

Conservation Beatitudes

1. Blessed are they who plant the long-lived tree and shrub, for generations shall rise up and call them blessed.
2. Blessed are they who are owners of flower gardens, for in the heart of a flower may be seen its Creator.
3. Blessed are they who appreciate nature's gifts, for they shall be known as lovers of beauty.
4. Blessed are they who clean up in the highways, byways and home grounds, for cleanliness is next to godliness.
5. Blessed are they who brighten and freshen their buildings and fences with paint, for improvement and the praise of many people shall be their reward.
6. Blessed are they who war on signs and banish the billboards along the rural highway, for they shall be called protectors of roadside beauty and landscape scenery.
7. Blessed are they who stand against friend and relative in the protection of nature's gifts to our Nation, for they shall be recognized as true patriots of America.
8. Blessed are the towns with planning boards, for great beauty, prosperity and peace shall descend upon them.
9. Great shall be the reward of those who protect our forests from fire for the bird shall continue to serve him and the fish and the wild animal to furnish him food.
10. Whosoever conserveth our National resources serveth himself, and the generations following.

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

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, JULY 20, 1927

Number 2287

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.

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

THE GROWTH OF GRAFT.

The Tradesman has always maintained that the meanest thief in the world is the thief who steals from the people.

No person can do a meaner thing than to accept appointment on a State, county or municipal board and betray the confidence reposed in him by soliciting or accepting graft from those having dealings with the board or committee he is supposed to serve honestly and equitably.

Forty years ago there were four daily papers in Grand Rapids. The city printing was worth about \$2,500 per year. Representatives of the four newspapers would get together and draw cuts as to which should put in the lowest bid. The paper winning the contest would put in a bid of \$4,000, receive the award and hand each of the other newspapers a check for \$500 for assistance in putting over this fraud on the people. This practice may not be in effect now, but it was kept up for many years and cost the taxpayers of Grand Rapids many thousand dollars.

The same pernicious system was pursued by local plumbers for many years. Bids for plumbing new buildings were the varietal jokes. The bids were prepared by a secretary or manager, who decided which plumber was "entitled to the order" and juggled the bids accordingly. An infamous agreement with the plumbers' rendered it impossible for any man to purchase his supplies where this pernicious system was not in vogue and have them installed by a local workman. This practice has resulted in increasing the wages and reducing the productive capacity of the worker to a point where plumbing costs fully four times what it did a few years ago. We have these figures from a local plumber who informs us that he now gets \$500 for plumbing a small house which he formerly was glad to do for \$125. The agreement to "hold up" the public covers every factor — manufacturer, dealer, retailers and worker—so that

it is practically impossible to defeat the iniquitous arrangement.

The disposition to "nick the public" is manifested in nearly every line of business except merchandising and finds expression in nearly every phase of human endeavor except in wholesale and retail mercantile circles. The graft idea has become so firmly fixed in the minds of many people that they find it impossible to shake it off, even if they wish to do so, in order to be able to look honest men in the face and seek the salvation of their souls.

CLEANING AUGEAN STABLES.

No other Michigan governor ever faced so wretched a condition as confronted Fred W. Green when he donned the toga of Chief Executive a little more than six months ago. Graft, corruption, malfeasance in office, incompetence, extravagance and disloyalty were in evidence on every side. Few departments of the State government were free from abuses which had been in existence under former governors and which were greatly augmented under the disreputable and despotic administration of Groesbeck.

Governor Green has worked like a Trojan to bring order out of chaos; to replace extravagance and graft with economical methods and honest practices. He has made marked progress and won the unstinted praise of every friend of good government for the work he has accomplished, the abuses he has abolished, the thievery he has stopped, the extravagance he has checked, the wrong ideas of government he has replaced with correct and wholesome methods. No executive has done so much in a half year as he has accomplished. Unfortunately, much yet remains to be done. The cohorts of crime, the apostles of evil, the slimy creatures of political rings and chicanery die hard. The evil genius of former executives appears to hover over the havoc they have wrought in the minds and hearts of men who have come to regard office holding as a license to indulge in all kinds of political debauchery and public plunder.

If ever a public official needed assistance in probing wrong and wickedness and sturdy encouragement to proceed with the work he has started out to accomplish in behalf of the people and good government, Governor Green is that man. To withhold knowledge of wrong doing or conceal facts he ought to have in order to act promptly, intelligently and effectively, is to stamp the man who thus conducts himself as unworthy of citizenship.

No more heroic figure has ever been presented in Michigan than the little man who sits in the big chair at Lansing, devoting long hours to solving our problems and deciding questions

of state along sane and sensible lines. He does not lie awake nights figuring how he can hand out fat contracts to favored friends and political henchmen without competition, but insists that every piece of work performed for the State shall be awarded on a competitive basis and that every citizen shall be given a fair chance to compete for public work under fair and equitable conditions.

YORK'S TIME OF GLORY.

The little town of York, Pa., with its 50,000 inhabitants, is preparing to celebrate the 150th anniversary of the period when it was the capital of the country.

York was the seat of government at a momentous time. Howe had captured Philadelphia—or Philadelphia had captured Howe, as Franklin whimsically phrased it—and the Continental Congress was a fugitive body, flying across Pennsylvania, accompanied by wagons carrying the scanty public treasury and the official documents. A few days at Lancaster convinced the Congressman that it would be better to put the broad Susquehanna between them and the British army, so Congress went to York, where it remained for nine months. Here John Hancock, never in good health, was forced to resign as president of Congress. Here also Congress officially received the news of the surrender of Burgoyne, and Henry Laurens, who succeeded Hancock as President, appointed a committee to draw up a thanksgiving proclamation, the first national thanksgiving proclamation in the history of the United States. The outstanding figure in the lobby at York—for even this fugitive Congress had a lobby—was Thomas Conway, with a grievance against Washington. This adventurer spent the winter trying to persuade Congress to appoint Gates commander-in-chief of the armies in the field.

The celebration at York during the last two days of September and the first two days of October this year will serve to recall the dark cloud that hung over the country in 1777 as well as the silver lining that was disclosed at Saratoga.

ABUSE OF SELF-EXPRESSION.

We want self-expression and we need schools and colleges which will bring out real individuality instead of molding boys and girls alike and turning them out after a pattern. But before you can express yourself, you must be something and have something to express.

Self-expression is not letting yourself go and riding roughshod over the decent conventions of life. There can be no true self-expression without continual reference to moral law and so-

cial obligation. Men and women cannot justify anything by saying they are merely expressing themselves.

How many plead insanity as an afterthought when a murder has been committed cold-bloodedly? It is time for us to center our minds on that part of our lives which is free and to declare again for men's moral responsibility. This is a very serious state of affairs. Tell young people everything about a man's physical descent, and nothing about his spiritual ascent, and you have made a clear way for them to evade most of their obligations. The way of scientific materialism is the way of moral death.

The utter ennui of a generation of youth which has exhausted all possibilities of sensation and squeezed all the enthusiasm out of life! When will we learn that we cannot pursue happiness directly; that it comes only as a by-product of service and right living; that it dies when we seek it, as a flower wilts for being held too tightly in one's hand?

UNCLE SAM TO THE RESCUE.

It naturally affords the Tradesman much pleasure to reproduce the ruling of the Postoffice Department on page 2 relative to the status of those who receive unwanted and unauthorized shipments of goods through the mails. The ruling is furnished the Tradesman by the Solicitor of the Department and can be relied on by merchants generally as both authoritative and final. The fact that shipments of this character will not be insured by the Government is a strong argument against the legality of the nefarious traffic.

With the assistance thus rendered by the Federal authorities it ought to be a comparatively easy matter to abolish this abuse, providing every person who receives an unasked and unauthorized shipment positively refuses to return it unless the sender remits \$1 by draft, currency or certified check to compensate the recipient for his trouble. The amount thus required is not large, but it carries with it ample penalty to make such violations of good business and good ethics so unprofitable that they will ultimately be abandoned.

The Michigan Horticultural College has been conducting the development of a type of cucumber as near disease-proof as possible, prolific, symmetrical in shape, suitable for the pickling business, small seeds, and a higher percentage of flesh than that contained in the ordinary cucumber. Professor George E. Starr has been conducting the work, a seedman of high rank, and most interested in the development of a true strain cucumber seed,

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

The Realm is in receipt of the following letter from the attorney of the Apple Hat Manufacturing Co.:

St. Louis, Mo., July 13—The Apple Hat Manufacturing Co., Inc., has presented to us for our consideration and advice the facts in connection with the controversy existing between you, resulting from letters and articles written and circulated by you in your paper and through the mails.

We wish to be sure at the outset that you understand the character of the Apple company and the method by which it transacts its business.

We feel that you are advised as to the financial responsibility of the company from statements of your which we have seen.

With reference to the manner in which the company conducts its business, we beg to advise as follows:

The company has found by experience that the cost of sending out cap salesmen is prohibitive if salesmen are to be employed solely for this business. If, on the other hand, the company's line is sent out by salesmen who also handle other articles, experience has shown that no satisfactory sales results are obtained in this way.

It has also been found that it is difficult to secure an adequate presentation of a line of caps by catalogue.

The company has, therefore, for many years been sending sample assortments of a dozen caps through the mail to merchants with whom it desires to do business. In many cases, the merchant returns the sample shipment, while in some cases he retains the sample shipment and orders larger quantities from the samples. In still other cases, the merchant returns the samples, but orders more complete assortments which he has selected from the samples.

There is no effort to force the merchant to retain this merchandise. The package bears a notice to the postmaster that if the shipment is refused, return postage will be paid by the shipper. If the shipment is accepted by the shipper, he is advised by letter from the Apple company that if he desires to return the merchandise, return postage will be refunded.

With respect to the quality of the merchandise, we do not believe there has ever been any criticism that the values are not thoroughly legitimate.

This method of doing business should not, in fairness, be compared with cases of fraudulent sales by mail which have lately occupied the public eye.

We understand that because of numerous fraudulent direct-by-mail selling schemes, your publication some time prior to March, 1927, published an article suggesting that the proper way to stop the shipment of unordered merchandise through the mails would be for the consignee to demand some arbitrary amount in excess of the actual postage for the return of the merchandise. This advice of yours seems to have been acted upon in a very great number of cases throughout Michigan, with the result that the Apple company has been put to an unusual expense to secure the return of its merchandise.

Without discussing the question of your right to give such advice to your subscribers as a matter of law, we do not believe that you are within your legal rights in making, in articles or letters, some of the statements with reference to the Apple company which you have made. For example, in your letter of March 19, to Harry Hirshberg, you referred to our client as doing "illegitimate business" and further stated that "this is the only way we can put an end to this notorious busi-

ness which no honorable house doing business on strictly ethical lines would ever stoop to." In your paper, in the edition of July 6th, you refer to the business conducted by the Apple company as despicable business and refers to them as schemers. You further refer to the company as St. Louis shysters.

The above expressions are, in our opinion, libelous per se and we have no doubt that you will agree with us in this conclusion.

Your zeal to protect the Michigan merchants from dishonest merchandising methods is worthy but we do not believe you have properly included the Apple company in your general condemnation.

You have caused an actual damage to our client, the amount of which is as yet uncertain, and we feel that both from a legal and a moral standpoint, the least you can do is to publish in the columns of your paper and to write to each of your subscribers with whom you have had correspondence libeling the Apple company, an article in the effect that the Apple company is not

the pleasure of reading. It is, indeed, a pleasure to receive a letter which is not bristling with threats and innuendo.

It is quite a contrast from the letters I have received from your client, who appears to assume that an editor can be intimidated by threats of prosecution. As a matter of fact, a man who has devoted forty-four years of his life to editing a trade journal along perfectly sane and sensible lines never pays any attention to communications which teem with abuse and vilification. Barking dogs never bite and threatening letters never get a man anywhere in this world.

Much as I should like to be in accord with so courteous a gentleman and clever a correspondent as your good self, I cannot agree with you in the statement that your client is conducting business along legitimate lines when it undertakes to force goods on merchants who have not ordered them.

Such a practice is unethical and fundamentally wrong. It is condemned by the Federal Trade Commission and

which does not apply in the case of a newspaper, but which is applicable to a trade journal with an established reputation for guiding its patrons through devious paths into which they may have been beguiled by unscrupulous or unthinking merchandisers and for warning them against the sharks in trade who would prey on the credulity of men who are, perhaps, not any too well informed as to their rights and duties.

If the proposition made above is accepted in good faith, I shall be glad.

If it is rejected and your client persists in conducting business along lines which are condemned by every right thinking man in the world, I will do all I can in all the ways I can to make the practice an unprofitable one.

If you are not satisfied as to my good faith and the legal soundness of my position, you have recourse to the courts and I will meet you fairly and squarely and abide by the result—after the matter has been passed on by the court of last resort. In pursuance of this duty there will be no ill feeling or resentment on my part. On the contrary, I shall rejoice that I will have an antagonist who will approach the ordeal as broadly and generously as your letter indicates.

E. A. Stowe.

POST OFFICE DEPARTMENT

Office of the Solicitor

Washington, July 15, 1927.

Mr. E. A. Stowe,
Editor Michigan Tradesman,
Grand Rapids, Michigan.

My dear Sir:

The receipt is acknowledged of your letter of the 9th instant, addressed to this Department, requesting information with respect to unsolicited merchandise sent through the mails.

In reply, I have to advise you that, in so far as the postal laws are concerned, persons are under no obligation to receive or account for merchandise sent to them through the mails unordered. Postal regulations prohibit the insurance of such matter and the sending of it by C. O. D. parcel post, but there is no law at present which prevents its being sent as ordinary mail. A bill designed to suppress the practice was introduced in the last Congress by Representative Watson, of Pennsylvania, but it failed of passage.

Very truly yours,
Horace J. Donnelly, Solicitor.

involved in any dishonorable or questionable business but that it conducts its business in a perfectly legitimate matter, entirely on a basis of merit.

Please give this matter the thorough consideration it deserves and let us hear from you at your earliest convenience.

Milton H. Tucker.

On receipt of the above letter, the following reply was mailed:

Grand Rapids, July 16—I have had considerable contact with lawyers all my life. The late Judge Hatch was my attorney thirty-five years and for five years I lived with him in his family, chatted with him at meals and discussed matters of interest with him every evening. He handled all the legal affairs of myself and company and never lost a case. He took me to the Supreme Court, directly or indirectly, thirteen times and we came home victorious every time.

Because I have been engaged in the publication of the Tradesman forty-four years, I have naturally received a good many letters from attorneys of all kinds, but your letter is one of the most courteous ones I have ever had

practically every mercantile organization in the United States. Its adoption would break down the present system of merchandising and replace the pleasant relations which now exist between manufacturer, jobber and retailer with antagonism, hatred and suspicion. Even so specious a reasoner as yourself could never convince me or any jury you might select that in sending out merchandise to strangers—merchants your client has never seen and never will see—the end justifies the means.

If your client will write me a courteous letter, agreeing to discontinue the practice, I will cheerfully go out of my way to commend their action and assist in re-establishing the esteem of the trade they have lost by their own actions in undertaking to force unwanted and unordered goods on the merchants of this country.

Your implication that certain references I have made to your clients may be libelous per se does not alarm me in the least, because I have lived all my life in the atmosphere of the courts. I know judges and I know juries. I also realize fully the protection involved in the element of privilege,

Amble, July 16—I am sending you a letter I just received from a collection agency which evidently has some claims from our friends of the Apple Hat Manufacturing Co. I wonder what they take us for? Let them hop to it.

A. D. Wise.

The letter referred to by Mr. Wise is as follows:

St. Louis, Mo., July 14—We see that you have disregarded our former letter, calling to your attention, your past due account with our client, The Apple Hat Mfg. Co.

This is the last letter you will receive from us on the subject, and should you fail to respond with a check, by return mail, we will immediately instigate suit to force payment. Benthrop Collection Agency.

The Benthrop Collection Agency has been sent the following letter warning it that it is treading on dangerous ground to send out such threatening letters on bogus claims:

Grand Rapids, July 18—Notwithstanding the recent ruling of the Post-office Department that the merchants who receive unauthorized and unwanted shipments are under no obligation to return them, I note you are accepting these bastard claims for collection and are sending out letters to merchants, threatening suit within a certain time if payment is not made forthwith.

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

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

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

E. A. Stowe.

Lake City, July 18—Enclosed find a letter from a collection agency. This is the second one I have received.

One day not long ago I got a letter from the Apple Hat Mfg. Co., saying they had sent me another shipment of caps and while I was away one day the caps came and they opened them up here, same as they do all packages, and now I have two shipments of them. I don't go to the office myself once in six months to get the mail.

Now I made up my mind they could start suit if they wanted to and then I would see what I could do.

I also enclose a letter on the first

shipment and see what they say when I ask for \$1 for my trouble.

W. J. Ardis.

The collection letter is the same as the one reproduced above which was sent to the Amble merchant.

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

St. Louis, Mo., July 10—We have for acknowledgment your few lines on the back of one of our cards, and we are, accordingly, enclosing postage which is sufficient to defray the return charges by insured parcel post.

We note that you are making demands for other charges, and we, therefore, take this opportunity of advising you that, in accordance with both the State and Federal laws, all that is required of us is to send you the necessary postage and any other charges on your part, are illegal.

Whether these caps were shipped to you with an order or not, since you accepted same from the postoffice, you are responsible for either the payment or the return of same, upon receipt of the proper amount of postage, which as stated above, we are enclosing.

Now, we know that you are a responsible business firm and stand well in your community. We, too, enjoy a reputation established over thirty years, so there is no reason why this matter cannot be handled in a sensible, businesslike manner, without forcing us to start a law suit which will impair your credit and standing in every market in the country.

If you do not approve of our method of operation, all you have to do is to return our merchandise to us and if you still persist after the receipt of this letter, in taking the arbitrary stand that you have, then, of course, we have nothing else to do but to resort to law, which, you will find, embarrassing and expensive.

We trust that you see the wisdom of avoiding such a serious step over a trivial matter.

Apple Hat Mfg. Co.

It is hardly necessary for the Realm to repeat that the above letter is a tissue of falsehoods from start to finish.

In the second paragraph the statement is made that all that is required of the shipper, under the Federal law, is to send the necessary postage to retain the unordered goods. Compare this statement with ruling of the Solicitor of the Postoffice Department on the center of preceding page, in which it is held that the receiver of unordered goods is under no obligation to return same.

It is a rule of common law that no one is responsible for the return of goods he has not ordered. Sending the postage required does not contemplate that the recipient of unwanted goods shall transfer them to the post-office or express office.

Threats of lawsuits to enforce bastard claims is a violation of the postal laws and renders the Apple Hat Mfg. Co. liable to prosecution and punishment for violation of same. The intimation that the writer will "impair the credit and standing (of the merchant) in every market in the country" is also actionable.

The writer of the above letter or the corporation which permits its name to be signed to such a dangerous document is treading on dangerous ground, because it commits four crimes in so doing—crimes for which it will be

properly prosecuted and punished unless it immediately desists from continuing its present criminal methods.

Annual Meeting of Michigan Wholesale Grocers Association.

Saginaw, July 18—On July 26 will be held the annual meeting of your Association.

While it is quite customary to say that each meeting will be the best ever, and that phrase has been worn threadbare from constant use, we do say that this will be an unusual meeting.

We have received word from wholesale grocers from the states of Alabama, Ohio, Indiana, Wisconsin and Illinois telling us that they are interested in the work that we are doing, and that they will be present at our State meeting.

This Home-Owned store movement is rapidly assuming a National scope and this interest is intensified when one becomes acquainted with the details and the possibilities of the campaign.

At the request of the Secretary of a Chamber of Commerce we are, tomorrow, presenting this plan before seven groups of representative merchants who are interested in the movement, and we have received several other invitations from other points in the State, all of which we will accept as soon as time will permit. The session to-morrow will require about nine hours time.

We have arranged many features on this annual programme to make it interesting, but if we did not have another subject provided, we feel sure the explanation of this campaign alone would merit the attendance of every wholesale grocer in this State.

We will be pleased to have with us as many wholesalers as possible from other states as well. We have received the assurance of a large number of our membership telling us they will be present, and it is our sincere hope that every member will be there.

We have done our best to make the day worth while. We hope to see you all on the 26th. P. T. Green, Sec'y Mich. Wholesale Grocers Ass'n.

Fruit Packers Victims of "Ether Maniac."

Fullerton, Calif., July 15—Just why Fullerton's "ether maniac" should have selected several fruit packers for his intended victims last Friday night at the California Hotel is a mystery.

Fred W. Krinard, the well-known citrus man, head of the Fullerton Packing Co., D. J. Churchill, of the Exchange house, and C. A. Meyer, of the same house, were talking with W. E. Channing, of the Newton Process Co., in the hotel lobby. One of the party complained of feeling dizzy. In a few moments the others felt the same sensation. Others in the lobby noted the strong odor of chloroform. The police were called, but could not trace the scent.

Two weeks ago the "ether maniac" sprayed chloroform into the room occupied by Ralph Ince, the motion picture producer. Ince was partially overcome by the fumes. At that time there was a small-sized panic in the town.

The attempt last Friday night, the seventh so far, was made with an atomizer, with which the maniac sent a spray of chloroform into the main lobby and then disappeared. The police are making vigorous efforts to locate the party.

Theological Item.

Parson—You love to go to Sunday School, don't you Robert?

Bobby—Yes, sir.

Parson—What do you expect to learn to-day?

Bobby—The date of the picnic.

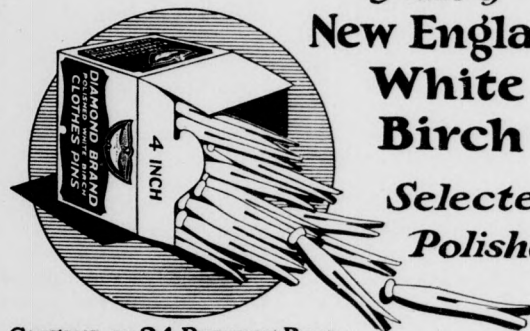
**Borden products and
Borden advertising
are the
strongest factors
working for
more milk business in
the grocery store**



DIAMOND BRAND CARTON CLOTHES PINS

Made of
**New England
White
Birch**

*Selected-
Polished*



CARTONS OF 24 PERFECT PINS~

**TRADE MARKED QUALITY
OF
THE DIAMOND MATCH CO.**

Sold and Recommended by
ALL LEADING DEALERS

MOVEMENTS OF MERCHANTS.

East Lansing — Bert K. Bassett, dealer in boots and shoes, has filed a petition in bankruptcy.

Detroit — Samuel Goodman, dealer in boots and shoes at 2910 Hastings street, has filed a petition in bankruptcy.

Saginaw — The Crystal Crude Oil Co., Inc., 129 North 10th street, has increased its capital stock from \$12,500 to \$25,000.

Detroit — The Acme Packing & Supply Co., 321 Griswold street, has increased its capital stock from \$2,000 to \$100,000.

Holland — The Verburg Hardware Co., 83 East Eighth street, will hold its formal opening July 23. Souvenirs will be given to all who attend.

Camden — Fire damage to Earl Schaffer store building and grocery stock July 17, to extent of about \$4,000, which is covered by insurance.

Detroit — Jacob Hyman, dealer in boots and shoes at 7750 Harper avenue, has sold his stock and store fixtures to Frank Sshechter, who has taken possession.

Battle Creek—John Brandl, who conducts shoe stores here and in Lansing, is succeeded in business here by Brandl Bros. and will devote his entire attention to his store in Lansing.

Escanaba—The Peninsular Timber Co., First National Bank building, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Detroit—The Charles F. Weiss Baking Co., 8443 Grand River avenue, has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and \$1,500 paid in in cash.

Bay City—The thirtieth annual outing of the Bay City Grocers and Meat Dealers' Association will be held at Wenona Beach August 17. All grocery stores and meat markets will be closed on that day.

Detroit—The Astor Shop, Inc., 1510 Woodward avenue, has been incorporated to deal in apparel for men and women, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Negaunee—Mrs. John Honka, owner of the Home Bakery, has sold it to Victor Palomaki, who will continue the business under the same style at the same location, at the corner of Pioneer avenue and Case street.

Highland Park—The Manufacturer's Outlet Co., 232 Manchester avenue, has been incorporated to deal in radio supplies, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in property.

Owosso—The Owosso Chamber of Commerce is dickering with certain interests to effect the occupation of the defunct Field Body Corporation plant by a company manufacturing front drive busses and trackless cars.

Mayville—The People's Gas & Oil Co. has been incorporated to deal in gasoline, oils, and auto accessories, with an authorized capital stock of \$15,000, of which amount \$9,000 has been subscribed and \$6,280 paid in in cash.

Detroit—The Michigan DeLuxe Motor Sales, Inc., 3711 Michigan avenue, has been incorporated with an authorized capital stock of \$25,000, of which amount \$7,000 has been subscribed and paid in, \$4,000 in cash and \$3,000 in property.

Detroit—C. F. Draper & Son, 5685 Commonwealth avenue, to deal in wood machinery, carpenter's supplies, do mill work, etc., with an authorized capital stock of \$40,000, \$16,000 of which has been subscribed and paid in in property.

