforts, perhaps medical treatment. Of course, if he cashes his life insurance he must accept ten, twenty or thirty per cent. less than his family might get in a short time. But he will have back his own money; he will get some benefit from it in declining years; or he can donate to some cherished object; he can divide it fairly among his children, according to their needs or disposition.

He draws his money and then he begins to reckon up what it might have amounted to in the savings bank or in safe bonds or building projects and he feels that it would have been wiser to have given at least equal consideration to a savings account, which at even a meager rate of interest is backing home enterprises and industries which help himself as well as the community.

E. E. Whitney.

Farm Owner's Responsibility and Reward.

Written for the Tradesman.

Some years ago I wrote for the Tradesman an article about the responsibility of the farm owner to the general public for the care and productivity of that farm. I hold that no one really owns the land—the so-called owner is but a steward in charge of a portion of and which it is his duty to operate to the best of his ability; to care for and conserve so that he may pass it on to his successor as good as or better than he found it.

We are speaking only of the land—not of the improvements. Fences may go down, buildings lack repairs, but these are not irreparable. But when the occupant of the farm cuts down thirty young trees for fuel when they should have been left for timber, when he maims the woodlot so that it cannot provide his successor with fuel; when

he leaves fields uncropped so that gullies form or weeds flourish and send their seeds to other farms; when he leaves the farm house untenanted and unwatched so that thieves or bootleggers may rendezvous to ply their vocation; when he allows shiftless families to occupy the premises and offend the neighborhood, he becomes an offender against the public welfare.

The foregoing is even more pertinent to-day, because of the many reported sales of farms to city men. Now and then one is actually sold, instead of listed to a real estate man. The farm is bought as a speculation or with the intent of some day making it a country residence, and the purchaser does not realize any obligations of the kind hereinbefore mentioned. Almost unavoidably it will lapse into one or more of these undesirable conditions and so become a nuisance or even a menace to the community.

The non-resident owner should be penalized for any failure to keep the farm up to a reasonable condition. Such is not the case, but when some one buys the neglected farm and proceeds to rehabilitate it; to make it productive; to place on it a family which is an asset to the community; then it increases in value and the taxes are higher and higher. It looks like penalizing a public spirited, patriotic owner.

Not only do we owe something to those who come after us, but we often owe much to those who preceded us. When, in 1900, I bought a farm of a man of 74 years of age, who had looked forward and planned for years about the house he built in 1882, and the trees he had planted, thinking his grandchildren would occupy and enjoy its benefits, comforts and pleasures, although there was no contract or agreement to follow any of his plans, yet it was a comfort to him when he sold and left the farm to think his successor would appreciate what he had done and would never ruthlessly slaughter the shade trees, as some surely would have done.

When the land, the home, which we have for years called our own, has passed into the hands of strangers, will they be grateful for what we have done? Will they reverence some things as we do and have a kindly feeling for us? Or will they despise and curse us for having lived only for ourselves and robbed and despoiled "our farm", instead of improving, conserving and beautifying it for the good of others?

E. E. Whitney.

Youth and Old Age.

Written for the Tradesman.

In youth we are afraid we shall see a ghost; in old age we long to communicate with the spirits of the departed.

In age there may be only one thing we can do for others, and that is, to impart information or give advice to those who must follow us in the path of life. Youth may be self-sufficient and scornful of the counsel of the aged, but not every one is so. Therefore we may look for those who will listen and gain by our counsel.

If age had the vigor of youth it

could accomplish greater things than are possible in earlier years. If youth had the experience and outlook of age it could accomplish the great things it dreams of.

E. E. Whitney.

There's the Rub.

Bucket Shop Proprietor (lecturing has corps of salesmen)—All my success, all my financial prestige, I owe to one thing alone—pluck, pluck, pluck.

Salesman—But how are we to find the right people to pluck?

Business Wants Department

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

WANTED—A SMALL SUMMER HOTEL IN NORTHERN MICHIGAN. WILL TRADE A FINE RESIDENCE IN CITY CLOSE TO LANSING on same. Address No. 626, c/o Michigan Tradesman. 626

GASOLINE SERVICE STATION—For sale. Only service station within the limits of Saugatuck. Made a profit last year of \$3,000. Will sell for \$6,000, \$3,000 down and balance at six per cent. I also sell candies, soft drinks, cigars and cigarettes. Saugatuck Service Station, Saugatuck, Mich. 627

FOR SALE—General merchandise stock in small town in rich farming community. A clean, going business for a competent merchant. German desirable. Address W. H. Barger, Elkhart, Indiana. 628

FOR SALE—All, or part interest in a general store in a good town in Central Michigan, surrounded by excellent farms. Fine opportunity for someone with limited capital to get into business. Returns on investment guaranteed. Write No. 629, c/o Michigan Tradesman. 629

Wanted—Man for general store, with some money to invest with guaranteed returns. A good business in a good town in a good farming community in Central Michigan. Excellent opportunity. Address No. 630, c/o Michigan Tradesman. 630

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

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—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

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 furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 666

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.

Few Sidelights on Opportunity For All.

(Continued from page 20)

them 90c per dozen for large. They sell at 9c, 3 for 25c. Chain units literally surround all these grocers. One pays \$1 per dozen for large milk and retails it at 12c per can. This shows him 30½ per cent. plus. Asked how he can do it, he says: "Easy. The folks who come to me do not go to the chains. The folks who go to the chains do not come to me." This man renders service the chains do not render. He has the good sense not to fight anybody. He devotes himself to the service of those who want his kind of service and will pay fairly for it.

Another grocer pays \$1.07½ average for large milk and sells it at 10 to 12c—some brands more than others. This shows him 10 to 18½ per cent. plus. He feels satisfied. He also devotes himself to those who want his kind of service.

Still another, who is a man of long local experience, having been there in the same store for around twenty-five years and who reports that he has customers who have traded for twenty years whom he literally never sees, pays \$4.35 per case and sells uniformly at 11c. This shows him 17.6 per cent. plus. That, by the way, is about the right price to get on milk and the margin is all that milk should pay.

None of these men complain of want of business. All are making money. None is going back. Do not their methods hint at the reason? It seems as if they had correctly sized up the people around them and know the job they have to do. No question at all that they pass up the bargain hunter without the slightest argument—putting all their energy behind the work of supplying the people who like their ways and methods.

Hicks are everywhere. They are our kind of people. They are ourselves. Let us size them up right and serve them according to a well thought out plan. On such lines must the individual grocer's business of the future be laid out. Paul Findlay.

Does the Market Want a Yellow Apple?

A Muskegon correspondent recently wrote the Rural New-Yorker as follows:

We have almost sixty acres of fruit trees, among which are about 100 Grimes Golden, six years old. At the time these trees were set we believed, and still do, that there is no finer general purpose apple grown, but the apple-eating public does not seem to see it in the same light. There seems to be a prejudice against a yellow apple, no matter how excellent in quality it may be, and they are almost impossible to dispose of at anything like real worth. The leading apples here now, and about the only two varieties that are being sold at any profit to the grower, are the McIntosh and Delicious. We have about decided to graft these trees to McIntosh, but as the trees are doing nicely we thought we would find out if the preference for a red apple is only local or is general. Would it be advisable to graft young Grimes Golden on account of their being subject to collar-rot? Grimes Golden in this country produces smaller apples as the tree matures, and

thinning or fertilizing does not seem to help. I. P.

The above communication appeared in a recent issue of the Rural New Yorker. H. B. Tukey, the fruit editor replied as follows:

The present market undoubtedly wants a red apple, and a particular shade of red at that. The dull red of Stayman does not have the same appeal as the bright red of Opalescent, and the Premier strawberry is prized as much for the bright, varnished color of the fruit as for its earliness. At the same time there is a local demand for varieties that are known and appreciated, regardless of color. Porter, a yellow apple with red blush, is prized on the Boston market. Grimes Golden does well in Chicago but poorly in New York City. Local or private trade can often be educated to quality in spite of color. Golden Delicious, for example, seems to sell well on the Albany market in New York State, and roadside trade will take a yellow apple fairly well. There are those who believe, however, that the time is coming when yellow color and high quality will be considered synonymous. Yet there is no getting around the fact that yellow color is a fault and not a virtue at the present time. If the R. I. Greening were an attractive red apple it would be the leading variety grown to-day.