Ypsilanti—W. C. Conrad & Son, 205 West Michigan avenue, has been incorporated to deal in wallpaper, paints, etc., with an authorized capital stock of \$20,000, \$15,000 of which has been subscribed and paid in, \$3,100 in cash and \$11,900 in property.

Traverse City — The Brumm Co., State Bank building, has been incorporated to conduct an exporting and importing business in goods and wares, especially machinery, with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—Weinberg Brothers, 1022 East Canfield avenue, have merged their heating and plumbing business into a stock company under the same style, with an authorized capital stock of \$25,000, all of which has been subscribed, \$5,286.81 paid in in cash and \$14,713.19 in property.

Detroit—Lindsey's, Inc., 205 Tuller Hotel, has been incorporated to conduct a general hosiery business, conduct stores and subsidiary companies, in Detroit and throughout Michigan, with an authorized capital stock of \$250,000, of which amount \$70,700 has been subscribed and paid in in cash.

Covert—The Michigan-Ohio Oil Co. announces, through its representative, G. C. Chressman, of Toledo, that test wells will be driven near Covert, and also that leases have been obtained at Watervliet. The company will make a thorough test of the region north of Watervliet in Van Buren, Berrien and Cass counties.

Hillsdale—Judson Lewis, dealer in gasoline, oils and all petroleum products, has merged his business into a stock company under the style of the Lewis Oil Co., to conduct a wholesale and retail business, with an authorized capital stock of \$100,000, of which amount \$60,000 has been subscribed and paid in, \$12,000 in cash and \$48,000 in property.

Manufacturing Matters.

Grand Rapids—The Furniture City Body Co., 7th and Muskegon streets, has decreased its capital stock from \$350,000 to \$200,000.

Flint—The Flint Automatic Heater Co., Inc., 405 Genesee Bank building, has been incorporated with an authorized capital stock of \$15,000, \$10,400 of which has been subscribed and paid in in cash.

Bay City—The Riverside Dairy Co., 114 Franklin street, has been incorporated to manufacture and deal in dairy products, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit — The Neu-Pro Co., 3126 Grand River avenue, has been incorporated to manufacture and sell paints and varnishes, with an authorized capital stock of \$25,000, of which amount \$5,000 has been subscribed and \$3,750 paid in in cash.

Detroit—The Wolverine Drug Products Co., 1800 Buhl building, has been incorporated to manufacture and sell drugs and medicines, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$20,000 in cash and \$10,000 in property.

Alpena—The American Piston & Machine Co., has been incorporated to manufacture replacement pistons and do general machine work, with an authorized capital stock of \$75,000, of which amount \$59,450 has been subscribed, \$10,000 paid in in cash and \$42,000 in property.

Carleton—The Carleton Cooler Corporation has been incorporated to manufacture and deal in household appliances, particularly for refrigeration, with an authorized capital stock of \$200,000, of which amount \$110,190 has been subscribed, \$1,789 paid in in cash and \$100,000 in property.

Detroit—The Field-Jerome Laboratories, Inc., 500 C. P. A. building, has been incorporated to manufacture and deal in boilers, with an authorized capital stock of 20,000 shares at \$1 per share, all of which has been subscribed and paid in, \$10,000 in cash and \$10,000 in property.

Detroit—The Rotary Ventilator Co., Ltd., 1320 Medbury avenue, has merged its business into a stock company under the style of the Rotary Ventilator Co., with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed, \$1,880 paid in in cash and \$23,120 in property.

St. Louis—Purchase of the plant and equipment of the S. P. S. Foundry Co. has been announced by the officials of the Erb-Joyce Foundry Co., of Vassar. The equipment of the St. Louis plant will be moved to Vassar and the former plant closed for some time. This makes the third unit owned by the Erb-Joyce interests.

Pontiac — The Mahon Structural Steel Co., Detroit, has been awarded a contract for 10,000 tons of structural steel for the new plant of the General Motors Truck Corporation at Pontiac. The corporation was formerly known as the Yellow Truck and Coach Manufacturing Co. Construction of the plant has already been started.

Mt. Clemens—The negotiations of the city of Mt. Clemens to bring the Mathews Industries, Inc., of Detroit, to this city, have been definitely abandoned. While the Mathews Industries, Inc., will not move to Mt. Clemens, there is a possibility that the company may consider a new location within twenty miles of Detroit.

Lansing—Negotiations are still pending between the Hayes-Ionia Body Co., of Grand Rapids, and the Central Trust Co., Lansing, receivers for the defunct Auto Body Co. regarding the acquisition of the plant of the latter in Lansing. Jay Hayes, general manager of the Hayes-Ionia Co., is representing his concern in the negotiations. Mr. Hayes stated that if the deal is pushed through, about 600 men will be employed. It is said that the Whippet business of the Overland Co. will be transferred from Grand Rapids to Lansing if the deal is completed.

resenting his concern in the negotiations. Mr. Hayes stated that if the deal is pushed through, about 600 men will be employed. It is said that the Whippet business of the Overland Co. will be transferred from Grand Rapids to Lansing if the deal is completed.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 19—Roy D. Newell, who has been at Detroit for the past few months, has returned to his home at Kinross, where he will again look after his store, which has been conducted by his wife during his absence.

The many friends of James Melody, prominent manufacturer from Flint, were pleased to see him and his family here, where they will visit during the next week. Mr. Melody was a resident here until about ten years ago, when he moved to Flint, where he engaged in business for himself, being quite successful. He noticed many changes in the Soo. Many of his old friends are still here, but the civic improvements, especially on Ashmun street, were very noticeable. They expect to spend a few days on the Taquamonaw and enjoy the scenery and splendor of the wilds.

The Orangemen here celebrated July 12 in a great gathering. Several thousand outside members from Canadian cities, as well as from the smaller towns on our side of the river, were on the scene early and remained until late. The various fife and drum corps continued playing throughout the day. Ex-Gov. Chase S. Osborne was the principal speaker at the city hall grounds. To say that a good time was had by all would be putting it mildly.

The liquor store on the Canadian side was opened to the public last Wednesday, but the expected rush did not materialize. There was no line up for admittance and very few went over from this side of the river. We are informed by our commercial tourist bureau that only two enquiries were made in reference to getting over the river and asking for information about the new liquor regulation. It has not as yet made any difference with the tourist business here.

A great occasion is worth only what your training enables you to make of it.

T. A. Leigh, in charge of the shipping department for Swift & Co. at the local branch here, is enjoying a vacation this week, which he expects to spend in Cloverland.

D. W. Draper, the well known baker, has sold his business on Ashmun street to Hunley Gregg, who will continue the business. Mr. Draper is leaving for Detroit, where he will spend some time attending to other business, but expects to return to the Soo later and may engage in business here again.

The Whippet Inn, at Mille Coquins Lake, has opened for the season. J. V. Church, the proprietor, has also opened a grocery and a gas station. He also has some furnished cottages to accommodate tourists.

It is easy to dodge our responsibilities, but we cannot dodge the consequences of dodging our responsibilities. William G. Tapert.

Eight New Readers of the Tradesman.

Eight new subscribers to the Tradesman were received last week, as follows:

Southerland & Bowman, LeRoy.
E. J. Comstock, Shiloh.
L. E. Green, Fife Lake.
Fred DeBoer, Kalkaska.
Frank Troutman, Mancelona.
Alba Bank, Alba.
Mrs. Mary C. Bidwell, Racine, Wis.
Wm. Hyma, Lamont.

Essential Features of the Grocery Staples.

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

Tea—The market has a strong undertone and the business of the week, while not heavy is still rather active. Prices of tea in this country are below the replacement value. Black teas have been very firm in primary markets and so have fine Ceylons. The Japan tea people are now doing some national advertising in an effort to bring up the very poor sale of their teas in this country. The whole line of Indias and Ceylons are strong and in good demand. Formosas and Shanghais are about unchanged. It will take some prolonged hot weather to make the consumptive demand for tea what it ought to be.

Coffee—The market for Rio and Santos coffee has shown a small fractional advance during the week. Some people think that the effect of the big current crop of these coffees has been discounted by declines that have already taken place. The undertone, however, for Rio and Santos is still not very strong, although as stated, the current market is a trifle higher for the week. Mild coffees have advanced a small fraction since the last report.

Canned Fruits—Hawaiian pineapple opened at the lowest prices since 1917, although the reduction was not uniform in all grades and sizes compared with last year. Canners anticipated a low market on peaches and while the two fruits are not direct competitors, buyers are influenced to a considerable extent by a low peach market. The naming of prices was not followed by a wave of heavy buying, but brokers report that there have been favorable confirmations, although some buyers, because peach prices are so soon due, are inclined to wait before definitely committing themselves on pineapple. For another thing, pineapple has been a stabilized product as to price and retail outlets. It is needed and is an indispensable part of a retailer's stock of canned foods. Opening prices in past seasons have not been worked up sharply after being named and the incentive of quick action is not a factor.

Dried Fruits—There is no particularly heavy consuming demand for dried fruits and early fall outlets have been taken care of sufficiently to avoid the need of forced buying among the shorts. That all dealers are more or less on the short side of the market is conceded. The decks have been cleared and it is the policy to keep stocks low until there is more actual need of supplies. For one thing, the hottest weather of the season has prevailed, and there has been an exodus of people from the city to the seaside and mountain resorts. All this is felt in the dried fruit trade as it minimizes the orders of retailers. Prunes are without change. Few offerings of Oregon packs are being made and full prices are asked as it is realized that trade outlets during the remainder of the season must be taken care of through second hands. Spot stocks of California prunes are abnormally light, and while some have been bought for

forward shipment, the amount of fruit held by distributors is far short of the quantity usually carried into the fall. Packers have not said much about coming crops. That in the Northwest is estimated at about 55,000,000 pounds, as against the record of 85,000,000 pounds last year. California expects a good sized crop, with a lighter percentage of large prunes than normal. The California prune situation is being stabilized at the source by the formation of a marketing agency which it is hoped will eliminate the competition among packers to break the market. The aim is to establish a price which will yield the grower a fair return, ensure a price which will make for heavy consumption and remove the element of risk of losses which have been sustained by grower, packer and distributor.

Canned Vegetables—Tomatoes are firmer than a week ago and there is a better demand for spots and futures, plainly for legitimate needs. The crop situation is not favorable in the main producing areas and canners are not trying to book up tomatoes when they do not know how many they will be able to pack. Corn continues its hardening process. Extra standards at the factory cannot be had below 87½¢, which is a gain of 5¢. Old packs are being bought up and some of the business which ordinarily would have been done in futures has been spread over carryover, but with the difference that some of the corn purchased for later needs has already been put into retail channels. The weather during the week has been more what is needed to make up for the lateness of the season and the retarded development. Sweet peas are being canned in Wisconsin, but there is no tendency in the market to change the firm undertone. Alaskas ran more to two and three sieves than to fours and fives.

Canned Fish—Alaska salmon postings have been bullish and forecast a \$3 or better market on reds, which the buying trade thinks is a dangerous opening as it places tails under a handicap at retail. Little has been said of pinks as the packing season has only started. There is a shortage of tuna fish of all varieties on the Coast and it is difficult to get canners to make confirmations. Not to be outdone, a shortage still exists along the Maine sardine coast. Yes, and there is little shrimp to be found.

Nuts — The nut situation can be briefly described since there are uniformly light stocks of unshelled and shelled nuts in sight for the remainder of the season with but few exceptions. There is no large consumer demand, and as prices are high and there is no immediate need of covering for the early fall, the trade prefers to let the market drift until new crop conditions are better known. The spot shelled almond and walnut shortages are pronounced and predictions are made that there will be no relief for several months.

Syrup and Molasses—The market for sugar syrup is in good strong shape, although the demand is not very heavy. Manufacturers are the principal users

of sugar syrup just now. Compound syrup is unchanged for the week, being strong in sympathy with the corn market. The demand is light. New Orleans molasses is dull, without change in price.

Beans and Peas—Pea beans are still the firmest thing in the list, but the demand is rather light. California limas are easy. Red kidneys steady. Dried peas are dull and unchanged. Splits a little firmer.

Salt Fish—The market for mackerel remains about unchanged for the week. All grades are now available at unchanged prices.

Cheese—Cheese is firm, on account of light offerings. The demand very fair.

Review of the Produce Market.

Apples—Transparents, \$3 per bu.
Asparagus—\$1.50 per doz. bunches.
Bananas—6@7c per lb.
Beans—Butter, \$2.25 per bu.
Beets—Home grown, 30c per doz. bunches.

Butter—Receipts of fine fresh creamery have been small during the week and the receipts have quickly absorbed them. There has been no change in price from a week ago. Undergrade butter is going begging and the market is in buyers' favor. 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, \$90c per bu.

Cantaloupes—In full supply on the following basis:

Jumbos ----- \$4.00
Standards ----- 3.50
Standard flats ----- 1.85
Carrots—20c per doz. bunches.
Cauliflower—\$3 per doz.

Celery—Home grown is now in market, commanding 40@65c per bunch, according to size.

Cherries—White Sweet, \$3; Black Sweet, \$3@3.25; 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.

Currants—\$2.25 per 16 qt. crate.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$6.15
Light Red Kidney ----- 7.25
Dark Red Kidney ----- 5.75

Eggs—Fine fresh eggs are wanted, but offerings are light. If the weather continues warm, there will be a lot more heated eggs and fewer fine fresh eggs. Good eggs are being readily sold at top prices without any advance for the week. Undergrades of eggs are sluggish. Local jobbers pay 24c for strictly fresh.

Egg Plant—\$2.25 per doz.
Garlic—35c per string for Italian.
Grape Fruit—\$6@6.50 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 \$4.75 per bbl.

Onions—Egyptians, \$5 per 100 lb. bag; Spanish, \$2.50 for 72s and \$2.75 for 50s; Louisville, \$4 per 100 lb. sack.

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

100 ----- \$7.00
126 ----- 7.75
150 ----- 7.75
176 ----- 7.75
200 ----- 7.75
216 ----- 7.25
252 ----- 6.00
288 ----- 5.50
344 ----- 4.75

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 ----- 24c
Light fowls ----- 16c
Heavy Broilers ----- 25c
Light W. L. Broilers ----- 18c
Radishes—20c per doz. bunches for home grown.

Raspberries—Rd, \$5; black, \$4—16 qt. crates.

Spinach—\$1 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.

Cherry Crop Almost a Failure.

A posting from a reliable source is to the effect that the production of No. 10 red sour pitted cherries in New York this season will not be more than 15 per cent. of a normal pack. This condition is the result of a short crop, increased by the competition for raw material among canners and packers of the cold process fruit. The market was bid up to 8c against 4½c last year and resulted in an initial cost of raw material which the canner thought was dangerous. Rather than gamble on the market many canners cut their outputs to their firm orders in hand.

A "Nawing Conshuns."

A man had his pocketbook stolen and, unfortunately, it contained a good deal of money. One day, to his great surprise, he received a letter from the thief enclosing a small portion of the stolen money.

It read as follows:

"Sir: I stole your money. Remors is nawing at my conshuns so I send sum of it back. When it naws agin I will send sum more."

The Art of Eating.

Eating in America is becoming a lost art. Gone are the days when you could go out for a leisurely luncheon in some quiet spot where the food was delectable, leaving behind you all business trials and tribulations.

The European invariably spends two hours or so in the middle of the day, glad to relax and forget his cares. But we are a people of money makers and the American business man, estimating every tick of the clock in dollars and cents, feels he is losing money if he lingers over his luncheon when he can dash into a restaurant for a hurried snack sufficient to sustain him until dinner.

Dining cars, cafeterias, automats and hurry-up lunch counters have done their best to take the joy out of eating, although many hotels are doing much to keep the standards high. And our meals have suffered woefully at the hands of the worst curse of our times, standardization. If one allows for the slight variations dependent on the lo-

cal food supply there is scarcely any difference between the meals in Vancouver and Montreal.

Wives are blamed for the excess of tearooms, where dinners of minute proportions are served. Men are not necessarily averse to visiting attractively gotten up eating places, but it is almost too much to ask them to go hungry simply for the sake of batik hangings and yellow candles.

Not a few excellent restaurants are spoiled through being "discovered," which explains the reticence of the true connoisseur of eating places.

When we cease to regard eating as something to be done purely of habit, finding it instead untold aesthetic delights, our only regret will be that we did not comprehend earlier.

Cold Storage Holdings Of Foods Increase.

Increased cold storage stocks of poultry, meats, butter and eggs on July 1 as compared with the same date last year are reported by the Bureau of Agricultural Economics, Unit-

ed States Department of Agriculture.

Total holdings of frozen poultry, including broilers, fryers, roasters, fowls, turkeys and miscellaneous poultry, are placed at 50,059,000 pounds, against 36,730,000 pounds July 1 a year ago, and a five-year average of 42,823,000 pounds.

Meat stocks, including beef, pork, lamb and mutton, totaled 940,819,000 pounds July 1, against 705,720,000 pounds last July, and a five-year average of 889,298,000 pounds. Stocks of

lard are given at 146,250,000 pounds, against 120,527,000 pounds last year.

Holdings of creamery butter aggregated 90,116,000 pounds, against 86,897,000 pounds last year, and stocks of case eggs were 10,554,000 cases, against 9,133,000 cases on the same date a year ago. American cheese supplies are smaller, being 49,643,000 pounds, compared with 54,069,000 pounds a year ago.

Good work makes any job good.

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

New Issue

\$550,000

Baxter Laundries, Incorporated

Ten-Year 6½% Sinking Fund Gold Notes, Series A

With Stock Purchase Warrants

Dated April 1, 1927

Due April 1, 1937

Coupon Notes in denominations of \$1,000, \$500 and \$100, registerable as to principal. Interest payable October and April 1st, without deduction for the normal Federal Income Tax, not exceeding 2 per cent per annum. The Corporation agrees to reimburse the holders for the present specific or personal property taxes of the States of Pennsylvania, Connecticut, Michigan, Maryland and the District of Columbia and for the present Massachusetts Income Tax, all as provided in the Trust Indenture. Redeemable in whole or in part at any time on sixty days published notice at 105 and accrued interest if redeemed prior to April 1, 1928, the premium decreasing one-fourth of 1 per cent on April 1, 1928, and by a like amount on each semi-annual interest paying date thereafter. Stock Purchase Warrants attached to each Note entitle the holder to purchase Class A Common Stock at the rate of 20 shares for each \$1,000 par amount of Notes at \$25 per share from June 30, 1927, to and including June 30, 1928; thereafter at \$30 per share up to and including June 30, 1929; and thereafter at \$35 per share up to and including June 30, 1930. Proceeds of stock thus sold must be invested in additional property or used to retire these Notes.

CENTRAL UNION TRUST COMPANY OF NEW YORK, TRUSTEE MICHIGAN TRUST COMPANY, GRAND RAPIDS, MICH., PAYING AGENT

Mr. Howard F. Baxter, President of the Corporation, summarizes his letter to the Bankers as follows:

BUSINESS AND PROPERTY: Baxter Laundries, Incorporated (a Delaware Corporation), or its predecessors, has been in continuous and successful operation in Grand Rapids, Michigan, since 1885. The Corporation has recently acquired five additional laundries and/or dry cleaning establishments and one towel supply business in Lansing, Muskegon and Kalamazoo, Michigan, and is negotiating for the purchase of several plants in other midwestern cities.

EARNINGS: Adjusted Profits of \$124,324.47 after depreciation on book values for the 12 months ended December 31, 1926, after giving effect to new management contracts, adjustment for interest and non-recurring charges, but before Note interest and Federal taxes were approximately 3.47 times the annual interest requirements on these Notes.

SECURITY: These Notes are a direct obligation of the Corporation and are outstanding for less than 51% of the \$1,087,909.37 total net tangible assets after deducting a land contract of \$10,725.72 and purchase money mortgage of \$15,272.

SINKING FUND: The Trust Indenture provides for an annual sinking fund equal to (a) 12½% of net earnings for the preceding fiscal year as defined in the Trust Indenture or (b) 50% of the net earnings for the preceding fiscal year after paying or setting aside \$3 per share on all outstanding no par value Common Stock or (c) 2% of the largest aggregate par amount of the Notes at any time thereafter outstanding, whichever of the three amounts is the greatest; the maximum so to be annually set aside, however, not to exceed 10% of the greatest principal amount of the Notes outstanding at any time.

The legality of this issue will be subject to approval of Knappen, Uhl & Bryant, of Grand Rapids, Michigan, for the Company and Messrs. Travis, Merrick, Warner & Johnson, of Grand Rapids, Michigan, for the Bankers. The accounts of the Company are audited regularly by Messrs. Ernst & Ernst, Certified Public Accountants, and the appraisals have been made by Lloyd's Appraisal Co., Chicago.

These Notes are offered when, as and if issued and received by us and subject to the approval of counsel. We reserve the right to reject subscriptions in whole or in part, to allot less than the amount applied for and to close the subscription books at any time without notice. Temporary notes will be delivered in the first instance.

Price and accrued interest

HOWE, SNOW & BERTLES

Incorporated

GRAND RAPIDS

NEW YORK

DETROIT

CHICAGO

SAN FRANCISCO

All information given herein is from official resources or from sources which we regard as reliable, but in no event are the statements herein contained to be regarded as our representations.

THE CHICAGO TURNPIKE.

Old Indian Trail From Detroit To Chicago.

A recent edition of the Michigan Club Bulletin contained an interesting historical article on the old Chicago Turnpike from the pen of Mrs. Frank P. Dodge, of Adrian. Through the courtesy of the Michigan Federation of Women's Clubs, the Tradesman is permitted to reproduce the article together with an excellent illustration of the Walker Inn, now eighty-nine years old.

It seems a far cry from to-day, with the noise and bustle of the streams of speeding motor cars along a super-highway, to that distant day when the red man silently stole through forest primeval. He followed well known trails from hunting ground to hunting ground, from council fire to council fire. These trails led him by devious ways along the high grounds and ridges, around sloughs and marshes, skirting lakes and streams.

And yet, the proud Chicago Pike—the M-23 of to-day—is the direct descendant of one of these historic trails. It has been a process of evolution, keeping step with the time and tides.

Along this trail, with French or Indian guides, in the early 1820's came the first settlers to the south-eastern counties of Michigan. By enactment in 1825 the Federal Government authorized the construction of the military road, known from pioneer days, as the "Chicago Turnpike", following the old Indian trail from Detroit to Chicago, 283 miles.

Along this road the settlers came and established the wilderness homes—first the log cabins, then the substantial frame dwellings reminiscent in architecture of the old home in New England or Western New York; some of these old houses stand to-day as pure examples of New England and Dutch Colonial architecture.

Great frame taverns were built along the way—taverns with tap-room and ball room and the great kitchen where before the yawning fireplace was cooked hearty pioneer fare. Great barns and stables and sheds adjoined the taverns, for the care of the lively steeds of other days.

The turnpike was completed in 1830 and passed, then, as now, through Ypsilanti, Saline, Clinton, Jonesville, Coldwater and so on to Chicago. Soon the territory of Michigan established a road from Port Lawrence (Toledo) known as the "Monroe Turnpike" which joined the Chicago Turnpike at Cambridge Junction.

Someone who remembered the early days said that in the early 1830's wagon

loads of settlers were constantly passing along the turnpike. But not always were the wayfarers settlers—many were travelers and tourists, and often among the stagecoach passengers were distinguished personages.

Among the early taverns was one built at Cambridge Junction about 1838, known as the Walker Inn and this hostelry has a record of famous guests: Daniel Webster was entertained within its walls; James Fennimore Cooper, with his family and servants lived there several months while writing one of his novels. To-day, the tourist visiting the restored inn, is shown the Cooper room and the Webster room and even the room haunted by the ghost of a murdered guest.

Along this path through the wilderness rode too, those valiant souls who ministered to the bodily and to the spiritual welfare of the early settlers,

met with all sort of accidents incident thereto. But Miss Martineau was evidently an experienced as well as observant traveler, with a never failing sense of humor, and when a halt was called for repairs, walked on with her companions to the nearest inn—or it might be settler's cabin—gathering flowers on the way. The flowers were everywhere and lovely, "lupins, wild geraniums, blue-eye grass, blue iris, wild sunflower and many others." At Tecumseh, they were served with the first wild strawberries of the season, which were of "supreme quality." She describes the log cabins of the settlers as both picturesque and neat, and if well made always comfortable, easily kept clean, cool in summer and warm in winter. They found the inns always crowded and sometimes the accommodations meager, but usually "with a little coaxing and management—every-

farms among the hills and dales and turns and windings of the old Chicago road.

Then came the day of the awakening—the day of the automobile and the "good broad highway leading on."

Once more the Chicago Pike and the Irish Hills teem with moving throngs. The motor horn breaks the quiet of the little burying grounds where for scores of years the pioneers have slept. Sometimes the traveler will stop for the Sabbath service at the wayside church, but oftener he goes speeding on.

And so, life has come once more to the Chicago road—it is the Reincarnation—the Apotheosis of the Stage Coach Day.

Marriage Here To Stay.