Anyone raised on Middle Western Grimes apples understands what I. P. means when he says that this variety is the best grown. Unfortunately it does not do well in the North. It is primarily a Southern apple, developing best under a long growing season. In the North it is small and immature, hardly to be compared with the variety at its best. So that on general principles the first count is against Grimes Golden in your section. Next, it is subject to collar-rot and trees which are top-worked are very uncertain. One Grimes orchard in New York State top-worked to a better sort is now almost gone from collar-rot, and the trees are not yet 20 years old. It is a question whether you will not be better off to pull the trees out and start over again acknowledging a mistake. It may be that you have a location in which Grimes fruit matures. If you do, then by all means keep the trees. You must be the judge as to that but on the face of it it would seem best to pull the trees out and start again.

The general editor referred to the matter as follows:


Does the market want a yellow apple? Mr. Tukey discusses this subject on page 586 but does not come to any direct conclusion. The general theory, backed up by many facts, is that a dark red apple is generally desired. The same is true of strawberries though some localities prefer a light red. For example we have had customers find fault with Marshall because it is too dark to suit some buyers. With peaches a dark yellow is usually preferred—though the white peaches are usually more delicate in flavor. With apples, however, a red is usually demanded—witness the common saying that if R. I. Greening were only red it would be about the "only apple." Lately we have learned something new about the popular taste. During the past few years there has been much discussion about vitamins and the general belief that they are generally associated with a yellow color. For example sweet corn. The assertion that vitamin quality and yellow color run together has had such an effect that thousands of buyers demand Golden Bantam sweet corn—or somewhat similar strains. We think this same demand for a yellow color will have some effect upon the future sales of apples. No use trying to tell the public this is "all nonsense." It may be just that, but if the public

comes to think that a yellow color means superior fruit, he who gets in the way of that belief will be run over.

Mary's Little Lamb.

Mary had a little lamb,
Her fiancé, you know,
And everywhere that Mary went

The duffer had to go.
He followed her to pale pink teas,
In truly lamb-like style;
He was as docile as you please,
For quite a little while.
But after marriage, seems the gent
Assumed another tone;
Then everywhere that Mary went
She had to go alone.



Grocers Should Be Prepared for the Preserving Season

By stocking up with
Franklin Granulated Sugar

In 2 and 5-lb. cartons and 2, 5, 10 and 25-lb. cotton sacks

The average margin on sugar is 4 per cent. Fifty turnovers a year means a gross annual profit of 200 per cent. on sugar.

Take advantage of the preserving season to get this increased business at a real profit.

Franklin Sugar Refining Company
PHILADELPHIA, PA.
"A Franklin Cane Sugar for every use"

A Picnic for Retail Grocers

The Best Foods Picnic has begun. It will continue throughout the Summer, enlivened by the jingle of innumerable cash registers recording the sales of Best Food Products. Tune in on the annual warm weather demand for these nationally popular delicacies. The housewife knows them—wants them.

- Best Foods Gold Medal Mayonnaise**
- Best Foods Relish Spread**
- Best Foods Thousand Island Dressing**
- Best Foods Bread and Butter Pickles**

Order them today—they are handled by more than 200 wholesale distributors conveniently located to serve all parts of the country.

THE BEST FOODS, Inc.
New York Chicago San Francisco

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 12—Chas. G. Graham and N. G. McPhee have formed a copartnership under the style of Graham & McPhee to act as direct mill selling agents for Eastern and Southern mills of blankets, knit goods, cottons, linens, sheets, bed spreads, towels, handkerchiefs, silk mufflers and scarfs. They have fitted up sample rooms on the third floor of the Wm. Alden Smith building and will cover the large buying trade of Michigan, Ohio and Indiana. Mr. Graham was traveling salesman for the J. V. Farwell Co. thirty years and McPhee was connected with the same house as traveling salesman for twenty-four years. Both gentlemen are not only experienced dry goods men, but high grade business men, and the success of their undertaking is assured.

George A. Southerton has returned to the ownership of the La Verne Hotel, at Battle Creek, after a vacation of a year and a half. He is remodeling and redecorating the hotel and will soon have it in fine shape. He was always a popular landlord and his return to active connection with the La Verne will be hailed with delight by his many friends.

Moses Dark is taking a week's respite from business cares and responsibilities. He is spending the time with his son, Rev. Moses Dark, at Scottville, who will probably initiate his father into the various kinds of fishing which he practices so successfully on the least provocation.

Mr. and Mrs. W. H. Bicknell, of Clare, were over to Galesburg July 4 for a visit with Mr. Curtis, their former general salesman in the John V. Farwell Co., Chicago, for a number of years. Mr. Bicknell is one of the leading merchants in his part of the state.

Harvey Gish is home from the Canadian Northwest, where he put in two months for his house. He started in at Winnipeg, covered the province of Manitoba and part of the province of Saskatchewan. He will put in the month of July at the Burselson sanitarium here and then cover Alberta and British Columbia. He purchased an automobile in Winnipeg, which he uses altogether in his calls on the trade. The towns are few and far apart and the roads are none too good, although they are being improved rapidly. Much crushed stone is being used around Winnipeg, which is obtained from a mountain forty miles South of that city. There is no cement road to speak of, but the gravel roads are well constructed and are kept in a good state of repair. Because the temperature is cool, Mr. Gish finds it easy to get much rest, which is not the case in warmer climes.

E. Wissner has removed his stock of variety goods from 1251 to 1227 Plainfield avenue, where he will continue the business under the name of Wissner's Variety Store. His father, Charles Wissner, has returned to Stronach, where he has re-engaged in general trade at his old location.

Keep Requirements Covered Three Months in Advance.

Written for the Tradesman.

The Government crop report, just issued, as expected, is very bullish on corn, and rather bearish on wheat, the winter wheat conditions having materially improved during June. The winter wheat outturn is now placed at approximately 580,000,000 bushels for the United States, which amount is 42,000,000 greater than the June Government crop report estimate, and as a consequence wheat declined about 3 cents to-day. On the other hand the condition of corn is shown to be very poor indeed, and indicates a crop of approximately 2,275,000,000 bushels, the smallest crop of corn in twenty-

six years, and fully a half a billion bushels less than last year.

It must be borne in mind that while there has been an improvement in condition of winter wheat, with good prospects for the spring wheat crop in the United States and Canada, that North America will not harvest as much wheat, both winter and spring, based on present prospects, as a year ago, which condition, coupled with a very strong price position in corn, indicates we will have at least as high a range of prices on wheat this year as last, and in all probability somewhat higher prices, for wheat is bound to act more or less in sympathy with corn, and besides high priced corn (there are only fifty-six pounds of corn to the bushel compared with sixty pounds to the bushel of wheat) will result in more wheat being fed to stock by Central states farmers, and a falling off in the consumption of corn meal by humans and a like increase in the consumption of wheat flour, which in itself will tend to create firmer prices for wheat.

Another factor is the ability of the farmer through organization to market his produce more uniformly; he does not have to rush all of his grain to market as soon as harvested any more, and particularly this year with reasonably good prices in prospect will be conservative in his marketing. From the standpoint of flour prices, it appears that present values on new wheat flour are reasonable, for while there will probably be some decline in the price of wheat during the heavy arrivals in August, the price of wheat feeds is very high, and due to decline considerably, probably from \$5 to \$8 per ton as soon as the mills get on a full-time run, which is equal to an advance of from 15 to 25 cents per barrel on flour on an even wheat market, so any decline in the price of wheat is likely to be practically offset by the decline in the price of wheat feeds, hence the price of flour for August. September shipment, new wheat flour of course, appears reasonable, and we believe if there should be a substantial decline from present prices of wheat, that both wheat and flour would prove to be a good purchase for shipment in from one to four months. It appears advisable to keep thirty days requirements well covered and purchase for three months deferred shipment on a substantial break, should it materialize. Lloyd E. Smith.

The Michigan Hunting Law.

One of the most drastic laws regulating hunting that has been enacted in years becomes effective in Michigan in early September.

The measure provides that hunters must first obtain the consent of farm land and woodlot owners before they can hunt upon their premises. This permission may be granted in writing or verbally. Such lands do not of necessity have to be enclosed. The measure also covers private hunting reserves, parks and public game reserves. Arrests for violation of the law can be made by any State or local officer upon complaint of the land owner.

The penalties for violation of the

law include a fine of not less than \$10 or over \$50 or 30 days in jail for the first offense and a fine of \$100 and 30 days in jail for any subsequent offense.

This law automatically closes all farms and woodlots to hunting without the necessity of posting such land against trespass. It practically eliminates all free hunting grounds in the Southern part of Lower Michigan where farms, woodlots, resorts and municipalities dominate the land area. It leaves nothing but the wild, uncultivated land of the Upper Peninsula for the hunters and a large part of this will come under the provisions of the new law.

The law is the outgrowth of dissatisfaction among farmers brought about by the abuses that have been heaped upon them by destructive hunters damaging crops, breaking down fences, appropriating fruit, allowing dogs to harass live stock and other annoying acts. Albert Stoll.