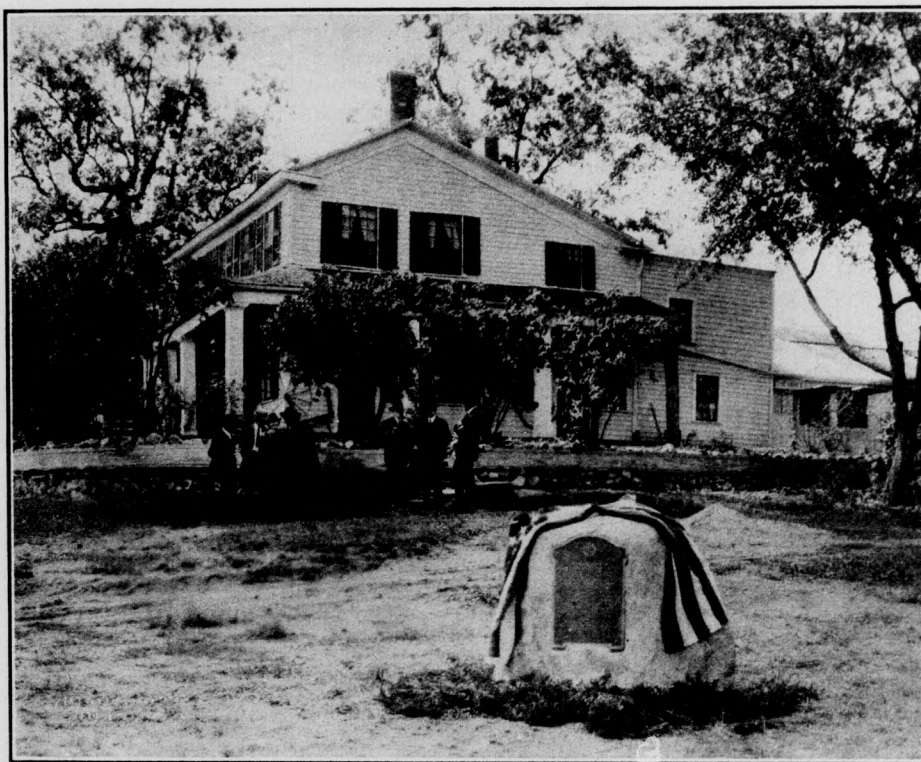
Judge Lindsey wants us to try out his theories. Does he not know that there are some things we cannot try even once, because a trial would be fatal?

A certain man engaged in tamping down dynamite boasted that he had never had an accident. "I believe you," said a bystander, "and if you ever do have an accident you will tell the angels about it and not us."

We cannot try out theories about an agelong institution like marriage. Marriage has accompanied the race from the dawn of civilization. A leopard may change his spots and an Ethiopian his skin before a fundamental institution like marriage can be changed. A man who tries to do it is playing with fire and will surely get burned. As well try to change the nature of fire, water and sunshine as to try to change the nature of marriage.

Everything to be thought, said and done about marriage has already been thought, said and done. Everything has already been thrown into the crucible. The dross has burned away and the only gold that remains is the pure gold of honest, inalienable marriage. Wisdom can never achieve anything higher concerning relationships of the sexes than the Christian ideal of marriage. It is beautifully set forth by the famous Chrysostom (John of the Golden Mouth). This ideal remains the highest even though it is not lived up to in our decadent times.

Judge Lindsey accepts some of Jesus's utterances that seem to make somewhat for his peculiar theories, but as the judge seems rather partial to divorce all he can say about Jesus's prohibition of divorce is that Jesus meant it only for his own age or race. But why did Jesus forbid divorce? Evidently because he saw that the easy divorce laws of the Jewish code of his day were working grievous mischief to the moral and social life of the people.



Walker Inn built about 1838 by Sylvester Walker, at Cambridge Junction, Lenawee county, Michigan. The boulder was placed by Lucy Wolcott Barnum Chapter, Daughters of the American Revolution, Adrian, 1924. The boulder commemorates the building of the two important turnpikes, the Chicago and the Monroe.

the doctor whose saddle bags held quinine and pills and the circuit rider and the sainted missionary with Bible, prayer-book and hymnal slung across the saddle.

Harriet Martineau, the English essayist who visited and wrote of America, 1834-36, has left us, in her "Society in America" a charming account of her journey over the Chicago road in June, 1836. It is a picture of life in that far day in a pioneer country written by an eminent English woman, who, unlike some of her fellow countrymen, found much to commend and little to condemn. With her party, she left Detroit, early on a June morning, in an "exclusive extra" (presumably a chartered stage coach). She notes the bright and brimming river, and the road for a few miles crowded with Indians. The party encountered bad roads upon entering the woods and

thing was made easy" even if some of the party slept on the "parlour-floor." At Ypsilanti she picked up an Ann Arbor newspaper. "It was badly printed, but its contents were pretty good and it could happen nowhere outside of America, that so raw a settlement should have a newspaper." There were always delights to compensate for the difficulties of travel—the rolling country, the oak-openings, the spotted fawns and the glimpses of the woodthrush and the gay woodpecker among the trees. And so, on through the Irish Hills, "the ponds gleaming between the hills and copses giving a parklike air to the scenery."

Life was gay along the Chicago turnpike in the stage coach days, but with the building of the railroads came the end of that joyous rush of travelers ever westward bound, and the quiet of peace and prosperity settled over the

POLITICS AND SCENERY.

After achieving an eminent success in business a well-known merchant of this city once said that he had discovered that there were only two things which every American thought he could do better than anybody else: drive a horse and run a newspaper.

Since that day driving horses has gone out of fashion, leaving, according to the merchant, only the conducting of a newspaper as something within the ability of every man. Every newspaper man is familiar with the phrase "Why don't the newspapers—?" and while he seldom undertakes to explain why not he knows plenty of reasons for what are regarded as omissions.

A case in point is President Coolidge's suggestion to the reporters who have been assigned to cover his vacation in the Black Hills. Mr. Coolidge might have made an excellent editor had he chosen to enter that profession, but the reply of the reporters disclosed the fact that there are things in every craft which laymen overlook. The President thought it would be more useful if the correspondents did not attempt to cover the daily doings of the Executive but confined themselves to describing the scenic beauties of the Black Hills.

The reporters instinctively recognized the news possibilities of the President's idea. They knew that the whole country was interested in the Chief Executive and they knew also that if they sent a column describing some particular part of the Black Hills every day the editors would consign it to the wastebasket. They therefore sought to link the interest in the Executive with the beauty of the Black Hills and requested the President to give them daily assignments covering the points he thought should be described. They saw the value of the personal touch in the by-line: "Described by Order of the President." That would carry any scenery story past the most obtuse copy reader anywhere and it would be read by millions.

Unfortunately the President declined to do his part. A contest among the correspondents to produce the best story on the Black Hills covering points selected by the President would have turned the eyes of the country to the scenery of that district. But as mere scenery, divested of the personality of the President, it would interest only the real estate men of South Dakota.

THE COTTON SITUATION.

Still under the influence of the Government's report on the acreage planted, the prices of cotton continued high during the past week, at one time reaching a record level for the season. This was in spite of the fact that the prospects for the new crop had improved because of better weather conditions. It is everywhere realized that any estimates of the yield that may be made at this time are pure conjecture, subject to future weather and other circumstances. One such estimate during the past week placed the size of the crop as possibly over 15,-

000,000 bales and a carry-over of not less than 6,000,000 bales. If anything like this should prove to be the case, there will be plenty of cotton for next year. But a lot of things may happen during the next four months which will materially change the size of the output. Enough is already apparent, however, to negative the idea that there will be cheap cotton. Makers of cotton goods are making their arrangements in consonance with this. They are trying to advance prices, which are now mostly on the basis of former and lower costs of the raw material. Some advances, including those of tickings and denims, have already been made. Prices of certain gray goods have been advanced, others are well maintained and some of them are based on less than replacement costs. Production of cotton fabrics, which for a time was less than consumption, is now exceeding it, which would be a source of weakness were it not that the raw material has been advancing in price. More activity in underwear and hosiery business is expected during the coming fortnight. Prices on such goods, it is predicted, will be higher.

THE WOOL MARKET.

Little, if any, change is shown in the wool situation. The auction sales of colonial wools in London are still in progress. At the outset, much was made of the fact that certain varieties had scored a slight advance. This does not appear to have continued, and the amount of withdrawals indicate a resistance on the part of buyers to pay higher prices. In this country there has been continued buying of the domestic clip at about the same figures that have recently prevailed. There does not appear to be any likelihood of any substantial advance in wool for some time to come, much as certain holders would like it. This is based on the fact that the supplies are ample and on the further circumstance of only a moderate consumption of the world over. The goods market, especially for men's wear fabrics, has been showing improvement lately, re-orders coming in quite freely. Clothing manufacturers have been getting more orders from their men on the road, now that retail clothiers have had a fair disposal of summer stocks. Openings of tropical worsteds have taken place. In the case of the American Woolen Company the offerings show a trifling advance which is said to be in no wise due to any belief in the increase in the cost of raw wool. In another opening, a slight reduction in price was made, the avowed purpose being to secure volume of sales. A very fair response was obtained to the offerings in both cases, the hot weather being a factor. In women's wear, except for certain favored coatings, the market is still somewhat quiet.

THE COURSE OF PRICES.

The subject which is of perennial interest has lately been attracting even more attention than usual. This is the outlook so far as the course of prices in general is concerned. For several years now that course has been down-

ward in the case of most commodities and it has been a source of surprise to some that this condition has been found compatible with a fairly large measure of prosperity. Too many had been led to believe that prosperous conditions are always accompanied by rising prices, as was the case in the war period and immediately thereafter. But they have discovered that a surer foundation for any enduring prosperity is afforded when more goods can be purchased by the bulk of the population with the result of giving more occupation to the mills and factories which produce them. Then, too, the more fully occupied these sources of supply are, the cheaper is the cost of production, thus permitting a profit even at lower prices. At the present, the outlook generally is that prices, except in a few special instances, will continue to show the gradual downward tendency. There is nothing spectacular about the movement, because the changes are in a narrow range and values appear to be nearly stable. The condition is favorable to those engaged in manufacturing as well as to distributors because it lessens the risks of doing business, especially by those who have to prepare products much in advance of their sale to consumers. In the case of articles where style is the controlling element, however, other considerations enter.

THE ARGUMENT OF THE ROD.

The flagellation of naughty boys for their misdeeds or for the purpose of eliciting the truth may or may not have proved effective in the good old days. To-day it is considered opposed to decency and common sense. Yet it lingers as a legal process. The police consider that a suspected person is likely to convict himself under the pressure of a "billy" or the buckle end of a stout leather belt. Judges have not explained their attitude on the evidence thus obtained, and it is possible that their silence gives consent to a practice which is out of date in a civilized community.

In Turkey, under the rule of the sultans and under the administration of justice by cadis protected by powerful pashas, the application of the bastinado to the soles of a supposed criminal produced surprising results. When the bastinado wielder settled down to business he was capable of making his prisoner utter all kinds of things defamatory of himself and everybody else, but his self-inculpation was received with the full assurance that the truth and nothing but the truth was being wrung from the sufferer. In the United States the application of the bastinado would be deemed intolerably brutal.

The strange thing about the beating out of evidence from recalcitrant accused persons is that when they are brought to trial the evidence given under duress is retracted and the confessions are derided and withdrawn. The whole business, therefore, is a brutal farce worthy only of the Inquisition or the Star Chamber. Its continuance is a blot upon our system of criminal procedure.

DRY GOODS OUTLOOK.

Much retail trading came with the belated spell of hot weather which overspread this portion of the country for several days of the past week. There was a rush for apparel in keeping with high temperature, and the stocks in the stores were quickly depleted, so much so that calls had to be put in with the manufacturers for further supplies. This was especially the case with regard to men's wear, the movement of which had been quite slow. Whether there is yet time for disposing of a normal amount of goods is a question, owing to the lateness of the season, but the outlook is much better than it was a week ago. Meanwhile, in the primary markets the work is well under way for providing the requirements for next winter and spring. Dresses and other articles for the late summer and early fall are in demand by the retail stores, while the wholesalers are beginning to show an interest in knit goods such as light underwear and hosiery, the latter including infants' socks. A little better enquiry is also manifested in piece goods, particularly in view of the uncertainty on the subject of future prices.

PREPARED TO MEET ISSUE.

No publication ever yearns for a libel suit, because the preparation and trial both involve expense and annoyance. There are times, however, when such an ordeal has to be faced with all the manhood and force the defendant can command.

Such a situation is now presented in the threatening attitude of the Apple Hat Manufacturing Co., which announces that it proposes to start a libel suit against the Tradesman.

In this case the Tradesman welcomes the proposed attack, because a review of the matter by the courts will afford the Tradesman an opportunity to forever vindicate its position on the abuse of shipping goods to merchants who have not ordered them and have no use for them.

It is a fundamental principle of law that the man who seeks satisfaction from the courts must come with clean hands. This the St. Louis concern cannot do, because its hands are smirched by practices which are justly condemned by every right thinking man in the world.

Transoceanic flying is taking on the aspects of a truly international sport. The latest entries are a German aviatrix and a Turkish ace, both of whom plan to take off from their native countries with New York as their goal. It is to be hoped the movement spreads to Italy, China and Albania. These countries might be helped by something which would take their minds off their troubles.

If you're dissatisfied with yourself and not with your position, you're headed right. Don't get dissatisfied with your job; get thoroughly disgusted with yourself. The job is merely the medium, the instrumentality through which you demonstrate yourself to be either a man or a manikin.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

With the temperature soaring around the nineties a long Out Around trip Saturday was out of the question; so we started out on U. S. 16, heading North at Marne for the village of Conklin, which has been a smart trading point ever since the town was born as the result of the construction of the G. R. & I. extension from Grand Rapids to Muskegon, about forty years ago. Few people nowadays know that the town was named in honor of Oscar F. Conklin, who was a strong advocate of the extension and who, because of his knowledge of the country traversed and land values generally, was entrusted with the delicate task of buying the right of way the entire distance. In placing the check book of the G. R. & I. in the hands of Mr. Conklin, the late Wm. O. Hughart remarked: "Buy the right of way, Oscar, and buy it right, but don't leave a single sore spot anywhere between here and Muskegon."

Mr. Conklin complied with the conditions imposed upon him by the venerable executive of the G. R. & I. and subsequently turned in to the railway officials deeds for every parcel of land needed for the right of way except a small corner of the farm of the late S. A. Sheldon, near Marne, who held out for a higher price than Mr. Conklin felt justified in paying. Mr. Sheldon declined to accept the offer of the G. R. & I. for several years, finally settling the controversy on his own terms with Hon. T. J. O'Brien, general counsel of the railway.

Mr. Conklin is still living at about 90 years of age. He spends his summers at Jacksonville, Illinois, and his winters in Florida or California. He started in life as a poor boy and rose to affluence and influence solely by his own indomitable energy and determination. He engaged in general trade at Ravenna in company with his brother, Wm. P. Conklin, who has long resided in Grand Rapids. The firm of O. F. & W. P. Conklin were the Poo Bahs of Ravenna and vicinity for many years. They not only sold general merchandise, but they conducted lumbering operations and owned many farms. They loaned money on mortgage and did much to develop the natural resources of Muskegon county. They were both hard headed men who had learned the value of money in the University of Hard Knocks and their advice and leadership were always sought by those better qualified to direct than they were themselves. During the thirty-five or forty years they were actively engaged in business at Ravenna their names became a synonym for strength and dependability. O. F. was for a time associated with the late W. G. Watson in the banking business at Coopersville and the late R. D. McNaughton in general trade at the same place. Both brothers subsequently removed to Grand Rapids, where Wm. P. still resides.

I had the pleasure and satisfaction of being associated with Oscar F. Conklin in the purchase of the land in Grand Traverse county now occupied

by Neahtawanta and Traverse Point resorts and learned many things from him during that early period. He was not only a good judge of land and an accurate judge of timber, but he could see the boundless possibilities of the Northland as a resort region. The ownership and management of 1,000 acres of wonderfully productive land in the corn belt of Illinois has kept him from enjoying his summers in the health giving region he loved so well. He was a rather dominant partner, but his decisions and actions were nearly always correct and actuated solely by honesty and far sightedness. He is a ready speaker, a natural diplomat and one of the most adroit business "fixers" I have ever met. No life long friend receives a warmer welcome than O. F. Conklin when he darkens my door once a year and I sincerely hope he may be spared to celebrate his one hundredth birthday.

One of the most beautiful memories I possess is the harmony of these two brothers — Oscar dominant without being domineering; William profoundly loyal to his brother and usually willing to acquiesce in the elder's decisions and conclusions. They sat for hours every day under the towering conifer trees at Traverse Point, looking out on the West branch of Grand Traverse Bay, which is conceded to be as beautiful as the Bay of Tokio, planning the lines of merchandise they would purchase the following season, the crops they would put in on each of their several farms, the timber lots they would lumber and the provisions they would make for their clerks and relatives. I have never seen a partnership relation which was so utterly devoid of friction as this one was.

Conklin has met some reverses from fire, but has never had a bank failure. Her business men keep in close touch with the thrifty German farmers who flank the village on all sides. I once had the pleasure of being associated with A. C. Smith, now engaged in general trade at Plainwell, when he was located at Conklin, and I have been connected with the local bank as a stockholder ever since the business was established by Del. Wright.

Ravenna has had her share of fires. She has also suffered from a bank failure and a dam (not damn) failure. The dam on Crockery Creek, which meant so much to the hopes and aspirations of the people of Ravenna and surrounding towns, went out under too much water pressure, causing losses which will be remembered for a long time by those who contributed to the undertaking. The communities interested in the failure are now served in a fairly satisfactory manner by a subsidiary of the Consumers Power Co. In one way the collapse of the local company will not be so calamitous, because the local company probably induced many people to wire their homes and stores and barns, so they are now using juice from the Consumers Power Co., instead of kerosene lamps and tallow candles. The broken bank has been replaced with a State organization composed of influential business men and managed by men of experience and ability. While the cement roads and the automobile have probably diverted

some of the trade which formerly went to Ravenna to Muskegon, yet the town has a fairly prosperous appearance and the merchants can probably give good accounts of themselves.

I never pass through Ravenna without calling on Aaron Rodgers, the pioneer druggist, who is practically incapacitated for business by reason of impending blindness. Mr. Rodgers was an energetic merchant in his day—he was a worthy contemporary of the Conklin and Alberts families—and I regret exceedingly that such an affliction should overtake him in his old age.

E. A. Stowe.

A Plea For the Pedestrian.

Grandville, July 19—This is certainly an age of easy transportation.

Walking has become a lost art. It is said that one in every five of Michigan's inhabitants owns an automobile. That shows thrift does it not, and ought we not to be proud of our prosperous condition?

Perhaps so, but what about our bodily health?

I remember of reading a long time ago, before the advent of automobiles, of a man who was a railway inspector whose duty it was to ride the road. His job was a soft-cushioned one, he seldom walking the length of a train, the consequence being that at the end of a few years he lost the knack of leg locomotion; in fact became paralyzed, ending his days as a helpless invalid, all of which came about because not using his legs as nature intended.

And what are we doing to-day as a people? The boy scouts go on an occasional hike, even the girls, but yet the main body of our people are become helplessly addicted to auto cushions and a lazy outlook on bodily exertion. What is this leading to? Surely the health of the people is gradually being undermined because of too much ease.

And we are just beginning this life of shiftless inactivity. The legs of mankind were created for a purpose. Let that purpose be eliminated by man himself and where are we going to land? The most of us in invalid homes and in the hospitals.

Happy is the man who does not own an automobile. He may not just now realize his good fortune, but the passing of time will show a mass of idle invalids, with physicians head over ears in work for the amelioration of the stomach, liver, bowel and other troubles superinduced by what? By too great an indulgence in car-riding.

Back in old lumber days, to which I often refer, there were few opportunities of making vehicles do the job intended for man's legs to perform. There were some speedy pedestrians in those days as well. Samuel R. Sanford, a lumberman who lived three and twenty miles up the Muskegon from that city, very seldom drove a horse and buggy. His preference was for "Shank's horses," on which he made good time to and from his duties on the job.

As a boy I remember his halting at the blacksmith shop at Bridgeton to converse with some friends collected there. It was 3 p. m. when he turned to depart for the twenty mile trip to town.

"Better stop over and take a new start in the morning, Sam," suggested one of the men present. The lumberman gazed at the descending sun and said: "Plenty of time, sir."

"But you'll need your dinner, and it will be late when you get to Muskegon."

"I'll be there at six o'clock to-night in ample time for dinner," smilingly replied Mr. Sanford as he set out. Seven miles an hour afoot was unusual yet such was the lumberman's record,

and he was long known as the most rapid walker on the Muskegon.

Walking has indeed become a lost art.

In many ways the advent of the automobile has been a blessing to the people, and yet, on the whole, there is a question whether, in the long run, it has not been really an injury. In any event the slow moving man is the longest lived. I knew several lazy-spoken men, slow of movement, yet going everywhere on foot, who lived to nearly ninety, while the nervous, quick-spoken rushing individual ran out of life fuel before the age of seventy.

It is this way about the present day locomotion. Men, women and even children ride too much. Disuse of legs and arms is an injury that no doctor's prescription can relieve.

And the non-use of our legs is going to tell very seriously later on. People go nowhere nowadays on foot. It is become irksome to walk. The car is within handy reach and into this the man of business, the schoolboy, the mother or daughter launch themselves for every excursion, be it long or short.

This of course is all wrong, but who is to sound the warning? Not a poor Tradesman scribe who doesn't own an automobile anyhow. The warning of what is to come should be sounded by the leading health preservers of the land, the great physicians, and even ministers of the gospel.

However, there's the rub. Even the physician has his auto by means of which he can be hurried to the bedside of one dangerously ill. It took doctors hours sometimes to reach the side of the ill ones, while to-day the car whips them across space in a breath of time. Not the physician then to degrade his car by advising its disuse by others. Even he has become so accustomed to these rides he very seldom uses his legs.

Then the preachers? Well, you know even these non-wordly gentry have a soft spot in their makeup for the auto flyer. A mighty poor minister indeed who has not his private car by means of which he can speed away at railroad speed. He may think he can walk up and down the aisles of his church edifice enough to keep those legs of his in a healthy condition.

It is a mistake of course. Nature is no respecter of persons. Not even the President of the United States is free from the danger of too little walking. Mr. Coolidge no doubt feels the need of using his lower extremities more than is habitual with him at Washington, hence his seeking a spot in the Middle West where he can exercise his locomotive powers without let or hindrance. Our people should get out of the habit of riding, riding continuously instead of freely using their legs, else disaster at the end.

Old Timer.

Let's Keep Away.

Just as our insurance companies need fewer and better agents, so do most of our larger cities need fewer and better citizens, not more and worse ones. The "booster" is almost as deplorable a person as the young man who is employed to insist that all guests attending a public dinner shall, at a certain moment which he selects sing "Bye Bye Blackbird," when, if they could express a preference, they would rather talk to one another or do anything else in the world. That we should pay such a man to annoy us is due to an extraordinary mixture of good nature and bad judgment. Whatever means of publicity we utilize, let us keep away from the "booster" and "go-getter" and all his subsidiary nuisances. Sidney R. Kennedy.

SHOE MARKET

Classified Advertisements That Produced.

Beimeister didn't have much money to spend for advertising. But the little he did have, he wanted to use in such a way that people would remember him. So he resorted to advertising in the classified sections of the daily newspapers in his city. This is how he did it:

WANTED—Old Shoes. If you have an old pair of shoes that doesn't look as good as when you first bought them, bring them in to us. We will replace them with a new pair at a reasonable price. Beimeister Shoe Shop, 34 Broadway.

LOST—A chance to step up into a better job at an increased salary. The one who lost this, probably failed to realize that the boss wants the man who represents him to look neat and presentably dressed. And it is impossible to look so with a pair of shoes that ought to be discarded. Loser will report to Beimeister and learn something to his advantage.

JOHN—You need not try to come back to me; not until you throw away that old, worn, dilapidated pair of shoes you've worn so long. Brace up. Be a man. Go to Beimeister's and get a new pair. Then you may talk to me about coming back. Nell.

Store Gives Patrons Perfumed Cards.

Young's Novelty Footwear Shop of 1304 F street, Washington, is giving to its patrons perfumed advertising cards to be carried in milady's handbag. The card perfumes the bag and the odor is said to remain for six months. In one corner of the card is a picture in eight colors of a pretty girl admiring a slipper, on the other and right hand corner of the card is the advertisement for Young's footwear. These cards are made in France and constitute one of the newest forms of advertising.

Co-operates With Bank.

Up in the Bronx is a shoe store that is just getting over the enthusiastic reception accorded its "Start a Bank Account" sale.

This was a variation from the usual rebate sale where the regular price is charged for an article and the discount is returned to the purchaser in the form of cash. By arrangement with a neighborhood bank, a clerk from that institution was stationed in the cashier's box of the store and made out to every purchaser a bank account for the amount saved.

A Brief But Effective Letter.

In Hartford, Conn., is located a merchant with imagination. Witness one of his regular collection letters: "This matter is so small that we wished to take up as little space as possible in bringing it to your attention. You can dispose of it entirely by just sending us a check for the amount due." Brief as the message is, its brevity is emphasized by the fact that it is sent out on a miniature letterhead enclosed in a tiny envelope, measuring only 2 x 1½ inches.

A Five Day Progressive Sale.

In the latter part of January, Clarke & Co., Peoria, Ill., for five days held a "Progressive Shoe Sale." On each day of the event was placed on sale a

different lot of shoes at a different price. The price went higher as each day went by. No other shoes at any other price could be obtained on that day. Customers who asked for shoes other than that in the group then on sale were requested to return on the day when what they wanted was put in the department.

A Reminder For Suggestive Selling

Silverwood's of Los Angeles at first handled only clothing. Then one day it put in a shoe department. How were the clothing salesmen to be educated to suggest shoes to customers who had just bought clothing? A card inserted at the front of the book of sales slips carried by each salesman solved the problem. Whenever a clothing sale was completed, the card automatically reminded the salesman to make the desired suggestion.

Correcting an Evil.

Attached to every pair of shoes sold by the John Ward Co., New York retailers of men's footwear, is a tiny card. This is a die-cut in the form of a shoe and bears the copy: "Failure to co-operate in having John Ward shoes fitted 2½ to 3 sizes longer than the foot, will result in decreased wear and probably discomfort." This does more than all the verbal importunities of the salespeople to eliminate "ill fits" and subsequent aches and pains.

For the Extra Salesmen.

An "extra" is a sales person who is employed to help out during sales and at other exceptionally busy times. Naturally the "extra" cannot be expected to be fully familiar with a store's lines. So this is what the I. Miller Shoes Co., Los Angeles, does. On the box of every pair of shoes, the store pastes a colored sticker. Shoes of the same price thus have stickers of the same color and a new man is able to give service as efficiently as older clerks.

An Odd Window Display.

Even a quarter of a dollar can be enough of an inducement to make a man buy a new pair of shoes. Many stores in different parts of the country are advertising that they will allow a credit of 25 cents on an old pair brought in by a customer desiring a new pair.

The old shoes are placed in the window and make a queer looking display, which gets attention.

Protecting the Salesman.

Every time a customer of a certain shoe merchant insists on buying a shoe, contrary to the advice of the salesperson, the latter marks the shoes in ink with code letters. Buyers of shoes thus marked, who may return, are induced to take a more logical adjustment when they are shown that they originally bought the shoes against the salesman's advice.

Salesmen Acquire List.

At the Kleinhans Co., Buffalo, N. Y., every salesman keeps an accurate mailing list of his most friendly customers and personal acquaintances. From time to time, he circularizes his list with individual letters or with post cards and keeps his friends posted on

style changes and of new merchandise arriving in the store.

Not Promoted Because—

He grumbled.
He knew too much.
He watched the clock.
He didn't believe in himself.
He was always behind in his work.
He was always ready with an excuse.
He never learned from his mistakes.
He never relied on his own judgment.
He wasn't prepared for the next step.
He didn't have his heart in his work.
He was contented to be a second-rate man.

A White Elephant Party.

A lady, very active in the social circles of a Chicago suburb, had a brand new idea in regard to giving a party which should have "sweet charity" for its ultimate purpose.

Each guest was invited to bring something that she had little use for, but was too good to be thrown away entirely.

The idea was all right, but the party proved a failure. Eleven of the nineteen brought their husbands.

A Service For the Transient.

The Adolphus Man's Shop is situated in a Dallas hotel. Every guest, on reaching his room, finds beneath the glass top of the table an unobtrusive card which reads: "The Adolphus Man's Shop has direct phone service to your room. If there is any standard merchandise you desire, simply lift the receiver. We shall have it in your hands in three minutes."

Acquiring a Mailing List.

Placed on a table in the lobby leading to the entrance way of Compton's, Duluth, is a large book, resembling a hotel register. A card tacked to the table reads: "Register your name and address here and receive our monthly style booklet." The register, of course, supplies the store with a valuable mailing list.

Displays Customers' Photographs.

Photographs of customers who had patronized the store for many years accompanied by messages of greeting and good wishes from them, featured the windows of a Washington, D. C., shoe retailer not so long ago.



MERCHANTS!

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

Style 972—16 in. Soft Black Elk Pac

Style 977—16 in. Soft Tan Retan Pac

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

Herold-Bertsch

Shoe Company

GRAND RAPIDS, MICHIGAN

Manufacturers of Quality Footwear Since 1892

Summer Is At Hand

Is your stock complete? We can supply you with what you need.

POLISH	LACES
Whitmores	Nufashond
Cinderella	Mileage
Uno	Rawhide
Steel Lobel	Novelties
Dyanshine	
Two-One	Insoles
Shinola	Lyon Hose Prot.
Polly-Shine	Leather-no-Slips

BEN KRAUSE CO.

20 Ionia Avenue
GRAND RAPIDS, MICH.

MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY
LANSING, MICHIGAN

Prompt Adjustments

Write

L. H. BAKER, Secy.-Treas. **LANSING, MICH.**
P. O. Box 549

Children Are What Their Parents Make Them.

Grand Rapids, July 19—"Why don't mother come home? Why don't mother come home?"

This plaintive cry went up from the throats of four children from the age of three to ten, as they danced along the street in a manner indicating discontent of the deepest.

And where was that mother think you? Surely not at home looking after the welfare of her little ones. Duty once was a strong card in the life of a mother. To-day what a change, and in this lies danger to the republic.

Father are little less blameworthy, and the highways and byways of the land are evidence of the neglected homes of our land. Materialism run wild. The upbringing children have to-day is sadly wanting in that mother and father tenderness and love that manifested itself in the days long gone by.

That mother who neglected her home and children was once subject for frowns of the majority. There is so large a percent of neglect on the part of parents it is little wonder that we are breeding a race of criminals.

A large percent of our present day children do not realize the full meaning of home and mother. The latter is so often absent, seeking pleasure in jazz parlors and movie monstrosities, while the little ones at home, like the four mentioned at the beginning of this article, are wandering the streets vainly wondering why mother does not come home.

The poet who sang, be it ever so humble there is no place like home, would have another guess coming were he living in the present day. There is no real home place for so many of the immortal souls of tender age we can but wonder how such careless, shall we say heartless mothers, make their peace with their own consciences.

There are so many mothers who have sold themselves to the demands of society, they seem to have no time to look after little Neddy or Mamie, leaving them to a neighbor's, or, as in the above instance, allowing them to seek the open street and their own amusements. Such mothers would no doubt be shocked did one suggest want of mother love for their children, yet their actions certainly bear out that idea.

More and more it is becoming the idea to go their own ways with these mothers, regardless of the needs of their children whom they treat as pestiferous rather than bone of their bone and flesh of their flesh. Madam, better no mating in marriage if you intend to selfishly go your way and let your little ones inhabit the streets as so many Arabs of the desert.

No woman has a right to take on the sacred crown of motherhood and neglect the little ones when they come to bless the home. The times are certainly out of joint when such things be, and little tots are permitted to come up as outlaws instead of refined and loving sons and daughters.

It is not saying that a majority of mothers are so unmindful of their children's welfare as to let them come up hit or miss while they themselves are seeking enjoyment away from home.

Nor am I saying that the country is going to the dogs because of these remiss fathers and mothers. Nothing of the kind; and yet much of misery and crime would be spared this Nation providing mothers and fathers were up to doing their duty by those small souls they have brought into the world.

There are altogether too many neglectful fathers and mothers, a much larger per cent. than in former times. It will not do to leave these tots wholly to the schools where they may be taught the proper way of upbuilding a character of morality and good works.

Kindergarten may have a praiseworthy influence in shaping the character of the children, even though it was

invented to save mothers the trouble of looking after their boys and girls in the totage.

Home influence has much, almost everything, to do with making men and women of the rising generation, and if that influence is not exerted the lives of the youth are in a marsh of darkness which too often leads these young lives astray.

Too much emphasis cannot be given the fact of home influence, and when that is neglected, some lives will surely go wrong, far too many of them for the good of the community.

The advocacy of large families I think is a mistake. When parents get above the half dozen mark they are again treading on dangerous ground. So many mouths to feed, so many little souls to look after may prove too large a burden for the most patient and tireless worker in the household. Such instances, however, are rare, and there need be sounded no warning against this rare tendency.

A child properly reared by indulgent parents very seldom goes wrong. Too great severity in punishments of small indiscretions sometimes may be the harbinger of trouble later on. Most children are subject to persuasion. Reasoning with a child is far better than using the rod. The old saw, spare the rod and spoil the child, lost all its significance long ago.

Despite the fact that there are enough good mothers to leaven the whole lineup, it is sufficient to know that a large per cent. of negligent mothers with regard to their children's bringing up is causing and has caused much woe and misery throughout the land.

Nevertheless, in speaking about punishments, a child should be taught to obey its parents, and the parent has rare wisdom who never makes mistakes in the upbringing of offspring. In the main the homes of the land are the building places of character, and mother should not be neglectful of her opportunities for good right in her own home.

Old Timer.

To Increase Your Trade.

Keep your display right up to the minute.

Change your floor and counter display at least once a week.

Displays moved and placed differently make more sales.

Do not allow waste, dirt, dust or cobwebs to accumulate.

Have your goods correctly weighed ready to hand out.

Do not become too familiar with your customers.

Be attentive, polite, and always ready to give every service in your power.

Give the children special attention. Never overcharge or substitute any item they may ask for.

In waiting on a customer always bear in mind one or two items to suggest.

When a customer asks for an item, show her the best. If it is not what she wants, it is easy for you to sell a lower-priced brand.

Last, but not least, always greet everyone with a happy smile, and a cheery good-morning. People will trade at the store where they receive the best treatment.

Read this every day, follow the advice carefully and you will succeed.

Make each day useful and cheerful, and prove that you know the worth of time by employing it well. Then youth will be happy, old age without regret, and life a beautiful service.

MICHIGAN BELL TELEPHONE CO.

Long Distance Telephone

Service Gives Durant
"the personal touch"

DURANT MOTOR COMPANY



LANSING, MICHIGAN
May 24, 1927.

Mr. F. A. Eastwood, Manager
Lansing Bell Telephone Company
Lansing, Michigan.

Dear Mr. Eastwood:

When "Slim" Lindbergh landed in Paris, about the first thing he wanted to do was to talk with his Mother over Long Distance.

Why?

Not because she did not know he had landed, but rather, so he could hear her voice.

The other day we talked with a dealer at Burlington, Iowa who said he had used the Long Distance simply to hear us say something again.

In other words, he wanted to get the personal touch. That is what we find the Long Distance does for us.

It reduces distance to nothing, and gives us an opportunity to talk with our dealers whenever the necessity arises, just as though they were at the plant.

We depend upon it in our sales work very nearly as much as our body does our right arm.

Very truly yours,

TE Jarrard's

Regional Sales Manager

It reduces distance to nothing, and gives us an opportunity to talk with our dealers...just as though they were at the plant.



At Ramona Park

Ramona Theatre - KEITH VAUDEVILLE

TWICE DAILY AT 3 P. M. AND 8:30 P. M.
RESERVED SEATS AT POPULAR PRICES
FOR RESERVATIONS TELEPHONE 22624
PROGRAM CHANGES THURSDAY AND SUNDAY

DANCE IN RAMONA GARDENS
where HEINIE and his Band play wonderful dance music

RIDE THE DERBY RACER
With Its Thrilling Dips

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

BRING THE FAMILY

FINANCIAL

Less Corn and Cotton, But More Wheat.

The moderate decline in wheat prices does not alter the fact that real basis for the 1927 upturn in agricultural values is revealed by the new Government estimates for the leading crops.

The 2 cent drop in the price of wheat resulted from publication of a Government forecast larger than the trade had predicted, rather than the prospect for more wheat than was harvested last year. Considering conditions in Europe, an output of 853,634,000 bushels—as against 832,305,000 last year—should not darken the general prospect for better prices than the farm got in 1926. The 1927 gain in indicated yield represents entirely an improvement in the spring variety for, it is significant to note, only 579,416,000 bushels of winter wheat are expected as against last year's harvest of 626,929,000 bushels.

When the situations in corn and wheat are examined reasons even more impressive may be found for the agricultural price rise. At 2,274,424,000 bushels the Government forecast on corn indicates that the 1927 will be the smallest since 1901. It will be 371,000,000 bushels smaller than a year ago and 643,000,000 smaller than two years ago. The spectacular jump in corn values is understood by those who realize that the corn season is from two to five weeks late. Having had the poorest start in twenty years, the crop from now on will be peculiarly dependent upon weather conditions.

In the future of the weather, indeed, to a larger degree than most people appreciate lies the future of all agricultural prices this year. Under favorable weather conditions from now on the farmers of this country should benefit their condition substantially. It need not be said here that the interest of the financial district is not in the day to day fluctuations of the commodity market but rather in the outlook for greater prosperity among our farmers.

That is why Wall Street is not much concerned over the fact that the new Government estimates of wheat production run larger than those made by the trade, as it is in the continued reasonable assurance that the farmer this year will be able to sell for more than he got last year.

Early last December when cotton prices were forced down to about 12 cents a pound through pressure of the record crop nobody figured that by July, 1927, the commodity would be back at 18 cents. This extraordinary change again reflects an unexpected turn in growing conditions. It means that cotton growers will be able to market their output this year at levels far better than anybody had reason to anticipate.

While no official estimate has been made on the 1927 production, those close to such matters in the trade, taking account of the 12.4 per cent. drop in acreage reported on Saturday by the Government, figure that the total yield will run somewhere between 14,000,000 and 15,000,000 bales.

While the stability of our general

price level still is something of an illusion, since continued declines elsewhere have been hidden in the averages by an advance in cotton, corn and wheat, it is fortunate that the improvement has come where it was most needed.

Paul Willard Garrett.

[Copyrighted, 1927]

No Sign of Dear Money Seen.

A return to normal sooner than usual after the mid-year advance in call funds gives weight to the view held by some that no more than a seasonal rise is in prospect for the remainder of 1927.

None of the recognized business services anticipates tight money any more this year. and, beyond allowing for the ordinary seasonal rise incidental to the fall expansion, frankly says so. Through accretions in their gold from heavy 1927 imports, the reporting member banks this year have raised their loans and investments to unprecedented high levels without resort to borrowings from the Federal Reserve banks.

The maintenance of stability in money rates in the face of the enormous growth in member bank credit is eloquent testimony on the present solid banking position. No perceptible change has occurred in the volume of commercial loans so far in 1927, for, as has been brought out before, member bank credit expansion represents almost entirely growth in loans on stocks and bonds and in investments.

What will happen to money rates when late this month or early next month the seasonal demands for commercial loans begin is the question to which the financial district now seeks an answer. If yellow metal in large volume flows in it is conceivable that the increased seasonal demands for commercial loans may be met without any important change in money rates. If the gold import movement is not resumed and if loans on stocks and bonds and investments are maintained near their present record high levels, on the other hand, it would be reasonable to suppose that the expansion in commercial loans will tighten funds.

Those who have been endeavoring to predict the future of the stock market by contemplated movements in money are beginning to wonder whether they have not put the cart ahead of the horse. They see about as much evidence that a change in the levels of the investment markets would affect the price of money as that a change in the money level would affect the markets. The line of reasoning is plain. In its present mood the moderate seasonal advance in call money probably would not in itself change the course of the security markets. Any extended liquidation of securities, on the other hand, would release funds in large volume and tend to ease the money position, just as any further expansion in market activities would have its tightening influence.

What turn events may take in the future nobody knows but nowhere on the horizon appears any sign as yet of dear money. Paul Willard Garrett.

[Copyrighted, 1927]

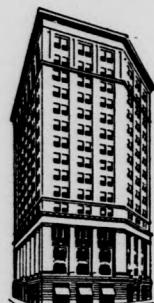
Fenton Davis & Boyle

Investment Bankers

Chicago
First National
Bank Building

GRAND RAPIDS
Grand Rapids National Bank Building
Phone 4212

Detroit
2056 Buhi
Building



"The Bank on the Square"

GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

ASK MR. STOWE

He Knows What Our Collection Service Is

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

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

Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

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

Investment Securities

E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit
Michigan Trust Building, Grand Rapids

Boston
Denver

New York
San Francisco

Chicago
Los Angeles

Kent State Bank

"The Home for Savings"

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

Banking by Mail Made Easy.

Market Seen in Sideways Move.

Star performances this year on the stock market incidental to bull or bear flurries should not conceal the plain fact, in the opinion of Colonel Leonard P. Ayres, vice-president of the Cleveland Trust Co., that "the main body of strong dividend-paying common industrials" so far in 1927 has been "drifting sideways or rising a little in price."

Some authorities in Wall Street already have pointed out that the New York Stock Exchange is no longer one big market but rather a variety of small markets moving in different directions. It remained for the Cleveland economist in his monthly bulletin published recently to emphasize the "drifting" characteristics of the present stock market.

In the opinion of this authority general stock prices "have not been discounting expected increase in corporate earnings, nor have they been depressed by apprehension as to the future." What Colonel Ayres contends is that the 1927 stock market perhaps has not been fulfilling in its usual manner its traditional function as a barometer of business but has been reflecting "current conditions." This leads him to the very interesting expectation that "any important general change in industrial profits or in short-term interest rates would result in a prompt change of trend in the course of stock prices."

From a diagram constructed by the statisticians at Cleveland it appears that, while transactions on the Stock Exchange reached a record volume during the first six months of 1927, the main body of industrial stocks made no important advance or decline.

Fifty of the 100 stocks examined closed the half year a trifle higher than they began it, but in reality did not move much. Another and smaller group of stocks rose, while a third group fell. But it is significant to note that the greatest advance was less than 50 per cent. whereas the heaviest decline was only 40 per cent. Plainly, the market has been a highly selective affair in which the changes have not been so significant as might appear from the spectacular movements in certain leaders.

Since Colonel Ayres makes the suggestion that a prompt change in the market might be induced by some new outside influence it would be interesting to know how he feels about business. This he tells by describing business prospects as "bright rather than brilliant." After a survey of the various influences at work in the world of industry and finance, he concludes that in all probability "these conditions will continue without important change during the rest of this year."

The view that business will continue at good speed for the remainder of 1927 is one shared by virtually all of the leading authorities.

Paul Willard Garrett.

[Copyrighted, 1927]

Cost Cutting Leads to Mergers.

Consolidation of four important units in the wall paper industry, financing for which was recently arranged in Wall Street, provides further evidence

of the general trend of business in this country.

Competition has become so keen in most industrial lines that manufacturers have been compelled to find ways of reducing costs so lower prices to consumers may be used to stimulate business. One of the most popular procedures in many industries has been to effect mergers of non-competing concerns that will cut overhead and distribution costs.

The wall paper combine referred to linked the Robert Griffin Co., the Standard Wall Paper Co., the York Card and Paper Co. and the Chicago Var-nished Tile Co. in the United Wall Paper Factories, Inc.

The estimated replacement value of the lands, buildings, machinery and equipment, as appraised by Sanderson & Porter, as of January 31, was \$3,574,076, while the properties had a depreciated value of \$3,556,902 as of April 30, based on the first appraisal and including additions. The latter figure was determined by Ernst & Ernst.

Net earnings of the consolidated concerns for the five years ended April 30 averaged \$796,412, while net in the fiscal year ended April 30, 1927, showed an increase over each of the three preceding years as well as above the five-year average.

To effect the consolidation a new company was formed in Delaware with a capitalization consisting of the following outstanding securities: \$2,250,000 first mortgage 6 per cent. bonds, \$700,000 6 per cent. prior preference stock, 37,000 shares of \$7 preferred and 200,000 shares of common.

Proceeds from the sale of the bonds were used to acquire current assets of the predecessor companies and for additional working capital. The fixed properties, upon which the bonds are a direct first mortgage, and the other assets were acquired in exchange for preferred and common stocks.

Provision for acquisition of additional properties is made in the indenture of the first mortgage issue, which says additional bonds may be put out to an aggregate principal amount not in excess of 60 per cent. of the cost or fair value, whichever is lower, of additional property acquired or betterments and improvements, providing net earnings for a certain preceding period have been at least three times the annual interest requirements on all of the issue to be outstanding.

Dividends on the preferred and common stocks are restricted in the indenture, which contains a covenant prohibiting payments on these classes of stock when net current assets are less than 75 per cent. of the principal amount of the outstanding bonds.

Management of the new concern will remain in the hands of the executive officers who have been identified with the predecessor companies for many years. William Russell White.

[Copyrighted, 1927]

Every salesroom should be equipped with a full length mirror with this suggestion hanging above it: "Before you go out to tell people you represent this firm, look yourself over and see whether you do or not."

*Our remarkable growth
is accounted for by the helpful,
efficient and at all times
friendly and courteous
service we are able to
render our clients.*



GRAND RAPIDS TRUST CO.

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

Built Into Business

THE GRAND RAPIDS SAVINGS BANK in 56 years success has built itself into the structure of Grand Rapids business because it has consistently undertaken not only to work for its customers, but also with them, regarding its patrons as its allies and striving to further their interests as well as to handle their routine transactions accurately.

We invite your consideration of the facilities of "THE BANK WHERE YOU FEEL AT HOME" and will welcome opportunity to demonstrate how affectively we can serve you.

GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 Convenient Offices

A Time For "Cussing."

There is a time for discussing; aye, and a time, too, for plain, unembroidered "cussing." It would appear from the estimated fire loss for 1926 that the latter season was at hand. The amount was \$560,548,624.

This, although the increase over 1925 was not so heavy as were some of the advances in previous years, represents the very peak of America's fire waste. From year to year the ascending total has been viewed and reviewed from every angle. The problem has been studied coolly, calmly, dispassionately.

Why not now try the other tack? Perhaps if people would really "get mad" at themselves for being so stupid as to let Fire take 15,000 lives and \$560,548,624 worth of property in a single twelve-month, all needlessly, a reduction would be accomplished.

Just possibly it is time to stop discussing and start "cussing" the fire waste.

Looks Like Graft at Soldiers Home.

When Fred Green was elected Governor he stated that all goods purchased for the State would be bought on bids—that the Groesbeck practice of handing out contracts and orders to favored friends and political henchmen, without regard to price or quality, would be abolished.

So far as the Tradesman has learned, Governor Green has carried out this promise to the letter, but some of the boards appointed by him—in part, at least—do not appear to share in his ideas regarding the necessity and legality of competitive bids.

The Soldiers Home board, for instance, which has nearly always conducted its buying department without regard to law, equity or common fairness, recently awarded a contract for a refrigerating plant before all the bids were in. Bidders were told they must have their bids in by 2 o'clock one afternoon. The time was short, but by working all night, the bids were delivered to the board at 1 p. m. The bidders were then informed that they were too late; that the award had been made during the forenoon.

The anxiety of the member who handled the bids to bestow the order on a certain contractor leads to the thought that possibly there might be "something in it for him."

Another case in point is the letting of a contract for a \$10,000 refrigerator plant for the normal school at Mt. Pleasant about a month ago. Local contractors received word on Tuesday to have bids in the next day. The specifications were so intricate that no man could make up his bid under twenty-four hours, working without stopping to sleep or eat. As it would take several hours to transmit the bid to Mt. Pleasant unless an aeroplane was chartered for the trip, all idea of filing a bid within the time specified had to be abandoned. It may be that the officers who solicited impossible bids under such conditions were not actuated by sinister motives, but the circumstance does not look very good on the face of it and the exact facts in connection therewith should be determined by

Governor Green in his usually paining manner.

The Tradesman takes pleasure in presenting these circumstances to Governor Green in the belief that he will probe the matter to the bottom and relieve the chief actors in the farces from further activity in their official capacity in the event that the facts are found to be in accordance with the reports which comes to the Tradesman from apparently trustworthy sources.

Any one who has any knowledge of Governor Green and his methods fully realizes that he has a Herculean job on his hands to purge the State institutions of the graft or near graft in buying which as been very prevalent in some of them at least for many years. It will require all the firmness he can command to remedy this abuse, but he will do it if the people who are familiar with these lapses properly inform him of specific cases and furnish proof which will enable him to act promptly and effectively. Unless the Governor is furnished this information, he should not be blamed if official speculation so long encouraged and winked at by Groesbeck and some of his predecessors is permitted to continue.

Thirty-six Reasons For Business Failures.

1. Inefficient business systems.
2. Indecision.
3. Poor location.
4. Too conservative.
5. Poor equipment.
6. Untrained Clerks.
7. Selfconsciousness.
8. Open Cash Drawer.
9. No plans for future.
10. Too many mistakes.
11. No advertising.
12. Wastefulness with goods.
13. Carelessness of clerks.
14. Clerks run the business.
15. Slow service to customers.
16. Not enough help.
17. Creeds, not deeds.
18. Badly lighted store.
19. Purchases too heavy.
20. Dingy windows.
21. Dishonest employes.
22. Unsystematic deliveries.
23. Ignoring advice.
24. Too much attention to details.
25. Slow moving stock.
26. Too much credit on the books.
27. Lack of acquaintance with customers.
28. Unsaleable stock on the back shelves.
29. Trying to follow everybody's advice.
30. Forgetting to charge goods sold on credit.
31. Show windows not used to advantage.
32. Customers' interests not borne in mind.
33. Failing to profit by own experience.
34. Failing to carry what customers want.
35. Antiquated systems unfit for increased business.
36. Belief in the worn-out proverb "leave well enough alone."

Do not pray for tasks equal to your powers. Pray for powers equal to your tasks.—Phillips Brooks.