Receiver Now Wants Pay For Neckties.

A reader of the Tradesman sends in the following letter:

St. Louis, July 8—Some time ago Paunce Bill mailed you three Rayon neckties, requesting that you examine them, and if you thought them to be an honest value, you were to mail one dollar or otherwise you were to return the ties in stamped envelope enclosed.

On June 11, by order of the Circuit Court, I was appointed receiver of the St. Louis Knitting Mills, to whom Paunce Bill has assigned his accounts in settlement of his indebtedness to the St. Louis Knitting Mills.

I find that you have made neither return of money or ties and I ask you make immediate accounting in order that I may be able to make proper report to the court in interest of creditors. Address all mail to D. A. Livingston, Receiver.

Yours very truly,

Don A. Livingston,

Receiver St. Louis Knitting Mills.

The postal authorities say that no one is obliged to mail back unsolicited merchandise. That goes for the receiver, attorneys, and everybody else. If the receivers want to come around and gather up the neckties, that's their privilege, but they cannot compel anybody to go to the trouble of mailing them.

Waistcoats Lend Smart Note.

Small coats, blazers, gilets and waistcoats are pretty and smart this summer. Velvet is a favorite material for a short jacket made usually in black, which adds a chic note to a frock of almost any informal sort, in white or color. This provides just enough protection for cool days and evenings in the open during midsummer. Other little coats of this sort cut straight and boxy, to be worn without fastening, are made of flannel or of silk jersey.

The sleeveless gilet or waistcoat is very popular and is to be had in a variety of styles, differing in the manner of elaboration. The French models are charming, made of bright green and scarlet and trimmed about the edges with one or more colors of needlework or narrow ribbon. Some of these have a motif embroidered in wool on each corner of the coat or on each little patch-pocket. Sleeve-

less waistcoats fitted just as a man's are made and considered very smart with sports suits and riding habits.

These are the occasional items in wraps for informal dress. There are some lovely coats, very colorful, cut three-quarter length, with embroidery of net, which is darned into a solidly patterned fabric. Dance capes and coats of pailletted net, of net embroidered in gilt or silver, painted and beaded, are among the novelties for elaborate evening gowns that are made of sheer materials.

False To the Last.

Rouse's statement to Judge Verdier that he would have voluntarily returned to Grand Rapids if he had been advised that he was wanted is in keeping with his career of falsehood and crime.

When he was arrested on a fugitive warrant at the request of the Superintendent of Police of Grand Rapids, he demanded that he be informed who signed the complaint for his arrest and the name of the judge who would try his case. He was promptly informed on both points and immediately proceeded to employ able attorneys to enable him to oppose extradition proceedings.

Does this look as though he would have returned to Grand Rapids voluntarily?

Not by a jug full. He did everything he could to defeat the ends of justice and his fool friends went to the limit in undertaking to assist him in obtaining immunity from punishment or a light sentence. He was not a good loser—not even a good sport—and resorted to every expedient he or his friends could devise to enable him to avoid the punishment he deserved.

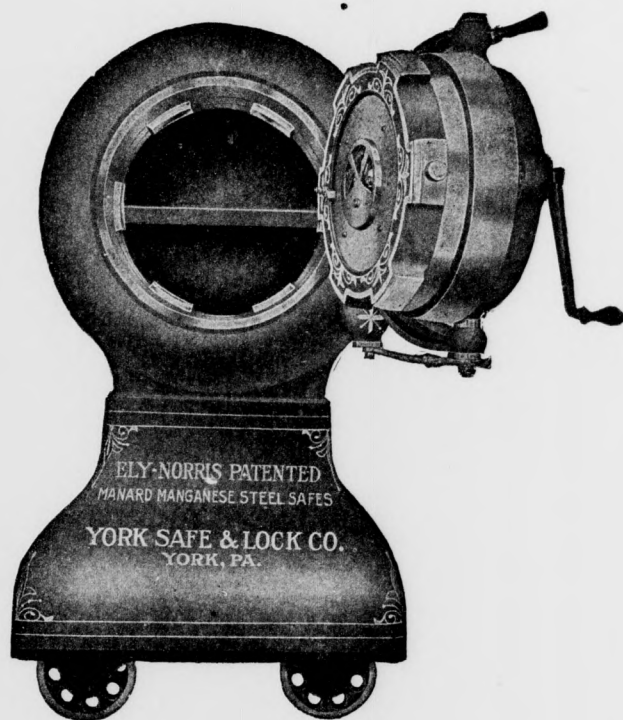
Why any reputable newspaper should print such false statements is more than the Tradesman can understand.