Domination of Printers' Union at an End.

More than 70 per cent. of the work done in commercial and job printing plants in the United States is now produced under open shop conditions, not union, according to an analysis prepared by Ernst & Ernst from reliable sources. This analysis shows that, with the exception of San Francisco and New York, all of the large printing centers are overwhelmingly open shop and that an increasing number of employers each year are turning from union to open shops, including newspapers which have heretofore been strongly union.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dis-

solution with the Secretary of State: Nitro Products Co., Saginaw. Cadillac Specialty Manufacturing Co., Cadillac. Webb Coal Co., Port Huron. Shepard Motor Sales Co., Detroit. Alexander Realty Co., Detroit. Motor Parts Corp., Detroit. Mechanical Supply Co., Battle Creek. O. S. Hawes Lumber Co., Detroit. Heustis & Co., Inc., Benton Harbor. Saginaw Arch Preserver Shoe Shop, Inc., Saginaw. Jackson Arch Preserver Shoe Shop, Inc., Jackson. Michigan Auxiliary Fire Alarm Co., Detroit. Hotels Milner Co., Detroit. Jackson Grain & Milling Co., Jackson.

Sentence Sermon.

True glory consists in so living as to make the world happier and better for our living.—Pliny.

Merchants Life Insurance Company

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

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

GREEN & MORRISON—Michigan State Agents

What about your Executor?

IN your plans to protect your family's future after you are gone, every precaution should be taken in selecting your Executor.

You may intend to have your wife or trusted business friend perform these duties. In most cases, however, an individual acts as Executor once in his lifetime and that one time often is a burden to him. Furthermore, any individual you may name may die or become incapacitated.

The Michigan Trust Company performs the duties of an Executor as a business. It is experienced and equipped in all phases of estate management. Its work in administering Estates is carried on without interruptions, systematically and economically, for the best interests of the beneficiaries.

Ask our Trust officer to explain how this company can help you protect and conserve your Estate

**THE
MICHIGAN TRUST
COMPANY**

JOHN DUFFY, Chairman of Board NOYES L. AVERY, President
The first Trust Company in Michigan

Engineers Reported on Fifty-two Cities.

Fifty-two cities in twenty-two states were visited, inspected and reported upon by engineers of the staff of the Committee on Fire Prevention and Engineering Standards during the year reviewed by its chairman.

Continued progress was reported as having been made in the application of the Standard Schedule for Grading Cities and Towns. During the past year 63 cities were graded by National Board engineers, bringing the total thus graded up to 330.

Another outstanding activity was the standardization of fire hose couplings and threadings. Since this undertaking was begun in the spring of 1920, non-standard couplings have been converted in more than 2,200 cities and towns, 566 of these having been completed in 1926. Following the example of Oregon and Massachusetts, the state of Texas recently passed a law requiring future water works installations to have the national standard thread. The state also appropriated funds to carry on the standardizing of all existing water works systems.

The large railway systems of the country, it is stated, are also becoming interested in this project as a means of simplifying one of their fire protection problems. During the year the Santa Fe Railroad standardized the hose couplings of all its equipment, as well as those of most of the cities and towns along its right-of-way.

Further activities embraced a continuing study of earthquake hazards, with particular attention given to the development of an automatic gas shut-off for individual services. This is now being tried out in Southern California. An engineer was also assigned to co-operate in the annual survey of the Chicago Fire Department. Other activities included an investigation and study of important marine terminals along the Atlantic Seaboard with the idea of formulating a standard code of practice for their location, construction and operation; and the service of several engineers on technical committees of the National Fire Protection Association, particularly those on signaling systems, electrical wiring and apparatus, salvaging operations, farm fire protection, bus garages, dust explosion hazards, marine hazards and manufacturing risks.

The Conservation Department in 1926 continued its activities largely along educational lines, and with the co-operation of those national organizations which are interesting themselves in the elimination of the fire waste. There is now reported a more pronounced and extended effort than ever before to lessen the loss of life and property by fire.

The inter-chamber fire waste movement which was inaugurated several years ago by the Chamber of Commerce of the United States, now includes 536 cities wherein fire prevention committees are studying and improving their fire protection and conducting educational programs through the schools and press in the interests of fire prevention. In a number of cities in which committees are so or-

ganized there is a marked reduction noted in the property loss and in the number of fires.

Looking Ahead To Fire Prevention Week.

Three months and some days intervene between us and the observance of a new and, it is hoped, a greater Fire Prevention Week. But three months have a disconcerting habit of stealing quietly and quickly past, and this is specially true of those months whose movement is lubricated by vacations. Consequently it is none too soon to give a thought to the week of October 9 to 15 in order to arrange for its suitable keeping.

As in previous years, the National Board again finds itself looked to for guidance in plan and execution. Enquiries already are reaching its offices concerning printed material, film circulation, speakers and sundry other details. To all correspondents be it said, therefore, that the National Board is now booking speakers, scheduling its motion pictures and has in work a large number of its printed items, programs, posters, stickers, and the rest. It will be ready for distribution late in August—in time for early ordering by fire chiefs, local agents and those generally who are actively engaged in promoting Fire Prevention Week.

National Uniformity in Rating.

To what retiring President Wilfred Kurth said on the subject of fire insurance rating in his address to the membership of the National Board of Fire Underwriters at its latest annual meeting, not much need be added—save, possibly, "Amen!" His word picture of the existing state of affairs in this all-important domain of underwriting left unsaid nothing that was essential. It was frank, fair, final—and it was compelling.

It was compelling in the sense that it pointed conclusively to the need for national uniformity in the establishment of rates. That this can be brought about he showed, and also how.

The machinery for this needed revision already exists. Set in motion, it would create, before the passage of many moons, more genuine public confidence in the integrity of the great business of fire insurance than would any other single reform.

Why He Left.

A lawyer called a former news reporter to the witness stand for examination. "Where did you work last?"

"St. Louis Chronicle."

"Why did you leave?"

"Editor and I disagreed on a political question of national importance."

"Before that, and reason for leaving."

"Lexington Courier, and the editor and I disagreed on a political question of national importance."

Two more papers were named by the witness, and the same reason for leaving given in both cases. The judge interfered. "What was the political question of national importance that you could never agree on?"

"Prohibition."

\$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.

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 according to the class of business at risk.

FIRE - AUTOMOBILE - PLATE GLASS

305-06 Murray Building

Grand Rapids, Mich.

SOMETHING FOR NOTHING.

Crafty Schemes Employed To Entrap the Unwary.

Offering "Something for Nothing" is regarded in certain quarters as an effective means for attracting attention. An old white-haired showman of our acquaintance on reading an advertisement which purported to offer gifts to the reader, commented in this wise:

"Some of these copy writers," he chuckled, "might have come direct from a carnival lot. They remind me of one of my own old stunts."

"I remember one night when the gasoline flares of our carnival swayed in the warm, spring breeze. The crowd milled around, eating peanuts and popcorn and yelling nonsense above the racket of our callopie. The shooting gallery rattled with the competition of local crack shots. The ring-a-cane games did a good business, especially when the first winners began to show their friends the prizes they had won. This crowd I am telling you about was in a spending mood."

"My job as manager was to pass around from tent to tent, check up on the barkers and watch the cappers or shillabers we used to start the money flowing. Half way down the midway was a soap peddler, a nice fellow with some pretty good sales ideas. But this evening the crowd paid no attention to him. Our cappers bought his soap, but nobody else could seem to get interested."

"I saw there was nothing else but for me to get into it myself. The young fellow was all right as a salesman, but he wasn't a showman. So I got up there on his box, pulled a couple of handfuls of silver dollars out of my pockets, slapped 'em on the table, and started my spiel."

"Come right this way, folks. Everybody wants to hear about the wonderful offers we are going to make this evening. We are not selling anything, ladies and gentlemen. We are here to advertise the most wonderful soap ever devised for the human skin. We are literally going to give it away. It takes off more than dirt. It takes off callouses, sunburn, freckles and warts. It makes rough, red hands look like the hands of a lady or gentleman. Next week it will be on sale in your stores at a dollar a cake. But we're not asking you a dollar to-night, not half a dollar, nor even a quarter of a dollar. We're going to give it away. And that isn't all we're going to do. If I told you what else—you wouldn't believe me, so I'm going to let you see me do it. Here we have a package of soap such as the big stores sell for two dollars. Between the two cakes of soap I put this bright, new silver dollar and wrap up the package and put it back in stock. And now I'm putting another dollar into this package."

"As a matter of fact, I did put a few dollars into those soap packages. But I put those particular packages where I could locate them when I wanted them. When I had worked all those dollars out of sight, I yelled:

"Now! I'm really going to advertise this soap. I'm going to make

some of you a present of 90 cents each to take this soap home and try it out. If I just handed it out, you wouldn't be serious. You saw me put those dollars in there. Now, you can have any package of soap in that bag—while they last—for the smallest silver coin that Uncle Sam makes—a dime, ten cents, the tenth part of a dollar."

"Well, they stepped right up. We sold soap to that carnival crowd as fast as we could hand out packages and take in dimes. When things slowed up a bit, I'd pass out a package with a dollar in it to some local fellow whom folks seemed to know, and I would make him open it up and show it, and business would get better right away again."

"It wasn't bad soap we were selling. Ten cents was a reasonable price for it. But I wasn't selling soap; I was selling chances at those silver dollars. As I told the young fellow afterwards, it wasn't salesmanship at all; it was showmanship."

At the carnival, such performances seem "a good show" to us who know there will be no silver dollar in the package which our neighbor buys. It is in key with the carnival—cheap, common, noisy, ephemeral.

But when a National advertiser or a local store pitches its advertising or selling methods in the same key—what then?

What happens when this old carnival technic is applied to everyday selling? Here is a modern instance:

The morning was young and pleasant and the lady of the house in one of her friendliest moods. She knew that her caller was a magazine solicitor, but he was courteous and well dressed and she knew and liked the magazines he displayed; wherefore she listened with more than her usual interest.

"In order to increase circulation, and thus secure more advertising," explained the presentable young solicitor, "the publisher of these magazines has authorized me to give them to you for one year for the mere cost of postage. All you have to do is pay me 75 cents now and fill in your name and address on this blank."

The offer was attractive. She knew the regular subscription price was several times 75 cents. She went into another room for her money. Her pocketbook lay next to the telephone. Acting upon an oft-repeated caution, she called the number of Better Business Bureau of that city before re-joining the salesman, and described his offer.

"Our experience," she was told, "is that this magazine company lives up to its contracts."

"What contracts?" demanded the lady.

"Weren't you asked to sign anything?" asked the Bureau man.

"Why,—why, yes," she recalled, with some surprise.

"Did you read the contract?" continued the voice.

"No; I didn't," she confessed.

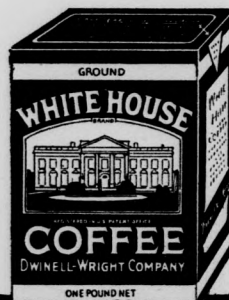
"I would, if I were you," admonished her advisor, "before you sign or pay out any money. The contract is

WHITE HOUSE COFFEE

Test it by your own Taste!

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

The Flavor Is Roasted In!



DWINELL-WRIGHT COMPANY

Michigan Distributors—LEE & CADY

Boston - Chicago
Portsmouth, Va.

WORDEN GROCER COMPANY

The Prompt Shippers

Another Quaker Leader

QUAKER EVAPORATED MILK

The Milk for Every Meal

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

Customers Know This Brand

WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

OTTAWA at WESTON

GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

clear, and you ought to know what is in it. Read before you sign."

She did. When the solicitor had removed a reluctant thumb from the reading matter she learned that the price of the magazines was 75 cents a month for eight months. Nowhere in the contract was there any mention of gifts, of advertising or "the price of postage."

What happened?

The woman liked the magazines. Had the offer been presented in a straightforward manner, she would have subscribed without hesitation. The salesman's attempt to mislead her with "give away" talk, however, made her angry. She not only declined to sign but reported the entire transaction to the Better Business Bureau in writing. When these facts were presented to the magazine company, together with other consumer reports on this salesman, he was asked to find other employment. He found it in a local store, which he served in similar ill fashion. Some mountebank kink in that young man's brain makes it almost impossible for him to understand how any merchandise or service can be sold frankly on its merits. He is a rolling stone because the number of concerns who do business his way is shrinking steadily.

Years ago many consumers were obsessed with what the salesman of that day called "sales resistance." They were said to be pinching nickels and trying very hard not to buy anything. It was considered necessary to resort to all sorts of expedients to induce them to loosen the drawstrings of the wallet, and to spend a few dollars for their own comfort or betterment. But that has passed.

Thousands of concerns engaged in manufacturing or retailing have achieved their greatest prosperity through a sales policy in which there is no room for tricks or subterfuge. They offer value and service for a fair price. They make no secret of the fact that they are in business to earn dividends for their stockholders. The public (which owns stock in most business to-day) has learned to respect this frank and straightforward method of doing business. Carnival sales tactics now tend to direct suspicion toward the seller. Why should any seller give away merchandise, or real estate, or stock, or tooth paste? What's the matter with it? Why can't it be sold readily on its merits to the millions of American consumers who are able and eager to buy what they need and generally what they want, as well?

There is so often a catch. The "free" lot may appear to be free, but it is only twenty feet wide and there are usually survey and recording fees. And the price of the adjoining lot may be another catch in that one. The tooth-paste may appear to be free, but what's the market for the stuff with which it is given? Stock in one company was given with a pair of shoes. Did the stock add anything to the value of the shoes?

A new kind of "sales resistance" is growing up among wise consumers,—the resistance of experience and intel-

ligence toward "give away" tactics. Thus, when a store advertises player-pianos and adds to the copy "this beautiful piano lamp, bench, embroidered scarf and twelve rolls given away absolutely free," hundreds of readers surmise that the cost of the articles has been heaved into the selling-price of the piano, and trade elsewhere.

Similarly, when a book salesman opens his talk with the statement:

"I am authorized to present you with a complete, full bound set of this new work, de luxe edition, with the compliments of the publishers." In a growing number of homes he is unlikely to get far beyond his opening. The wise prospect asks to see the contract, reads it, finds the catch, and then speeds the parting guest. What's the catch? The contract provides a charge for a supplemental service over a period of years, or something else quite sufficient to defray the cost of the "gift."

Unfortunately, not all prospects are wise prospects. Unfortunately, too, neither education nor experience are the measure of wisdom. Many prospects who have grown wise and find "the catch" in such sales methods, are persons of modest schooling and no business experience. On the other hand, prosperous business and professional men and their families, with enviable backgrounds of education and experience, contribute steadily a toll of thousands of dollars gathered through such crude methods. Stripped of the fine oratorical flourishes with which they are presented, many of the schemes are obviously ridiculous. Nevertheless, otherwise intelligent persons continue to pay financial tribute to such schemes.

One threadbare sales approach which begins to provoke a derisive grin on the part of the wise ones among lawyers, doctors, teachers and other professional men and women is the sales talk or letter which begins with the words "You have been selected." The pretense is that because of high standing in the community, you are to be made the recipient of a set of books at a merely nominal price, in order that the publisher may have as a reference in that community a member of your profession, whose opinion is valued and respected. Often the words of the late John Wanamaker are quoted to the effect that "a favorable comment from a pleased user is more valuable to a business than a page of newspaper advertising." Your reputation is to take the place of part of the regular price of the set of books and it is to be charged to advertising expense. The regular price is represented as \$149.50;—but the books are to be placed in your hands for \$52.75 to cover actual cost of printing and binding.

The catch in it is the discovery, made, perhaps, in the locker room of your golf club, that a crew of salesmen has covered every other member of your profession listed in the telephone Red Book, making the same offer in the same words at the same price. If you have signed up, your chagrin is increased when you learn that \$52.75 is the regular price of the

Fast Selling Lines

mean rapid turnover of stock—
less money invested and more
profit for you. It is to your advantage to push

K C Baking Powder

Same Price
for over **35** years

25 ounces for 25c

The price is on the package and
in all KC Baking Powder advertising.

Your profits are always protected.

The turnover is fast.

**Millions of Pounds Used by the
Government**

books, and that they have never sold for more.

As the true nature of these "give away" tricks becomes more widely known, the advertiser who offers frankly to sell merchandise of stated specifications at a fair price finds his copy read with more interest and the salesman who employs neither pretense nor masquerade finds a readier audience. Why shouldn't he? He is telling a straight story about the thing he is interested in, and that will most readily interest any audience.

Nearly everyone has a telephone listing to-day, and we get on to still other mailing lists by clipping the coupons of display advertisements. For many of us, opening the day's mail has become one of the most enjoyable of indoor sports. What a lot of interesting things and services are offered through this type of advertising! But glance for a moment at the type of competition it is obliged to meet in this daily struggle for attention and interest.

Here is a raincoat concern which encloses a "Merchandise Discount Check," which is not a check, is drawn on no bank, and confers no discount not available to anyone. After deducting the amount of the check from the price quoted, the resultant figure is found to be the same as the price for which the garment formerly sold.

A mail order hosiery concern offers with every two pairs "to put in an extra pair with our compliments". Something for nothing? The hose so advertised as "of Pure Japan Silk, with the best Rayon backing" analyzed as 7 per cent. silk and the balance rayon.

A correspondence school bids for enrollments with a "scholarship check," drawn on no bank and of no real value, which the prospect is supposed to apply toward tuition. But the price quoted to the prospect is not the regular tuition price. It is higher by the amount of the check.

What do consumers do with this type of "give away" copy? Some believe it. But many consign it to the waste basket as soon as the "give away" feature is read. There are limits to human credulity. It appears that there are also limits to consumer patience, for the number of persons who mail such fatuous advertising in to Better Business Bureaus with indignant protests, grows steadily. Some object to the insult done their intelligence; some allege moral obliquity on the part of such advertisers; some resent the waste of their time by such oafish efforts to be clever.

The trail of a "give away" salesman to-day is marked by similar protests and reports. Perhaps it is time that such advertisers and merchants took fresh stock of public intelligence. Undoubtedly there are a number of yokels left. But the number of persons who read contracts before they sign, and who expect to pay for what they get, is materially on the increase. Progressive advertisers are adapting their advertising and selling methods to meet this consumer trade.

The National Better Business Bureau is enabled to bring this message

to you and to the business men of your city because business leaders in the national field and in your own community want you to realize the differences between straightforward merchandising, conducted frankly for a fair profit, and devious, tricky sales presentations which may be within the law, but which are seldom to your advantage. The percentage of business concerns that offer merchandise or securities without pretending to give "something for nothing", constitutes the overwhelming majority. There are few, comparatively, who deliberately engage in such tactics, but these few are conspicuous because of the bizarre character of their methods. Even the best organized firm, however, may experience difficulty with the peculiarities of individual salespersons, whether in a store or in your office or your home. Most business organizations desire to know when dissatisfaction arises from verbal inaccuracies on the part of their sales representatives.

You are urged to read every contract before you sign it, and to examine each offering with special care when you are offered something for nothing. Buy where, when and from whom you please, but be sure you know just what you are to receive, how much you are to pay for it, and when.

Enameled Pewter Wares.

The further usage of the enameling process of the character termed closonne has brought to light a product which ought to prove adaptable for holiday and gift purposes. Pewter objects, including such receptacles as pitchers, bowls, vases and cups, of conservative patterns common to objects of plain pewter, have been produced in the pastel shades of orchid, salmon, rose, light and dark blue, light green and helio, with a pewter base. Sets for gift purposes have been made up of two, three or four pieces arranged in boxes adaptable for use on vanity tables. The articles include a clock, a perfume dropper, atomizer and puff box. Other articles, such as beverage sets, candlesticks and cigarette boxes, are to be found in the collection. The prices to the jobber range from about \$2.50 up to \$25.

To Hold National Sweater Week.

The week of Sept. 26 will be featured as National Sweater Week, according to plans formulated at a joint meeting of representatives of the Knitted Outerwear Selling Agents' Association, the National Knitted Outerwear Association, the National Retail Dry Goods Association, the National Wholesale Dry Goods Association and the National Association of Retail Clothiers and Furnishers. Staple merchandise will be strongly emphasized for the period, it was said, notably shakers and ribbed sports coats. Preparation for a National publicity campaign were started at the meeting.

More Call For Dressy Weaves.

The high-grade dressy coatings have been meeting with a better demand recently, according to the representative of a leading here. Retailers are now showing increased interest in the

dressy type of garments, which until lately was somewhat neglected in favor of sports and utility styles. The new cashmere fabrics of semi-lustrous finish in medium and heavy weights introduced for this season, he said, are taking well with both cutters-up and retailers. Black is by far the best selling shade.

Trends in Men's Neckwear.

Foulards in stripe and neat figured patterns continue to lead in men's seasonal neckwear. Stripes account for a large share of the business, but the trend toward small all-over designs is marked. Checks are also said to be doing well in retail turnover. Manufacturers have about come to the end of the summer business and are now concentrating their efforts on the fall lines. The holiday offerings are already being shown on the road by some manufacturers. Cut silk merchandise will undoubtedly dominate again, according to wholesalers, who foresee strong interest in semi-conservative effects and colors for the coming season. If the business measures up to that of last year, manufacturers say they will be satisfied.

Voile Dresses For Children.

An increased number of re-orders in voile dresses for children has followed the arrival of more seasonable weather conditions, which had previously held back any marked activity in these lines, according to manufacturers of children's and juniors' apparel. This material, which is used in imported goods from both the Philippine and Porto Rican markets, has been equally successful in domestic machine-made garments at popular prices. Some in the sleeveless lace-trimmed styles with touches of hand embroidery that can be retailed at a fairly low price are in demand, and it is expected that the call for them will continue throughout the month.

Lines of Children's Socks.

The increase in the number of lines of children's socks has been so marked that one of the distributors who has specialized in this field has arranged sample cards showing twenty-two sets on each card. Whereas formerly one could show single samples in a staple line, he said, it is now much more practicable to place the lines in three groups in order to cover the entire stock of approximately four dozen different lines. The array of colors includes all solid pastel shades in the legs and striped borders in matching colors in the tops. Most are made of a mercerized cotton fabric.

New Millinery Fabric

The Fall mode for high-grade millinery will feature a new glossy fabric termed "feature chiffon," according to a leading manufacturer whose foreign representative has just returned from the Paris market. From its name it will be based upon the fur shades, largely in brown although one the most popular is known as Napoleon blue. The smaller sizes will be maintained in the construction of the new hats, with special attention given to the high turban effects.

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

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

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

DRY GOODS

Michigan ReRetail 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.

Some Recent Novelties Introduced By the Trade.

Butterflies perched at the side of a small close-fitting hat or else on the shoulder of an afternoon or dinner frock are almost a requisite fashion these days. These gay bits of loveliness are made of sheer silk chemically treated so that the wings stand upright and appear to flap at the slightest motion of the wearer. But their real charm lies in the color tonings, which are varied enough to suit the most critical collector. Not a single color scheme appears to be omitted, for there are bright blues, soft yellows, velvety blacks, purples, grays and so forth. A realistic impression is produced by careful attention to the body and antennae. Soft rich chenille to blend with the other colors make the body part, while black silk floss serves for the antennae. A tiny pin is concealed in the body for fastening to dress or hat.

Since elephants still retain their prestige for good luck among the French, Paris persists in sending them over every once in a while, but in new versions. This season the elephants are in brooch form, small but carefully copied in imitation jade, ivory, onyx and lapis. The one contradiction is that their eyes are quite conspicuous and in fact luminous looking, for they are made of very bright and shiny rhinestones. These little pins may be worn on a belt, as shoulder pin or suspended on a black silk ribbon.

Bracelets for immediate wear with dainty chiffon frocks or even for later on with velvet dresses are made after a novel pattern. When opened they look like fine strips of shimmering gold, tempered like steel. They snap out flat like a strip of paper. An outside layer of the metal is made to cover the inner layer and forms rolled edges on both sides. A concealed clasp gives the impression of a complete or continuous banding when it is fastened. A fine design worked out in imitation engraving is the only embellishment.

Antique materials heretofore held almost sacred for display as wall panels or handsome scarfs are being made to serve a new purpose. Paris has taken them up as a bag fabric and the most attractive little afternoon and evening bags are being displayed. All manner of shapes and styles are included in the varied collection. Some are mounted on delicate frames, while others appear to need the ornate heavy frames that are seen usually studded with multi-colored stones. Then there are quite a few made in self-covered mountings and in flat envelope models. But in all instances the trimming is none other than the famous flat gold braid, that has a very smooth surface, the design being incorporated in the weave. These bags are shown in but two colors, a soft mellow green and a

red that has a great deal of rose in it. The materials are heavy and the rich brocaded designs include small and large patterns. These bags are not fitted but are sufficiently large to hold any little accessories that may be required.

Knee bracelets, although not entirely new, are gradually being accepted by American women. No doubt it will be a long time before they achieve the place that the ankle bracelet now holds. This, by the way, is not so great as compared with the vogue it has had abroad for several years. These bracelets remind one of the fancy jeweled garters worn by knights of old. They are made of finely woven mesh with stone settings throughout, or else of links, and in both instances finished with very ornate clasps. A new bracelet is made of from eight to ten strands of small beads of silver, attached to a very fancy clasp that is set with a stone surrounded by smaller ones and much ornate metal work. This same bracelet may be secured in gold and steel finishes. Roped cords and chains in gold and silver plate are used singly or intertwined and set with stones and form very elaborate designs.

Long, heavy mail chains no doubt furnished the inspiration for the new necklaces that are now being shown for fall wear with black satin and velvet frocks. Two chains of single links appear to have been interwoven, and the ends are left open and finished with imitation precious stones of the lapis, jades and onyx family. A single medallion is used to join the necklace at a becoming length, and incidentally it may be regulated to make the necklace any size desired. On some, stones are mounted and set in as links to give further air of elegance. Yellow gold is the metal used, and consequently the stones chosen must blend well, or else the effect will be destroyed.—N. Y. Times.

Tropical Suits Are Benefited.

The heat wave in the Middle West has proved helpful to manufacturers in disposing of their stocks of men's summer suits. The story was told recently by a mill representative that he visited one manufacturer who said he was too busy at the moment to talk to him as he had six retailers who were waiting with taxicabs to get quick deliveries to replenish depleted stocks. Whether there were six retailers waiting or not, the incident does reflect the improvement that has taken place in the demand for men's summer apparel. It comes too late for the mills, however, but does assist the garment makers to liquidate most, if not all, of their holdings.

Good Prospects For Knit Wear.

Wholesalers describe prospects for knitted outerwear garments during the fall as good. They said recently that an encouraging volume of orders has already been placed for both men's and women's styles. Most of the demand has come so far from the specialty shops. The large department stores are still to be heard from. While favor is expected to be bestowed again

on fancies, particularly small designs, it is believed that staples will do better than last year. In women's merchandise, confidence is shown in sweaters and two and three-piece ensembles, together with knitted coats for the early fall. In men's goods, coats and slip-on sweaters lead.

Wool Chiffon For Fall Dresses.

Manufacturers of women's better grade dresses are predicting that lightweight wool materials will achieve great popularity in the fall. Wool chiffons especially will be used extensively, it is said. The feeling that light-weight materials will be in demand is based on the theory that a woman likes a light dress with a heavy coat. The thin woolen fabrics will be warmer than silk fabrics and will not be much heavier, manufacturers declare.

Demand For Summer Garments.

A fair demand from retailers continues for Summer merchandise. Garments for sales are sought and manufacturers are closing out their stocks. The latter are not large enough and will be liquidated without difficulty, according to wholesalers. Much of the activity is in popular-priced dresses, particularly those of silk in white, navy and other colors. Knitted sports effects in two and three piece effects are also being well taken. The call for white coats is still active.

Trade in Sheetings and Towels.

A larger volume of business in the wider grades of sheetings has been brought about, in spite of the increased prices, by one of the largest producers of this merchandise as the result of placing a greater quantity of small orders rather than awaiting larger orders from one or more concerns. From the same source it was learned that the business on all grades of towels has been satisfactory to date and there is no indication of changes in price or style at the present time.

Felt For Children's Hats.

Manufacturers of children's and young girls' hats are offering lines of small tight-fitting felt models for the fall. One manufacturer is featuring an exceptionally lightweight felt for these hats. Another novelty in these hats is a ribbon which may be tied at the back, so that the hat fits the head more snugly. The ornaments on these hats are metal figures of animals. The hats come in a large variety of shapes, but all of them are small.

Bright Shades in Shirtings.

While changes in lines of novelty shirtings for fall and winter trade have been few, there has been a flurry in certain fabrics, according to one of the largest distributors in this field. The brighter shades of green have taken a slight advance over the helios and tans, he said, and this activity has tended to brighten up an otherwise quiet market at this time.

The only way for a busy man to get through his work is to take up one thing at a time and stick to it until he puts it through.



BANKING SERVICE

Big city business needs big city banking.

But big city banking can be as friendly, as personal, as the other kind.

The Old National has not forgotten how to mix efficiency and friendliness.

The OLD
NATIONAL BANK
 MONROE at PEARL
A Bank for Everybody

Link, Petter & Company
 (Incorporated)
 Investment Bankers
 6th FLOOR, MICHIGAN TRUST BLDG.
 GRAND RAPIDS, MICHIGAN



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
 1020 Grand Rapids National Bank Building,
 Grand Rapids.

RETAIL GROCER

Retail Grocers and General Merchants Association.

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

Get Your Outlook Correctly Focused.

Written for the Tradesman.

"It has been my good fortune," writes a young grocer in Minnesota, "to hear you talk on percentages. I think you taught me more on percentages than I ever learned in school. Last night in my father-in-law's store we discussed your statement that a grocer who buys and sells oranges weekly on 25 per cent. margin makes 350 per cent. on his investment per year. There is great art in juggling figures and you are not mistaken in your arrival at this percentage; but I was wondering if your expression does not seem ambiguous to many grocers. It did to my father-in-law.

"If the initial investment in a case of fruit would buy fifty-two cases a year, your conclusion would be easy to understand, but what this initial investment actually does is purchase a single case which is to take care of a week's sales, out of which you realize a gross profit of 25 per cent. The point I wish to bring out about turnover, which seems to be neglected in your talks, is that there never is a turnover in sales without a corresponding turnover in investments; consequently when a \$7 purchase is made for which you collect \$9.33 in gross sales for a gross profit of 25 per cent. this deal is closed to future figuring of percentages. Now, when your turnovers amount to fifty-two times a year, there are gross sales from this amount to \$485.16, giving you 25 per cent. in gross profits; but you must not forget that to attain this end it required a corresponding turnover of your first \$7 investment fifty-two times or \$364.

"This bears out a 25 per cent. profit for the year, the same as it does for the week. Isn't it ridiculous to assume that one investment of \$7 will buy a fifty-two week supply of oranges or lemons, when in reality it buys only one case?"

My answer is: Evidently you have overlooked one point. That is when you buy something for \$7 and sell it for \$9.33, you get back two things: The original \$7 and the margin of \$2.33. The \$7 you use over again—the same \$7, not another one. The \$2.33 you divide into all expenses on the one hand and your net profit on the other hand. At the end of any given time, therefore, you take the total of the net profits earned and divide it by the \$7 invested capital to ascertain what percentage you have made on the capital investment.

If you start at any time with \$7 capital and handle it as I have indicated for one year, making fifty-two turnovers—which simply means buying and selling your stock completely and starting over to buy again—in a year you will not use \$364, but only \$7. On this basis, taking the figures given in my talks, \$121.29 out of the \$485.16 is gross earnings. From that you deduct 20 per cent. to cover expense, shrinkage, loading charge and all incidentals,

or \$97.03. That leaves absolute net earnings for the year of \$24.26.

If you divide that by \$7, you will get a fraction over 346 per cent. The difference between this and 350 per cent. arises from the fact that I look at all these problems from the retailer's standpoint, and a retailer who figures correctly will not price a box of oranges at \$9.33 which he bought for \$7. He will price at \$9.34, retaining all fractions for himself. If you will work your turnover on this basis, you will find that the net profit at the end of the year will yield very closely to 350 per cent., just as stated in my talks.

Such is an outline analysis of the factors which make up the wonderfully effective work of turnover. If new capital were needed every time one bought goods, the merchant in the grocery business who did \$100,000 of business would need about \$79,000 with which to carry stock. But many men do \$100,000 with \$10,000 or less. A thoroughly efficient retail grocer, operating in the average town in average conditions, should do \$100,000 business with stock which averages \$6,500 to \$6,600. Such results are common, yet would be unobtainable were it not that money put into stock comes back, plus earnings, every time the stock is sold, so that capital originally invested in stock can go back again into new stock.

It is the commonest experience to find men who have begun with \$50, \$60 or \$75 total capital in groceries who will show assets—net of—\$750, \$1,000 or more at the end of one year. If you enquire closely into what makes up that phenomenal performance, you will find that it is a combination of money, ability and industry. But it is done literally every day in every year somewhere. Rapid stock turn is a prime ingredient in any such record.

One of Marshall Field's credit managers once said to me of the grocery business: "The margin is as narrow as or narrower than that in any other line; but the capital return is enormous."

That statement indicates the foundation of a clear differentiation that must be kept in mind in all such analyses: for it is one thing to think out margin in percentage but it is quite another thing to figure capital returns.

It is true, for example, that it is impossible to make 100 per cent. margin, regardless of what you pay for goods or what you sell them for, unless you get your goods free.

Yet it is possible to make several hundred per cent. on capital in a year. Why?

Because margin comes into play in pricing merchandise for sale. That involves a given piece or lot of goods, taken at a stated cost, on which a sale figure is placed. All such problems are properly approached from the angle of the sale; and the sale is all you get for the goods. So the margin must be a part of the whole, and 100 per cent. is the whole. If, then, 100 per cent. is the whole and margin is part of the whole, it follows that margin never can be 100 per cent.

But earnings on capital are made up of net profits; and those are piled up

(Continued on page 21)

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

HAVE YOU EVER THOUGHT OF THIS?

Do you ever stop to think that your customers are the readers of the magazines and newspapers which carry the Fleischmann Yeast for Health ads?

That the thousands and thousands who are finding new health through this fresh food are told in every ad to "BUY IT AT YOUR GROCERS'", and if you handle yeast, THIS MEANS YOUR STORE.

Health customers mean healthy appetites and bigger grocery sales for you.

FLEISCHMANN'S YEAST

Service

Don't Say Bread

— Say

HOLSUM

MEAT DEALER

About Country Smoke Houses.

In discussing country smoked and cured meats and the modern packing house products a few days ago we aroused the interest of some who were very much concerned back twenty years ago or more. What they tell us has vital points, and so we will talk about it for a few minutes now. It seems that in one of the Western States where our informer came from, winter killing, curing and smoking developed into quite a community business. After the first frost killing began and with the winters long and cold, meat, both fresh and frozen, was the universal rule for several months. A sort of community or co-operative method of supply developed, and when an animal was killed, which usually was either a sheep or a beef animal, the carcass was divided among those in the club or circle. Each farmer furnished an animal in turn, and some of the nearby farmers assisted in the dressing and other work. After the carcass was properly chilled out by the weather it was divided, and each family in the circle was given a share. The liver and other edible parts were also distributed. A record was kept so that when the circle had been completed each family had received an equal share of the choice and less desirable cuts. A family that received steak or chop cuts from one animal received pieces from the chuck or round from another animal. Usually each received some cut for roasting or frying and some other cut for boiling, stewing or pot roasting. This plan made killing and distribution more satisfactory, since no carcass needed to be held for very long. During this period of plenty of fresh meat arrangements were made for the warm season, when corned and smoked meat would be the only kind of meat available. Parts of carcasses were retained for curing and smoking, and the cured and smoked products equally distributed and held in cool cellars in barrels of brine in the case of cured meats and in tight boxes in some other cases. Other meats were well smoked and dried and simply hung up in a cool place. One trained man did all the curing and smoking. In the case recorded this man had developed a reputation for special ability to turn out a delicious finished product. It will be seen that even then it was recognized that one trained in the work was more competent than the average person. This fact is recognized to-day and accounts for the excellent products available. The plan described here has features that suggest its classification as the modern packing house in an embryo state.

Pork Sausage Fat.

In talking of pork sausage a short time ago we pointed out that a great deal of this popular kind of food is made with too much fat included and that the fat finds little utility after frying out in the pan. Since saying that we have had the statement brought to our attention on two or three occasions and it was pointed out that this fat can be used to good advantage by a care-

ful cook. It is admitted that it is not done very generally, but we are advised that it should be and that when it is done there is no appreciable loss. We agree with our censors that the fat is good when properly used and it is hoped that this talk will result in more pork sausage eaters getting full value out of what they buy. There are several ways by which pork sausage can be cooked and the most popular perhaps is pan broiling. The process is a little different from that used when pan broiling steak or chops because the sausage always carries enough fat to cook it without adding any and in most cases too much. When pork sausage of ordinary fatness is cooked it may be placed on a hot pan, each link separated or held together by natural attachments, as the cook desires. A fairly tight cover should be placed over the pan and the flame turned moderately low. Turn in a few minutes and cover again. The sausage may be pricked with a fork or sharp knife point to allow the melted fat to escape. After the cooking is nearly done the cover should be removed so the sausage will brown, pouring off the melted fat into a proper receptacle for holding. There will be little further melted fat after the browning process has begun. The chief point to observe is to keep the flame low enough to prevent bursting the casings to an excessive extent. Some casings will burst more easily than others, according to kind and natural tenderness, but a little care will preserve the shape of the cooked sausage. The fat will be highly flavored and spiced and therefore will not be suitable for all kinds of cooking, but will possess a delicious flavor for frying potatoes and will be found excellent for mixing with stuffing for chickens and other fowl. A bread stuffing with sausage fat will be found to be just the thing for the Thanksgiving and Christmas turkey, providing, of course, the family approves the flavor characteristic of sausage. With proper care in saving and using there need be very little loss.

Hides, Pelts and Furs.

Green, No. 1	15
Green, No. 2	14
Cured, No. 1	16
Cured, No. 2	15
Calfskin, Green, No. 1	16
Calfskin, Green, No. 2	14½
Calfskin, Cured, No. 1	17
Calfskin, Cured, No. 2	15½
Horse, No. 1	3 00
Horse, No. 2	2.00

Pelts.

Lambs	50@75
Shearlings	10@25

Tallow.

Prime	07
No. 1	07
No. 2	06

Wool.

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

The Personal Touch.

A man went into a store to buy a fountain pen. The young saleswoman gave him one to try, and he covered several sheets of paper with the words "Tempus fugit."

The obliging saleswoman offered him another pen. "Perhaps," she said, "you'd like one of these kind better, Mr. Fugit."

It's getting hot!

With the weather settling down to real heat, women are again preparing cool drinks for the family.

Let the hot weather build sales for you on Domino Powdered Sugar. This is a profit item which is well worth pushing. Its economy, the fact that it does not settle like granulated sugar, its quick-melting qualities, are all advantages which your customers will appreciate. Get back of Domino Powdered for real profits on sugar.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown;
Domino Syrup

Putnam's

THE GOOD CANDY

AGENTS FOR

LOWNEY'S

NATIONAL CANDY CO., INC.
PUTNAM FACTORY

THE BEST THREE

AMSTERDAM BROOMS

PRIZE *White Swan* Gold Bond

AMSTERDAM BROOM COMPANY

41-55 Brookside Avenue,

Amsterdam, N. Y.

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

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.

Making Use of the Midsummer Clearing Sale.

Written for the Tradesman.

"Keeping the stock moving," is the dictum of more than one successful hardware dealer. "Don't let goods linger in the store for the sake of a few cents."

One such dealer amplified the dictum as follows:

"If a line isn't selling well, I take steps to hustle it along. I hold a special sale, offer a discount, or do something calculated to sell the slow-moving goods; even if I have to move them out at a smaller margin of profit than I usually calculate. I argue that it is better to do this than to lose even more money by allowing the goods to become shopworn and unsaleable. If I am not able to sell the goods in this way, I simply get out of the line as quickly as possible."

This dictum is worth remembering in connection with the possible carrying over to another year of seasonable hot-weather goods which are perhaps not moving as fast as they should.

Hardware does not depreciate to the same extent as many other lines. But, except with staples like paint, nails and glass, there is always the danger that some new invention will render your stock obsolete, or that an improved article next year will push your this year's model into the background. While many of your hot weather lines will be almost as saleable a year hence as they are today, there is no certainty in the matter. There is always some element of risk. The safest policy is to get rid of the goods now, rather than carry them over.

Apart from that, it is sound policy not to carry all the year round the lines which are seasonable only for one or two months. No dealer, for instance, cares to carry a large stock of ice skates through the summer. Similarly, it is poor policy to have a lot of money tied up in ice cream freezers, hammocks and refrigerators in January. Timely goods out of season take up a lot of space that is needed for other lines; and more than that, they tie up a lot of capital that should be actively at work; and finally, there is always the risk that by the time the next season brings these lines once more into demand, the goods carried over will have lost their look of newness.

To avoid this contingency, many dealers make it a practice to hold mid-summer clearing sales before the fall season opens in order to get rid of surplus summer lines, and to reduce stock to the minimum before it is too late.

If you are adopting this policy and cleaning out hot weather lines, the time to do so is before the seasonable demand has entirely ceased. The August clearing sale has, consequently, become a fairly regular event in many well-conducted hardware stores. This coming August it should not be overlooked.

Of course, aggressive salesmanship and selling effort in the early part of the season will help materially to reduce the seasonable stock. But despite their best efforts to keep the stock clean and to push out the seasonable goods, most hardware dealers will find in mid-August a considerable hang-over of hot-weather stuff—ice cream freezers, refrigerators, screen doors and window screens, hammocks, lawn mowers, lawn seats, garden hose and the like.

By the end of August, calls for these lines will be few and far between. People who have not bought these lines at regular prices in the early part of the season will be reluctant to tie up their money for the sake of only a few weeks' use. The season is not so far gone, however, that it is impossible to clear out a lot of this surplus stock provided sufficient price-inducements are offered.

An extra reason for closing out the hot-weather lines is to make more room for the stove stock. With the stove campaign shortly to open up, ample room is required to properly display the stove stock. You need floor space in plenty. And you are unhappily situated if you can't get this floor space because it is given to lines that will not be saleable for another ten months.

Some dealers seem to take the view that a bargain sale is not consistent with the dignity of the hardware trade. They fancy that the community will suspect that the store is losing trade; and that thus more harm than good will result from the sale. So, having decided to put on a mid-summer clearing sale, the dealer puts a few articles on an inconspicuous table in the rear of the store, marks them down a few cents, and leaves the goods to sell themselves. Of course such a sale is a failure.

If you don't believe in a mid-summer clearing sale, don't try to hold one. But if you decide to hold such a sale, make it worth while for the store and for the public. Put your best energies into the task of making the sale a success.

It is a good thing right here to keep clearly in mind the three objectives of such a sale. First, it should turn into ready cash a lot of goods that otherwise would be carried over until next year and in the process become shopworn and perhaps unsaleable. Second, it should advertise your store as an aggressive, wide-awake institution, and help to attract new customers. Third, it should help you to sell regular lines at regular prices.

The successful mid-summer clearing sale should bring in ready money, bring in new customers and prospects, and pave the way to the fall business.

The best methods to adopt in pushing such a sale are newspaper advertising and a suitable display of the goods. It will pay the hardware dealer, in this connection, to study the methods of the more successful dry goods stores and the department stores. Analyze their advertising matter, and their methods; and adapt them as far as possible to your business.

You will find that in such dry goods

and department store advertising price is made a feature. It is featured in such a way that it not merely sells the immediate goods but attracts new customers.

It is simply a matter of appealing to the desire inherent in everyone to take advantage of a real bargain. Actually many bargain hunters carry their passions so far as to buy things for which they have no real use, simply because the price has been cut.

Your first task is to make your ad-

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

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

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

vertising convincing. Sound throughout the note of sincerity. A flippant, jocular tone is sometimes introduced into retail advertising in the mistaken belief that such a tone attracts favorable attention. On the other hand there is often a tendency to overdo things. The retail advertiser must strike the happy medium between the weak advertising that does not go far enough to carry weight and the extra-strong advertising that goes too far to carry any weight.

As a rule, it is sound policy to let your prices speak for themselves. No general statement, however emphatic, is quite so convincing to the buyer as the actual price quotation; especially if it is backed up with a brief, catchy, attractive description of the goods offered.

Just to illustrate. One advertiser may say:

Lawn mowers, 33 per cent. off

That is not specific enough. An improvement is the following:

Lawn mowers, regular \$14.00, for \$9.85.

Here the reader can at once visualize the price-saving. Yet more can be accomplished by going a trifle further:

Lawn mowers, Smith & Jones make, four keen cutting blades, guaranteed for one year—were \$14, now \$9.85.

Here the reader visualizes not merely the price saving but the lawn mower itself.

Make your sale a genuine sale; and your bargains real bargains. And limit your bargain prices to the hot-weather lines you must clear out.

I remember one dealer who, year after year, held a mid-summer clearing sale. It was a long time ago, and he is long since out of business. He always wondered why his sales were not more successful. I remember one dialogue I over heard.

"Mr. Smith, I'd like to see those \$20 refrigerators you're advertising for \$14.95."

Mr. Smith very blandly showed the refrigerator and dilated on its merits. Said the customer:

"It looks just like the one I was looking at in June. That was \$15."

Mr. Smith, after a moment's hesitation, assured the lady that this was a larger and better refrigerator. Whereas it wasn't. It was the same refrigerator. And, unhappily, the customer knew it. And just as unhappily for Mr. Smith, a lot of people suspected if they did not know that his hot weather lines were "marked up to be marked down again" and that his actual price-cutting amounted to only a few cents on a \$10 or \$15 article.

That kind of bargain sale rarely succeeds. I have rarely found it in the hardware trade.

Instead of "marking up to mark down" take the lines you want to get rid of; and price them at a figure that will attract attention, carry conviction, and be pretty sure to move out the goods.

I remember another dealer who decided to make an all-round cut. He cut approximately 10 per cent. on hot weather lines. And then to make the sale convincing he cut just as much

on his new fall lines, which had not yet commenced to move.

Here is another mistake. It is usually sound policy to restrict the cut to hot weather lines; and show the fall lines at regular prices. If need be, make a more drastic cut on the hot weather goods. A drastic cut on these lines will bring more people to your store; and the more people you bring to the store, the more people you can interest in your fall showings. What you lose on the hot weather lines you make up later on your extra fall sales.

If a bargain sale is put on, determine you will make a big thing of it. Run it pretty well through August if necessary; and, by featuring different lines at different times, keep the public continuously interested. Don't be satisfied to bring a customer in once; put on some feature a little later that will bring the same customer back. Use your window displays to tell the public that something unusual is going on inside the store; use your newspaper space liberally; put out dodgers and send out circulars to a mailing list of prospects. Do everything you can to get people into the store.

If possible, give demonstrations of various articles—not necessarily bargain features—while the sale is in progress.

A bargain sale, to be a success, means more than merely cutting the prices on a few articles, putting them on the counter, and letting them sell themselves. It involves a lot of careful thinking, the devising of new advertising stunts, and playing upon the popular imagination so that the whole community will be interested. So that, in fact, people will not merely come to the store but will talk about the sale to their friends.

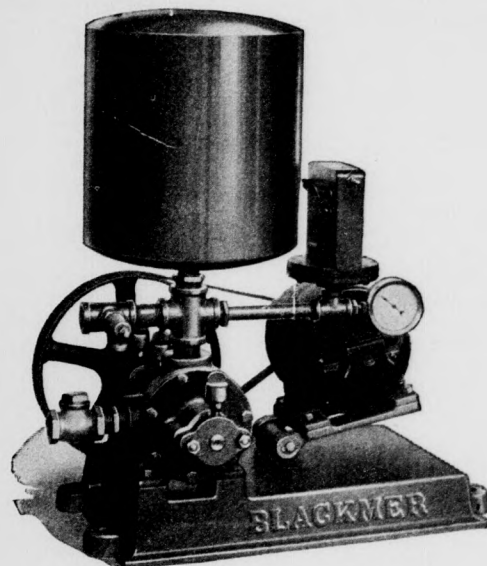
In pricing goods, get away from the idea of advertising "10 per cent. off" or even "20 per cent. off." Go into details and quote specific prices. Take a big dishpan, describe it in a few words, and add "regular \$1.25; sale price 98c." There is nothing like specific price quotations to carry conviction.

All sorts of stunts can be adopted to stimulate interest in your sale. Some times it is a good plan to advertise a two weeks sale; and then to add a third week. Features can be selected to advertise each day; the lines featured in your newspaper advertising and window display should be changed frequently. The more articles you advertise, the more prices you quote, the more people you will interest. Some stores advertise "hour specials"—that is, specials limited to a single hour of the day. Articles can sometimes be sold in combination; as, say, lawn hose and a hose reel.

The sale should bring you into touch with a lot of stove, paint, washing machine and other prospects. Get their names and addresses; also note the names of newcomers who may come in. All this information will help in your future business-getting.

Victor Lauriston.

The sun will shine after every storm; there is a solution for every problem, and the soul's highest duty is to be of good cheer.—Emerson.



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

AUDITS-SYSTEMS-TAX SERVICE

LAWRENCE SCUDDER & CO.
ACCOUNTANTS AND AUDITORS

924-927 GRAND RAPIDS NAT'L BANK BUILDING, GRAND RAPIDS, MICH.

313 PECK BUILDING, KALAMAZOO, MICHIGAN

452 W. WESTERN AVE., MUSKEGON, MICH.

New York - Chicago - St. Louis - Washington - Philadelphia - Boston

COMMERCIAL TRAVELER

Arizona Legislature Violates Fifteenth Amendment.

Los Angeles, July 15—The State of California in general and Los Angeles in particular are interested in damming up and tapping the principal water course of Arizona, but the people of the latter State have strong Volstead proclivities and are afraid their water supply will not be adequate for the purpose of rinsing their glasses; as a consequence, their governor and representatives in Congress are opposing the proposition.

Congressman Crail, of Los Angeles, newly elected, does not like the attitude assumed by Arizonians, and has been telling them a few things, whereat they retaliate by "calling him another."