Wide Sheetings Lack Strength.

Probably the weakest corner of the cotton goods market at the moment is that occupied by wide sheetings, both bleached and brown. Supplies of these goods are available in considerable quantity, from all accounts, and in the absence of demand for them the mills are unable to get prices up to the point where they can be produced at even a small profit. The medium grades are said to be in an especially bad way, with little prospect of an early change for the better, and this applies to both branded and unbranded lines. To a certain extent made-up sheets and pillow cases occupy a similar position, despite the fact that, at their present prices, they are classed among the best "buys" in the entire market.

New Type of Ash Tray.

An improved ash tray which absorbs the fumes of odors of burning cigarette stubs is being placed on the market. This is accomplished by means of a simple device which creates an air pocket that prevents the smoke from drifting back. The item includes a glass jar with nickled top. It is three inches in diameter and five inches high. The receiver is priced to retail at \$1.



On the Bargain Counter

We have two Ely-Norris safes, similar to the accompanying illustration, which we wish to dispose of at sacrifice sale. They are absolutely burglar proof and can be depended to carry any bank or business house through the most trying ordeal. The safes are not second-hand, but slightly shop worn.



GRAND RAPIDS SAFE COMPANY
Grand Rapids



“... if you'll _____,” says Ivory Flakes

LARGE IVORY FLAKES—

“Say, Boss, I want to talk to you. We don't think you're giving us a square deal. Here we are perched up on the shelves where customers have to look hard to find us. You want action—so do we! Why not give us a chance to show you what we can do?”

GROCER—“What do you mean—give you a chance? Do you expect me to stand at the door and sell you to my customers as they come in? Or do you want me to put you in my valuable show windows?”

L. I. F.—“No, we don't expect you to do that. Of course we don't object to being put in your windows occasionally. As a matter of fact you've always found it to your advantage, haven't you? And we make a pretty snappy window, too, don't we?”

GROCER—“Well, then what do you want?”

L. I. F.—“Here's what I mean: why not put a lot of us down on your counters where we can greet

the customers after they're in your store, and where we can be under their eye while they are talking to you. If you'll do that, we'll show you some real action.”

GROCER—“I'm not so sure about that. It wasn't so long ago that I had one of you down here on the counter, with dressed-up display arranged by one of your salesmen. Of course you sold fairly well, but you didn't 'set the world on fire' then.”

L. I. F.—“No, probably not. We show up best when there's a crowd of us. A big group always attracts more attention than a single individual, you know. By the way, that's the reason we are such big sellers in that store down the street.”

GROCER—“Well, I might try you out on the counter for a while, but why are you so sure that my customers will be anxious to buy you?”

L. I. F.—“Because they say that a good big man is always better than a good little man. We're 'good big men.' But don't think

that I'm casting any reflections upon my little brothers — they are mighty good value at 10c. But look at me—don't I look at least 3 or 4 times as big? And yet I cost only a quarter. Women buy us because of our size, just like they buy our cousin, large size Chipso.”

GROCER—“All right, you win, and if you can show the same speed that large size Chipso has, you can bet your bottom dollar I'll keep you on the counter.”

Store after store has demonstrated that large size Ivory Flakes is a splendid seller when it is properly displayed. Best results have been obtained when a number of packages are grouped together with a price card which suggests “bargain” to your customers.

We suggest that you try displaying Ivory Flakes in your store. Suitable display material for Ivory Flakes, or any other Procter & Gamble product, is yours for the asking. Use the coupon below.

PROCTER & GAMBLE

CINCINNATI, OHIO

Procter & Gamble Cincinnati, Ohio	K-427	BRAND	Window Trims	Counter Cards	Price Posters	Have you a copy of our 26 page booklet— “Windows that Sell”—which contains valuable information on effective window displays? A copy will be mailed free up- on request. Name _____ Street _____ City _____ State _____
		Ivory Soap (large size) _____ Ivory Soap (medium size) _____ Guest Ivory _____ Ivory Flakes _____ P and G White Naphtha _____ Chipso _____ Crisco _____				
Please send me free the number of display pieces indicated opposite:						