The controversy, so far as I have observed, is awfully silly, the principal contention being that Arizona is operating under laws passed in contravention of the Federal constitution, but when you get down to brass tacks there is nothing new to the claim, for almost every state of the Union and most of its citizens are disregarding the old-fashioned bill of rights, and the U. S. Supreme Court is abetting such.

For instance, Arizona some time ago passed an enactment prohibiting the employment of colored brakemen on passenger trains in that State, in direct violation of the Fifteenth amendment, and the Supreme Court simply said, "leave it at that."

On passenger trains traveling that State one notices that at the State line, colored brakemen who perform the duties of porters in the chair cars are relieved of a portion of their duties by white brakemen, but when it comes to the eighteenth "commandment" they are there strong.

Speaking of a new source of water supply for California, I am reminded that Los Angeles brings her water from the Sierra Madre mountains, over 200 miles away, through the most wonderful aqueduct ever built in the whole world. In doing so she proceeded with great deliberation and indemnified all the settlers along the route for the privilege of "sopping up" their water supply. This retarded progress in agriculture on lands that for any purpose whatever would not be worth a farthing an acre. But it was a satisfactory arrangement and it stood, until a bunch of agitators ambled in and convinced the participants in Los Angeles gratuity that they had more coming to them—illegally so. Species of outlawry has been developed in the sections referred to and certain people up there have been blowing up the water main, making the Los Angeles project an extremely hazardous one; but the peculiar feature of the whole proposition is that it is impossible to secure conviction of these law violators in the up-country courts and the depredations are becoming bolder every day. The prosecutor tried to secure a change of venue to some other county, but the higher courts have decided this is a right to which the defendant only is entitled at the option of the local court. In Michigan such offenders would have their heads knocked together, but in California every citizen is a politician and has a "pull."

Whether my friend, Carl Montgomery, is establishing a chain of hotels, I am without knowledge. At a little station of the Southern Pacific I discovered a Post Tavern, but the brevity of the train stop did not give me a chance to investigate.

The other day I went down to Wilmington Harbor to witness the departure of the S. S. Calawaii for Honolulu. This is the delightful vessel on which I made the round trip to Hawaii last winter. Many of the old official staff have been promoted to duties on

the flag ship of the fleet, the City of Honolulu, which is said to be the finest ship afloat on the Pacific, and owned by the Los Angeles Steamship Co. Among those were Chief Officer Black, Chief Steward Rosling and Assistant Purser Cudworth. Mrs. Horace Dodge was a passenger for Honolulu on this trip, which delayed the Calawaii fifteen minutes—the only other individual for which it would be done, except myself, as I was assured by General Passenger Agent Cullen. I wouldn't suppose he would hand me any hoakum.

I notice in connection with the strike of gas station employes in Chicago, the union officials announce they "have no desire to inconvenience the public." Isn't the consideration shown the public simply wonderful? Possibly pedestrians will be allowed to use the streets of that city, without a police guard.

Speaking about strikes Hollywood is all agog over the proposed formation of a union by movie actors and actresses. Of course the world knows that the moving picture industry is one of, if not the greatest asset of Southern California. It employs prodigious amounts of capital and supplies bread and butter to hundreds of thousand.

Salaries, so far as the public knows, have been enormous. Ten per cent. of the reported salaries paid would be munificent sums. But the backers of all these enterprises have been dissatisfied with the returns on their investments, and it has come to a show down in the matter of salaries. The "walking delegates" do not think so and are very busily engaged in organizing unions and convincing the artists that they are only earning a "living wage"—\$10,000 per week, or day, I have forgotten which, being a standard.

Now it is one of these cases where both sides are undoubtedly right, but to be effective such a union must necessarily control all available talent. Otherwise capital would go outside of the union and develop new talent. Every train coming to Hollywood brings in prospective "screen idols" in droves and they cannot be kept away. Thousands of extras are employees at intervals of two or three days apart. But while many are called very few are chosen, and the \$5 per day type is much in excess of the \$10,000 per week class, although every one of the former type can, according to their own supporter, act up better than the higher priced ones.

It happens to be a fact that the dear public don't care very much who entertains them, so long as the picture is lurid and the hero steps in at the proper moment. They become attached to certain "idols", and then discover through the daily scandal sheets that he or she has been murdered in a family bout, or has "retired forever" to procure a dinner and transfer their appetites to someone else.

For this reason I do not see how any union can control wages or wage earners. Art cannot be controlled by unions or walking delegates.

On the other hand, capital is controlled by certain underlying rules, and they can, as they have done make talent which will entertain the public. If artists hope to make their union simply a bid for the support of present working organizations composed of skilled workmen, they are doomed to disappointment, for it is not human nature for the \$5 or \$10 a day man to strike in sympathy with the artist who values his service fifty or a hundred times greater. And too many of the "swamp angels" and "hill Billies" from the Arizona reaches will be glad to step into the unfilled ranks and leave the bread line. It might also give the producers an opportunity of showing up on the screen for the benefit of the uninitiated patrons some of the fallacies of union claims.

Clara Drummond, the California

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

DATES

\$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 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.

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

EDWARD 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.

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
Manager.

sleeping beauty, with an endurance test of 100 days, happily escapes the knowledge of the news that the arms parley is petering out and Marshall Foch's statement that we are due for another world war in the next twenty years. Such a war, with all of the nations head-over-heels in debt for the next century, will presumably be fought out by the "dollar-a-year" patriots.

President Coolidge is certainly the victim of many circumstances. With the added responsibilities of acting as referee in radio contests, pressing his chaps and shaping his five-gallon hat, he must now face the responsibility of being accused by resolution, mind you—of being responsible for delinquencies under the 18th amendment. I never really believed he was responsible for the sinking of the Maine, but the plot is thickening.

Senator Reed, of Missouri, certainly backs up the editorial statement in the Tradesman on the cessation of state rights:

"The demand that the Constitution be amended has become an epidemic. It proceeds on the theory that the states are incapable of self-government. Admit that and you are but a single step removed from the doctrine that the people themselves are incapable of self-government. Two steps take you back to the days of the despot.

"The theory is that no human being has sense enough to regulate his own conduct; to live his own life; to provide for his own wants; to rear his own children or bury his dead, but that all wisdom is concentrated in certain legislative bodies composed of individuals who have sought and temporarily obtained office, and whose average intelligence is frequently less than that of the communities from which he has come."

One cannot help but admire the system by which traffic is regulated in Los Angeles streets. There are two kinds of safety zones for the protection of persons boarding and alighting from street cars. One is by the space marked on the highway which extends outward from the outer rail of the car lines. The other is that the driver of every vehicle is required to keep to the right-hand side of the parking zone, so far as possible, whether there is anyone occupying the zone or a car is stopping there. It is not left to the judgment of the driver as to whether it is safe to drive past a car. He is compelled to play safe, whether or no.

Pedestrians are regulated the same as vehicles. You walk with the traffic and if you fail to do so you are liable to receive the same punishment as the driver who enters forbidden spaces. It is a good arrangement and reduces casualties. Frank S. Verbeck.

Late News From Grand Traverse Bay.

Traverse City, July 19—Summer resorts are well filled. Tourists and campers are numerous. States most largely represented are Illinois and Ohio. Among the license plates noticed, however, are a considerable number issued by the states of Florida, California, New Jersey and Indiana. Many of the women en tour wear bloomers. The hotels and many rooming houses are quite fully occupied nightly. At the public camps long lines of tents testify to the presence of seekers for health or recreation. Novelty shops are well patronized.

J. A. Thornton, a dealer in antiques, has fitted up a tea room with many novel and beautiful articles and opened it to the public. It is liberally patronized by residents and sojourners. The privilege granted for lunching amid beautiful surroundings is greatly appreciated. Mr. Thornton was, during several years, in the employ of John M. Longyear, formerly of Marquette. Longyear gained a fortune through deals in mining lands and mining

stocks and finally moved to Boston. Mr. Thornton served Longyear in the capacity of chief engineer of the Longyear yacht, sailing the oceans. Longyear was a son of John W. Longyear, of Lansing. In 1862 and during several years following John W. Longyear was one of the four men who represented the State of Michigan in the lower house of Congress. John W. Longyear was an intimate friend of Charles W. Garfield. In the summer of 1870 Mr. Garfield brought Longyear to the office of the Grand Rapids Democrat and stated that Longyear had decided to move to some point in the Upper Peninsula of Michigan and seek a fortune. He had no means. He would like to furnish letters containing information of public interest concerning the territory above the Straits for publication in the Democrat. M. H. Clark, the owner of the Democrat, stated that he could not pay more than \$3 per week for such correspondence. Longyear eagerly accepted the meager compensation offered and wrote a series of valuable letters, extending over two years, for Clark's newspaper. Longyear eventually became a millionaire. During a score of years he was prominent in business affairs and politics. He owned a newspaper which he devoted largely to the development of enterprises of value to the people of the Upper Peninsula. He erected and occupied a splendid mansion situated on a bluff which commanded a wonderful view of Lake Superior and the region surrounding the city of Marquette and settled down to enjoy the peace, quiet and comfort gained through a life of useful employment. A railroad corporation sought entrance into the city. To reach a point the corporation desired to occupy with its depot, freight houses and yards, it would be necessary to lay its tracks directly in front of the Longyear home. Longyear opposed the granting of permission by the public authorities to the railroad corporation to carry out its plans. A long and hotly fought contest ensued. In the end the railroad company won the privilege it sought and in due course of time laid its rails and commenced the operation of its trains. Longyear, greatly incensed over the outcome of the contest, demolished his castle, moved the materials to Boston, where the building was re-erected, and quit Marquette forever.

Canning factories are operating on cherries about 50 per cent. of capacity. The yield of the orchards is small. The quality of the cherries brought to market is very good.

All indications point to an unusually large yield of potatoes. The plants in many fields are in bloom. Corn is looking much better than at the corresponding period last year. A large crop will be harvested. Farmers are cutting and storing hay. The yield of the meadows is heavier than usual. Arthur S. White.

Eggs Mixed With Colors To Preserve Oil Painting.

London, July 15—Six dozen newly laid eggs were mixed with the colors Francis Taylor used in his painting, "East India Docks," now exhibited at the Royal Academy. Eggs, Mr. Taylor maintains, preserve the colors against the ravages of time. The process, professionally called "egg-tempera," was first used by the early Egyptians. Botticelli used eggs instead of oil, but the process has not been used for centuries. "Egg-tempera" pictures are painted on specially prepared wood, and Mr. Taylor works on oak. The colors are not mixed in the ordinary way, but put on the wood separately.

Workers sometimes lose their jobs. Business concerns often lose their profits.

Gabby Gleanings From Grand Rapids.

Mr. and Mrs. J. S. VanderVeen, of 61 Griggs street sailed for the Netherlands last Saturday on the S. S. Volendam, for a six months visit with their parents. They came here 14 years ago. Mr. VanderVeen has been representing the T. A. Snider Preserve Co. for the last eight years, calling on the wholesale and retail grocers in the Southwestern part of Michigan.



Mr. and Mrs. J. S. VanderVeen

John H. Smith, representing the Simmons Bed Co. in Michigan, is home after having spent the past three weeks at the Chicago furniture exposition.

Rufus Boer, representing the Kuster Investment Co., is nicely recovering from his injuries sustained in a recent automobile accident.

Peter E. Nurmel, Michigan representative for Heath & Mulligan, paint and varnish manufacturers, has a hard life. He is now enjoying his usual two months' summer vacation, and in order to keep busy he finds it necessary to go into Northern Michigan for trout fishing.

About the same time Guy W. Rouse was sentenced to serve 3½ to 5 years for stealing \$17,000, two chicken thieves were sentenced to serve 7½ to 15 years (with a recommendation of ten years) by Judge Hawley for stealing eleven chickens from a Montcalm county farmer. All of which leads to the conclusion that it is not advisable to steal a loaf of bread or a ham or a dozen chickens. Steal \$17,000 or a million and your friends will see to it that the judge lets you off on one-third the sentence the petty thief receives.

Expert Chemical Service
Products Analyzed and Duplicated
Process Developed and Improved
Consultation and Research

The Industrial Laboratories, Inc.

127 Commerce Ave. Phone 65497



HOTEL BROWNING

150 Fireproof Rooms

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



DETROIT'S NEWEST HOTEL

*Where Luxury
is Homelike*

**Rooms Are Larger—
Food is Better—and
Rates of Outstanding
Advantage**

The home-like atmosphere which is characteristic of the Detroit-Leland, is carried out not only in the far larger rooms it provides, but in the beautiful and livable furnishings and fittings, and the delightful decorations, which are individual and not repeated in any two rooms on the same floor.

A feature that must appeal to sales travellers is the large sample rooms—all outside so that goods may be shown under natural light—some with two and others with three large windows, in-a-door beds and large bath and shower.

With all these advantages the Detroit-Leland prices for rooms and food are so moderate that good judgment must approve.



Larger Bedrooms
85% are from \$3.00 to \$5.00

700 Large Rooms
with Bath

DETROIT-LELAND HOTEL

Bagley at Cass, Detroit, Michigan
(a few steps from the Michigan Theater)

Wm. J. Chittenden, Jr., Manager

Direction Continental-Leland Corporation

Larger Sample Rooms
from \$5.00 to \$8.00 per day

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.

Pharmaceutical Association To Meet at Port Huron.

Port Huron, July 19—Port Huron will be host, for the first time in thirty years, to combined conventions of the Michigan State Pharmaceutical Association and the Michigan Pharmaceutical Travelers' Association, August 2, 3 and 4, and will entertain twelve nationally known scientists at the same time.

At least 500 persons are expected to attend the convention, which will be the largest the two joint organizations have ever held. Governor Fred W. Green will be a guest of honor.

In charge of the arrangements are R. T. Lakey, of the Detroit City College, Mervin W. Tomlin, Port Huron druggist, and Walter Lawton, Secretary of the Michigan Pharmaceutical Travelers' Association.

Special arrangements have been made with all the city's hotels and housing organizations to arrange for the visitors' stay and similar arrangements have been made with the golf and country clubs in this vicinity for the entertainment of the visitors.

A "Round the World" trip will be one of the features of the convention when the members and those attending will be guests on a short tour through the lake district this section of the State, and a portion of Canada near Port Huron.

The steamer Waukete has been chartered by the two organizations for a stag night programme which will take place at Stag island, near here. Dancing and other entertainment will take place on the ship and an outing will be held at the island.

Sure Remedy For Poison Ivy Poisoning.

This is the season when old Rhus begins its devastating itching business. Innocents abroad, at church picnics and family reunions, gather the pretty, shiny, trilobed leaves, to swell their piratical bouquets of dogwood and plum and cherry blossoms. And Dame Nature shows her chagrin by sending her poisoned itch to penalize the countryside robber.

Sometimes, of course, the really innocent suffer too. For instance I know one who just adores old Mother Nature, yet is poisoned by her Rhus with only the looking at it. Others can handle it with apparent immunity—apparent, because experiment has proven that no one is really immune to it.

Never be too familiar with poison ivy—no matter how free heretofore from its affections and inflictions.

It has always been our contention that the volatile compound blamed for the toxic reaction is transferred more by the pedal extremities than by actual hand contact or air-floating. One walks through the weed, acquires a generous application of the poison on the shoe leather and at night when removing the shoes transfers the poisons to the hands and hence—the deluge.

To the pharmacist who wishes to acquaint himself with first hand information relative to the prophylaxis and treatment of ivy poisoning the following material may prove valuable.

Ivyol is a preparation of the active principle of the poison ivy, or poison oak (*Rhus toxicodendron*).

The exact chemical nature of the irritant principle which causes ivy poisoning (*dermatitis venenata*) is not definitely known.

It has been established however, that poisoning takes place only as a result of contact with cell-sap of the plants. The poison is contained in the leaves, flowers, and green fruit, but not in the ripe fruits. In man, complete immunity to the toxic substance does not exist. Individual susceptibility varies greatly, some persons being extremely sensitive, others relatively resistant.

Uses: Ivyol is used in controlling the symptoms of ivy poisoning. It is given by injection.

Victims of poison ivy, poison oak and poison sumac can end their troubles easily, according to James F. Couch of the U. S. Department of Agriculture.

"Just ask your druggist to make up a 5 per cent. solution of potassium permanganate", he says, "and swab it on the poisoned places with a bit of absorbent cotton or a soft cloth. The permanganate destroys the ivy poison but does no harm to the skin, except that it makes a brown stain. Most of us do not want to let his remain; and it can be removed by washing with a 1 per cent. solution of oxalic acid. Oxalic acid is a poison, so that if you are afraid of children getting hold of it, you may use instead a 1 per cent. solution of sodium bisulphite, or even just plain soap and water, although the latter is a bit slow in taking off the stain. If the skin has been very much broken by scratching or otherwise and is raw, the oxalic acid will cause a temporary stinging and soap and water is preferable for removing stains from such sensitive surfaces. If the skin is very tender the solution of potassium permanganate may be diluted with water before using."

The permanaganate treatment is recommended only as a remedy for poisoning that has already taken place. Persons who know that they are likely to be poisoned may prevent the plants from harming them with a wash devised by Dr. James B. McNair of the Field Museum, Chicago. This consists of a 5 per cent. solution of ferric chloride in a fifty-fifty mixture of water and glycerin. This is to be washed on all exposed parts of the skin and allowed to dry there, before going where the dangerous weeds grow. The iron in the chemical combines with the poisonous principle of the ivy and changes it into a harmless, non-poisonous compound.

Keeping Fountain Materials Fresh.

A very original and decidedly lavish fountain manager set his brain to working on the problem of how to keep a little bit of a large number of sandwich materials from drying up and wasting. He had accustomed his customers to believe that his fountain had unlimited resources to produce whatever they might name at any time, and he knew if he was to continue to indulge this fancy for variety and an extended menu, he had to contrive a

way of keeping his materials from spoiling, handling, and the destructive drying of the outer air.

So he designed himself a cabinet that is at once a most convenient and sightly instrument on which to prepare his sandwiches and salads, and also an absolute preventive of waste. It is somewhat on the order of the kitchen cabinets of housewives. The upper part is a series of shelves, on two of which he stacks cut bread; on the third he keeps all his smaller supplies, such as salt, pepper, cinnamon, and other accessories.

The table part is divided in half. The front half is a thick and scrubble cutting board, with a round aperture cut into it in which a bowl of butter is sunk. In the back of this there is a series of little white enamel square pans, a double row of them, that fit down into the cabinet slightly below the level of the cutting board. In these he keeps all his sandwich materials—sliced meats, sliced cheese, cream cheese, mayonnaise, Russian dressing, and his salads. These victuals are placed in the little pans the moment they arrive at the fountain, and they are removed only a bit at a time, whenever an order is received that calls for them.

There is no handling, no scattering, no drying. Only usable material is bought, and none of the usable quality is lost at the fountain. This is made possible because a cover, like the roll-top of a desk, closes down over the rows of little pans with their contents, and shields and preserves them, with the help of the ice in the compartment beneath, until the next time one of them is needed. At an time when demand slackens, this roll-top can be lowered, and the supplies are automatically in a cold and moist refrigerator without being handled at all. When

it is up, everything is accessible and handy.

The lower part of the cabinet has a large tin compartment that pulls out and down, in which innumerable loaves of sandwich bread may be kept fresh. This takes up one-third of the space below the table-top, is deep enough for its purpose, and altogether practical. The next third is an ordinary refrigerator compartment with shelves, and the third the ice compartment with air spaces from it so connected with all the other parts of the cabinet as to keep the whole contents in perfect refrigeration.

As this manager I speak of is an indefatigable inventor of luncheonette dishes, and has the greatest ambition to serve everything that any fountain's capacity can possibly allow, this cabinet is a positive necessity for his work. It is a valuable adjunct to any establishment, for it looks well, gives the necessary privacy to preparation of the articles on the menu, especially during the morning hours when, while luncheon looms, the casual and the breakfast patron still must be catered to.

Stephen Barrell.

The Summer Slump.

Many druggists firmly believe that summer and warm weather mean decreased sales and a slump in business. There is scarcely more reason to believe this than there is to believe that walking under a ladder means misfortune.

It is true, of course, that some people are out of town on vacations, but it is also true that other people visit the city on theirs. At any rate there is no noticeable decrease in the number of people on the streets. Then, too, even those who are away have extra purchases to make prior to leaving.

People have to eat and drink in the



ASSOCIATED TRUCK LINES

OVERNIGHT SERVICE

Grand Rapids

Lansing

Detroit

EVERY LOAD INSURED

PHONE 55505

Reliability through the years

You can give your customers Rumford Baking Powder and know they will come back for more. Its purity, wholesomeness and dependability insures better baking and will please the most critical housewife.

RUMFORD CHEMICAL WORKS
D 93-26 Providence, R. I.

RUMFORD

THE WHOLESOME BAKING POWDER

summer and purchase medicines and other drug store requisites just as they do in winter. The average family actually spends more in the summer than in the winter.

No retailer would consider telling his book-keeper or delivery boy since summer has come he need not work so hard because business is going to fall off. And still many pharmacists think that. Business in the summer is just as good as the proprietor of a drug store makes it.

This summer will be no exception. It will be prosperous for some druggists. They are the ones who are going after business in an intelligent manner and who are taking advantage of the advertising appearing during the summer in the trade papers. They are

the ones who have changed the old bogey of a summer slump into a summer jump.

Plenty of people have a good aim in life, but a lot of them don't pull the trigger.

Henry Smith FLORAL Co., Inc.

52 Monroe Avenue
GRAND RAPIDS

Phone 9-3281



NO DUST

NO SMOKE

DAILY SERVICE

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

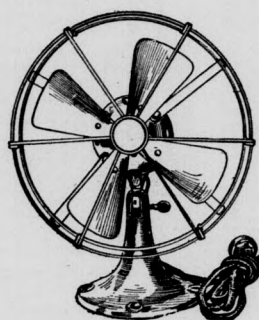
Save Money—Travel the Cool, Clean, Comfortable way.

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

GOODRICH TRANSIT COMPANY

Grand Rapids, Michigan Phones 88428—62343
W. S. NIXON—Dist. Pass. Agt.

More than 71 years of successful steamship operation.



ELECTRIC FANS

STAR-RITE QUALITY FANS

All Universal Type Motors
104 to 115 Voltage

Extensively Advertised

Low Cost—Popular Prices—Quick Sale

STAR-RITE 8-INCH FANS

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

THREE ATTRACTIVE FINISHES

No. 408 Nickel Finish
No. 409 Black and Brass Finish
No. 410 Ivory Finish

Net Prices
\$4.88 Each

OLD RELIABLE 10-INCH STRAIGHT FAN No. 403

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

IMPROVED 10-INCH OSCILLATOR FANS, 3 SPEED

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

THREE FINISHES—NET PRICES

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



Hazeltine & Perkins Drug Company

Manistee

MICHIGAN

Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

Acids			Cotton Seed			Belladonna		
Boric (Powd.)	12 1/2	20	Cubebs	6 50	45	Benzoins	2 28	
Boric (Xtal)	15	25	Elgeron	7 50	75	Benzoins Comp'd	2 40	
Carbolic	34	40	Eucalyptus	1 25	50	Buchu	2 15	
Citric	53	70	Hemlock, pure	2 00	25	Cantharides	2 52	
Muriatic	3 1/2	8	Juniper Berries	4 50	75	Capsicum	2 14	
Nitric	9	15	Juniper Wood	1 50	1 75	Catechu	2 16	
Oxalic	16 1/2	25	Lard, extra	1 55	65	Cinchona	2 18	
Sulphuric	3 1/2	8	Lard, No. 1	1 25	40	Colchicum	2 18	
Tartaric	50	60	Lavender Flow.	6 00	25	Cubebs	2 76	
Ammonia			Lavender Gar'n.	85	120	Digitalis	2 04	
Water, 26 deg.	06	16	Lemon	4 50	4 75	Gentian	2 35	
Water, 18 deg.	05 1/2	13	Linseed, raw, bbl.	90	90	Gualac	2 28	
Water, 14 deg.	04 1/2	11	Linseed, boiled, bbl.	90	90	Gualac, Ammon.	2 04	
Carbonate	20	25	Linseed, bld, less 100	1 13	13	Iodine	2 25	
Chloride (Gran.)	09	20	Linseed raw, less 97	1 10	10	Iodine, Colorless	2 15	
Balsams			Mustard, artifil. oz.	35	35	Iron, Clo.	2 16	
Copaiba	1 00	25	Neatsfoot	1 25	35	Kino	2 14	
Fir (Canada)	2 75	30	Olive, pure	4 00	50	Myrrh	2 52	
Fir (Oregon)	65	100	Olive, Malaga,	2 85	3 25	Nux Vomica	2 60	
Peru	3 00	25	green	2 85	3 25	Opium	2 40	
Tolu	2 00	25	Orange, Sweet	5 00	5 25	Opium, Camp.	2 14	
Barks			Organum, pure	2 50	2 50	Opium, Deodorz'd	2 40	
Cassia (ordinary)	25	30	Organum, com'l	1 00	1 20	Rhubarb	2 12	
Cassia (Saigon)	50	60	Pennyroyal	3 25	3 50	Paints		
Sassafras (pw, 60c)	50	50	Peppermint	6 50	6 75	Lead, red dry	13 1/2	14 1/2
Soap Cut (powd.)	30c	25	Rose, pure	13 50	14 00	Lead, white dry	13 1/2	14 1/2
Berries			Rosemary Flows	1 25	1 50	Lead, white oil	13 1/2	14 1/2
Cubeb	21	00	Sassafras, true	1 75	2 00	Ochre, yellow bbl.	2 1/2	2 1/2
Fish	25	25	Sassafras, arti'l	75	100	Ochre, yellow less	3 1/2	3 1/2
Juniper	11	20	Spearmint	8 00	8 25	Red Venet'n Am.	3 1/2	7
Prickly Ash	28	28	Sperm	1 50	1 75	Red Venet'n Eng.	4 1/2	8
Extracts			Tany	9 00	9 25	Putty	5 1/2	8
Licorice	60	65	Tar USP	65	75	Whiting, bbl.	4 1/2	4 1/2
Licorice, powd.	50	60	Turpentine, bbl.	60	60	Whiting	5 1/2	10
Flowers			Turpentine, less	67	80	L. H. P. Prep.	2 90	3 05
Arnica	75	75	Wintergreen,	6 00	6 25	Rogers Prep.	2 90	3 05
Chamomile (Ged.)	60	60	leaf	6 00	6 25	Miscellaneous		
Chamomile Rom.	60	60	Wintergreen, sweet	3 00	3 25	Acetanilid	57	75
Gums			Wintergreen, art	75	100	Alum	08	12
Acacia, 1st	50	55	Worm Seed	6 00	6 25	Alum, powd. and	09	15
Acacia, 2nd	45	50	Wormwood	9 00	9 25	ground	09	15
Acacia, Sorts	20	25	Roots			Bismuth, Subni-	2 83	3 08
Acacia, Powdered	35	40	Bicarbonate	35	40	trate	2 83	3 08
Aloes (Barb Pow)	25	35	Bichromate	15	25	Borax xtal or	6 1/2	15
Aloes (Cape Pow)	25	35	Bromide	69	85	powdered	6 1/2	15
Aloes (Soc. Pow.)	65	70	Bromide	54	71	Cantharides, po.	1 50	2 00
Asafoetida	50	60	Chlorate, gran'd	23	30	Calomel	2 70	2 91
Pow.	75	100	Chlorate, powd.	16	25	Capsicum, pow'd	35	40
Camphor	96	102	or Xtal	30	30	Carmine	7 00	7 50
Gualac	80	80	Cyanide	20	25	Cassia Buds	35	40
Gualac, pow'd	80	90	Iodide	4	45	Cloves	35	40
Kino	10	10	Iodine	36	40	Chalk Prepared	14	15
Kino, powdered	10	20	Permanganate	20	30	Chloroform	53	60
Myrrh	60	60	Prussiate, yellow	40	50	Chloral Hydrate	1 20	1 50
Myrrh, powdered	60	65	Prussiate, red	70	70	Cocaine	12 10	12 80
Opium, powd.	65	19 92	Sulphate	35	40	Cocoa Butter	70	90
Opium, gran.	19 65	19 92	Seeds			Corks, list, less	40	10%
Shellac	65	80	Alkanet	30	35	Copperas	23	10
Shellac Bleached	85	95	Blood, powdered	35	40	Copperas, Powd.	40	10
Tragacanth, pow.	75	75	Calamus	35	40	Corrosive Sublim	2 21	2 42
Tragacanth	75	25	Elecampane, powd.	25	30	Cream Tartar	35	45
Turpentine	20	30	Gentian, powd.	20	30	Cuttie bone	40	50
Insecticides			Ginger, African,	30	35	Dextrine	60	15
Arsenic	08	20	powdered	30	35	Dover's Powder	4 00	4 50
Blue Vitriol, bbl.	07	07	Ginger, Jamaica,	60	65	Emery, All Nos.	10	15
Blue Vitriol, less	08	15	powdered	30	35	Emery, Powdered	15	15
Bordea. Mix Dry	13	22	Ginger, Jamaica,	60	65	Epsom Salts, bbls.	3 1/2	3 1/2
Hellebore, White	18	30	powdered	45	50	Epsom Salts, less 3 1/2	10	10
Insect Powder	35	45	Goldenseal, pow.	45	50	Ergot, powdered	2 1/2	2 1/2
Lead Arsenate Po.	14 1/2	26	Ipecac, powd.	80	80	Flake, White	15	20
Lime and Sulphur	14 1/2	26	Licorice, powd.	35	40	Formaldehyde, lb.	13 1/2	30
Dry	8	21	Licorice, powd.	20	30	Gelatine	80	90
Paris Green	22	28	Orris, powdered	30	40	Glassware, full case	60%	60%
Leaves			Poke, powdered	35	40	Glauber Salts, bbl.	02 1/2	02 1/2
Buchu	35	1 00	Rhubarb, powd.	21	10	Glauber Salts less	04	10
Buchu, powdered	35	1 00	Rosinwood, powd.	40	40	Glue, Brown	21	30
Sage, Bulk	25	30	Sarsaparilla, Hond.	90	90	Glue, Brown Grd	15	20
Sage, 1/2 loose	20	30	ground	90	90	Glue, White	27 1/2	35
Sage, powdered	20	35	Sarsaparilla Mexican,	32	52	Glue, white grd.	25	35
Senna, Alex.	50	75	Glycerine	32	52	Glycerine	32	52
Senna, Tinn. pow.	30	35	Squills	35	40	Hops	75	95
Uva Ursi	20	35	Squills, powdered	70	80	Iodine	6 45	7 00
Oil			Tumeric, powd.	20	25	Iodoform	8 00	8 30
Almonds, Bitter,	7 50	7 75	Valerian, powd.	21	00	Lead Acetate	20	30
Almonds, Bitter,	3 00	3 25	Seeds			Mace	1 50	1 50
Almonds, Sweet,	1 50	1 80	Anise	35	40	Mace, powdered	1 50	1 50
Almonds, Sweet,	1 00	1 25	Anise, powdered	35	40	Menthol	7 50	8 00
Amber, crude	1 25	1 50	Bird, Is	13	17	Morphine	11 18	11 93
Amber, rectified	1 50	1 75	Canary	10	16	Nux Vomica	2 30	2 30
Anise	1 40	1 60	Caraway, Po.	25	30	Nux Vomica, pow.	15	25
Bergamont	9 50	9 75	Cardamon	3 75	4 00	Pepper, black, pow	45	55
Cajeput	1 50	1 75	Coriander pow.	30	25	Pepper, White, pw.	65	75
Cassia	3 50	3 75	Dill	15	20	Pitch, Burgudry	20	25
Castor	1 60	1 85	Fennel	25	40	Quassia	12	15
Cedar Leaf	2 00	2 25	Flax	7	15	Quinine, 5 oz. cans	31	30
Citronella	1 25	1 50	Flax, ground	7	15	Rochelle Salts	2 80	2 15
Cloves	2 50	2 75	Foenugreek, pwd.	15	25	Sacharine	11	22
Cocanut	25	35	Hemp	8	15	Salt Peter	30	40
Cod Liver	2 00	2 50	Lobelia, powd.	1 60	20	Selditz Mixture	11	22
Croton	2 00	2 25	Mustard, yellow	17	25	Soap, green	15	30
Seeds			Mustard, black	20	25	Soap mott cast.	22 1/2	25
Almonds, Bitter,	7 50	7 75	Poppy	15	30	Soap, white castle	15	00
Almonds, Bitter,	3 00	3 25	Quince	1 25	1 50	case	15	00
Almonds, Sweet,	1 50	1 80	Rape	15	20	Soap, white castle	15	00
Almonds, Sweet,	1 00	1 25	Sabadilla	60	70	less, per bar	1 60	1 60
Amber, crude	1 25	1 50	Sunflower	11 1/2	15	Soda Ash	3	10
Amber, rectified	1 50	1 75	Worm, American	30	40	Soda Bicarbonate	3 1/2	10
Anise	1 40	1 60	Worm, Levant	5 25	5 40	Soda, Sal	02 1/2	08
Bergamont	9 50	9 75	Tinctures			Spirits Camphor	1 20	20
Cajeput	1 50	1 75	Aconite	21	80	Sulphur, roll	3 1/2	10
Cassia	3 50	3 75	Aloes	1 50	1 50	Sulphur, Subl.	4 1/2	10
Castor	1 60	1 85	Arnica	21	44	Tamarinds	20	25
Cedar Leaf	2 00	2 25	Asafoetida	2 25	25	Tartar Emetic	70	75
Citronella	1 25	1 50	Seeds			Turpentine, Ven.	50	75
Cloves	2 50	2 75	Anise	35	40	Vanilla Ex. pure	1 50	2 00
Cocanut	25	35	Anise, powdered	35	40	Vanilla Ex. pure	3 25	3 50
Cod Liver	2 00	2 50	Bird, Is	13	17	Zinc Sulphate	06	11
Croton	2 00	2 25	Canary	10	16			

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Beef

DECLINED

Rolled Oats, Sacks

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



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

BAKING POWDERS
Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 50
Royal, 10c, doz. ----- 95
Royal, 6 oz., doz. ----- 2 70
Royal, 12 oz., doz. ----- 5 20
Royal, 5 lb. ----- 31.20
Rocket, 16 oz., doz. ----- 1 25

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

BEECH-NUT BRANDS.



BLUING

The Original

Condensed

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

BREAKFAST FOODS

Kellogg's Brands.
Corn Flakes, No. 136 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 80
Pep, No. 224 ----- 1 75
Pep, No. 202 ----- 2 70
Krumbs, No. 424 ----- 2 25
Bran Flakes, No. 624 2 25
Bran Flakes, No. 602 1 50

Post's Brands.

Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 9 5 00
Postum Cereal, No. 10 4 50
Postum Cereal, No. 1 2 70
Post Toasties, 36s ----- 2 85
Post Toasties, 24s ----- 2 85
Post's Bran, 24s ----- 2 70

BROOMS

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

BRUSHES

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

Stove

Shaker ----- 1 80
No. 50 ----- 2 00
Peerless ----- 2 50

Shoe

No. 4-0 ----- 2 25
No. 20 ----- 3 00

BUTTER COLOR

Dandelion ----- 3 85

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. ----- 12.8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT

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

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 ----- 3 50
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1 3 25
Finnan Haddie, 10 oz. 3 20
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 25
Cod Fish Cake, 10 oz. 1 65
Cove Oysters, 5 oz. ----- 1 65
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet ----- 2 25
Sard's, 1/4 Oil, Key ----- 6 10
Sardines, 1/4 Oil, k'less 5 50
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/4 2 80
Salmon, Red Alaska 3 40
Salmon, Med. Alaska 2 85
Salmon, Pink Alaska 1 85
Sardines, Im. 1/4, ea. 10 28
Sardines, Im. 1/4, ea. ----- 25
Sardines, Cal. ----- 1 65
Tuna, 1/4, Albocore ----- 95
Tuna, 1/4, Curtis, doz. 2 20
Tuna, 1/4, Curtis, doz. 3 50
Tuna, 1s. Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 3 20
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned ----- 3 10
Beef, No. 1, Roast ----- 3 10
Beef, No. 2 1/2, Qua. sli. 1 35
Beef, 3 1/2 oz. Qua. sli. 2 00
Beef, 4 oz., Qua. sli. 2 25
Beef, No. 1, B nut, sli. 4 50
Beefsteak & Onions, s 3 45
Chili Con Ca. 1s 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/4s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 52 1/4
Potted Meat, 1/4 Libby 92 1/4
Potted Meat, 1/4 Qua. ----- 90
Potted Ham, Gen. 1/4 ----- 1 85
Vienna Saus., No. 1/4 ----- 1 45
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 65

Baked Beans

Campbells, 1c free 5 ----- 1 15
Quaker, 13 oz. ----- 95
Fremont, No. 2 ----- 1 10
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 25
Van Camp, small ----- 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus.

No. 1, Green tips ----- 3 75
No. 2 1/2, Large Green 4 50
W. Beans, cut 2 1 45
W. Beans, 10 ----- 7 50
Green Beans, 2s 1 45
Green Beans, 10s ----- 7 50
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 ----- 1 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut 1 10
Beets, No. 3, cut ----- 1 60
Corn, No. 2, stan. ----- 1 10
Corn, Ex. stan. No. 2 1 25
Corn, No. 2, Fan. 1 80
Corn, No. 10 ----- 8 00
Hominy, No. 3 1 00
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 65
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels ----- 35
Mushrooms, Choice, 8 oz. 40
Mushrooms, Sur Extra 60
Peas, No. 2, E. J. ----- 1 65
Peas, No. 2, Sift. ----- 1 85
Peas, No. 2, Ex. Sift. ----- 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 25
Pumpkin, No. 10 4 00
Pimentos, 1/4, each 12 14
Pimentos, 1/2, each ----- 37
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 35
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60
Spinach, No. 3 ----- 2 25
Spinach, No. 10 ----- 6 50
Tomatoes, No. 2 1 20
Tomatoes, No. 3, 1 90
Tomatoes, No. 10 ----- 8 80

CATSUP.

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

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE.

Roquefort ----- 65
Kraft, small items 1 65
Kraft, American ----- 1 65
Chili, small tins ----- 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 3 25
Daisies ----- 26 1/2
Longhorn ----- 26 1/2
Michigan Flat ----- 25
New York New 1926 ----- 32
Sap Sago ----- 38
Brick ----- 27

CHEWING GUM.

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

Beeman's Pepsin ----- 65
Beechnut Wintergreen ----- 70
Beechnut Peppermint ----- 70
Beechnut Spearmint ----- 70
Doublemint ----- 65
Peppermint, Wrigleys ----- 65
Spearmint, Wrigleys ----- 65
Juicy Fruit ----- 65
Wrigley's P-K ----- 65
Zeno ----- 65
Teaberry ----- 65

COCOA.

Droste's Dutch, 1 lb. ----- 8 50
Droste's Dutch, 1/2 lb. ----- 4 50
Droste's Dutch, 1/4 lb. ----- 2 35
Droste's Dutch, 5 lb. ----- 4 50
Chocolate Apples ----- 12 60
Pastilles, 1/2 lb. ----- 6 60
Pastilles, 1/4 lb. ----- 3 00
Droste's Bars, 1 doz. ----- 2 00
Delft Pastilles ----- 2 15
1 lb. Rose Tin Bon ----- 18 00
7 oz. Rose Tin Bon ----- 9 00
13 oz. Creme De Cara-que ----- 12 20
12 oz. Rosaces ----- 10 80
1/2 lb. Rosaces ----- 7 80
1/4 lb. Pastilles ----- 3 40
Langues De Chats ----- 4 80

CHOCOLATE.

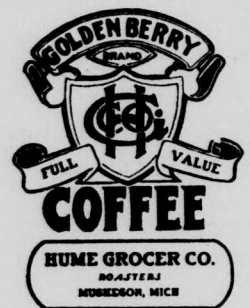
Baker, Caracas, 1/2s ----- 37
Baker, Caracas, 1/4s ----- 35

COCOANUT

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

CLOTHES LINE.

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



COFFEE ROASTED

1 lb. Package
Melrose ----- 32
Liberty ----- 24
Quaker ----- 38
Nedrow ----- 36
Morton House ----- 43
Reno ----- 33
Royal Club ----- 37

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

Maxwell House Coffee.
1 lb. tins ----- 45
3 lb. tins ----- 1 33

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

CONDENSED MILK

Leader, 4 doz. ----- 7 00
Eagle, 4 doz. ----- 9 00

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 75
Quaker, Baby, 8 doz. ----- 4 65
Quaker, Gallon, 1/2 doz. ----- 4 75
Carnation, Tall, 8 doz. ----- 5 15
Carnation, Baby, 8 doz. ----- 5 05
Oatman's D'dee, Baby 5 00
Every Day, Tall ----- 5 00
Every Day, Baby ----- 4 90
Pet, Tall ----- 5 15
Pet, Baby, 8 oz. ----- 5 05
Borden's Tall ----- 5 15
Borden's Baby ----- 5 05
Van Camp, Tall ----- 4 90
Van Camp, Baby ----- 3 75

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c ----- 75 00
Worden Grocer Co. Brands
Master Piece, 50 Tin. 35 00
Masterpiece, 10, Perf. 70 00
Masterpiece, 10, Spec. 70 00
Mas'p., 2 for 25, Apollo 95 00
In Betweens, 5 for 25 37 50
Canadian Club ----- 35 00
Little Tom ----- 37 50
Tom Moore Monarch 75 00
Tom Moore Panetris 65 00
T. Moore Longfellow 95 00
Webster Cadillac ----- 75 00
Webster Knickerbocker 95 00
Webster Belmont ----- 110 00
Webster St. Reges 125 00
Bering Apollos ----- 95 00
Bering Palmitas ----- 115 00
Bering Dellosos ----- 120 00
Bering Favorita ----- 135 00
Bering Albas ----- 150 00

CONFECTIONERY

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

Mixed Candy

Kindergarten ----- 17
Leader ----- 14
X. L. O. ----- 12
French Creams ----- 16
Paris Creams ----- 17
Grocers ----- 11

Fancy Chocolates

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

Gum Drops Pails

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

Lozenges Pails

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

Hard Goods Pails

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

Cough Drops Bxs

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

Package Goods

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

Specialties

Walnut Fudge ----- 23
Pineapple Fudge ----- 22
Italian Bon Bons ----- 17
Banquet Cream Mints ----- 33
Silver King M. Mallovs 1 35

Bar Goods

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

COUPON BOOKS

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

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

CREAM OF TARTAR

6 lb. boxes ----- 38

DRIED FRUITS

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

Apricots

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

Citron

10 lb. box ----- 40

Currants

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

Dates

Dromedary, 36s ----- 6 75

Peaches

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

Pearl

Lemon, American ----- 80
Orange, American ----- 80

Raisins

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

California Prunes

90@100, 25 lb. boxes ----- 07 1/2
60@70, 25 lb. boxes ----- 10 1/2
50@60, 25 lb. boxes ----- 11
40@50, 25 lb. boxes ----- 12
30@40, 25 lb. boxes ----- 15
20@30, 25 lb. boxes ----- 21

FARINACEOUS GOODS

Beans

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

Farina

24 packages ----- 2 50
Bulk, per 100 lbs. ----- 08 1/2

Hominy

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

Macaroni

Mueller's Brands
9 oz. package, per doz. 1 80
9 oz. package, per case 2 60

Bulk Goods

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

Pearl Barley

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

Peas

Scotch, lb. ----- 05 1/2
Split, lb. yellow ----- 03
Split green ----- 03

Sage

East India ----- 10

Taploca

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

FLAVORING EXTRACTS

JENNINGS

PURE

FLAVORING

EXTRACT

Vanilla and

Lemon

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

GELATINE



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

JELLY AND PRESERVES

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

JELLY GLASSES

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

OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



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

Wilson & Co.'s Brands Oleo

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

MATCHES

Swan, 144 ----- 4 75
Diamond, 144 box ----- 6 00
Searchlight, 144 box ----- 6 00
Ohio Red Label, 144 bx 4 20
Ohio Blue Tip, 144 box 6 00
Ohio Blue Tip, 720-lc 4 50
Blue Seal, 144 ----- 5 60
Reliable, 144 ----- 4 35
Federal, 144 ----- 5 80

Safety Matches

Quaker, 5 gro. case -- 4 25

MOLASSES

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

OLIVES

Bulk, 5 gal. keg ----- 10 00
Quart Jars, dozen ----- 6 50
Bulk, 2 gal. keg ----- 4 50
Pint Jars, dozen ----- 3 50
4 oz. Jar, plain, doz. 1 35
5 1/2 oz. Jar, pl., doz. 1 60
9 oz. Jar, plain, doz. 2 35
20 oz. Jar, Pl. doz. ----- 4 25
3 oz. Jar, Stu., doz. 1 35
6 oz. Jar, stuffed, dz. 2 50
9 oz. Jar, stuffed, doz. 3 50
12 oz. Jar, Stuffed,
doz. ----- 4 50@4 75
20 oz. Jar, stuffed dz. 7 00

PARIS GREEN

1/8s ----- 31
1s ----- 29
2s and 5s ----- 27

PEANUT BUTTER



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

PETROLEUM PRODUCTS

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



Iron Barrels

Light ----- 65.1
Medium ----- 65.1
Heavy ----- 65.1
Special heavy ----- 65.1
Extra heavy ----- 65.1
Polarine "F" ----- 65.1
Transmission Oil ----- 65.1
Finol, 4 oz. cans, doz. 1 50
Finol, 8 oz. cans, doz. 2 25
Parowax, 100 lb. ----- 9.3
Parowax, 40, 1 lb. ----- 9.5
Parowax, 20, 1 lb. ----- 9.7



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

PICKLES

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

PIPES

Cob, 3 doz. in bx. 1 00@1 20

PLAYING CARDS

Battle Axe, per doz. 2 75
Bicycle ----- 4 75

POTASH

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

FRESH MEATS

Beef
Top Steers & Heif. ----- 20
Good St's & H's 15 1/2@19
Med. Steers & Heif. 18
Com. Steers & Heif. 17

Cows

Top ----- 15
Good ----- 14
Medium ----- 13
Common ----- 12

Veal

Top ----- 19
Good ----- 18
Medium ----- 16
Spring Lamb ----- 31
Good ----- 29
Medium ----- 25
Poor ----- 23

Mutton

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

Pork

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

PROVISIONS

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

Lard

Pure in tierces ----- 13 1/2
60 lb. tubs ----- advance 1/4
50 lb. tubs ----- advance 1/4
20 lb. pails ----- advance 1/4
10 lb. pails ----- advance 1/4
5 lb. pails ----- advance 1
3 lb. pails ----- advance 1
Compound tierces ----- 12
Compound, tubs ----- 12 1/2

Sausages

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

Smoked Meats

Hams, Cer., 14-16 lb. @23 1/2
Hams, Cer., Skinned
16-18 lb. ----- @25
Ham, dried beef
Knuckles ----- @32
California Hams ----- @16 1/2
Picnic Boiled
Hams ----- 20 @22
Boiled Hams ----- @33
Minced Hams ----- @19
Bacon 4/6 Cert. ----- 24 @33

Beef

Boneless, rump 25 00@30 00
Rump, new ----- 29 00@32 00

RICE

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

ROLLED OATS

Silver Flake, 12 New
Process ----- 2 25
Quaker, 18 Regular ----- 1 80
Quaker, 12s Family ----- 2 70
Mothers, 12s, M'mum ----- 3 25
Nedrow, 12s, China ----- 3 25
Sacks, 90 lb. Jute N ----- 3 50
Sacks, 90 lb. Cotton ----- 3 55

RUSKS

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

SALERATUS

Arm and Hammer ----- 3 75
SAL SODA
Granulated, bbls. ----- 1 80
Granulated, 60 lbs. cs. 1 60
Granulated, 36 2 1/2 lb.
packages ----- 2 40

COD FISH

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

HERRING

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

Lake Herring

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

Mackerel

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

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

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

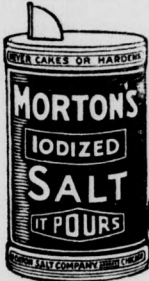
STOVE POLISH

Blackline, per doz. ----- 1 25
Black Silk Liquid, dz. 1 40

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

SALT

Colonial, 24, 2 lb. ----- 95
Colonial, 36-1 1/2 ----- 1 25
Colonial, Iodized, 24-2 2 00
Med. No. 1 Bbls. ----- 2 60
Med. No. 1, 100 lb. bg. 85
Farmer Spec., 70 lb. 90
Packers Meat, 50 lb. 57
Crushed Rock for ice
cream, 100 lb., each 85
Butter Salt, 280 lb. bbl. 4 24
Block, 50 lb. ----- 40
Baker Salt, 280 lb. bbl. 4 10
24, 10 lb., per bale ----- 2 45
35, 4 lb., per bale ----- 2 60
50, 3 lb., per bale ----- 2 85
28 lb. bags, Table ----- 42
Old Hickory, Smoked,
6-10 lb. ----- 4 80



Per case, 24, 2 lbs. ----- 3 40
Five case lots ----- 2 30
Iodized, 24, 2 lbs. ----- 2 40



SOAP

Am. Family, 100 box 6 30
Export, 100 box ----- 4 00
Big Jack, 60s ----- 4 50
Fels Naptha, 100 box 5 50
Flake White, 10 box 3 80
Grdma White Na. 10s 3 85
Swift Classic, 100 box 4 40
20 Mule Borax, 100 bx 7 55
Wool, 100 box ----- 6 50
Jap Rose, 100 box ----- 7 85
Fairly, 100 box ----- 5 50
Palm Olive, 144 box 11 00
Lava, 100 box ----- 4 90
Octagon ----- 4 85
Pummo, 100 box ----- 4 85
Sweetheart, 100 box ----- 3 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Quaker Hardwater
Cocoa, 72s, box ----- 2 85
Fairbank Tar, 100 bx 4 00
Trilby Soap, 100, 10c 7 30
Williams Barber Bar, 9s 50
Williams Mug, per doz. 48

CLEANSERS



50 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx 3 75
Bon Ami Cake, 3 dz. 3 25
Brillo ----- 85
Climaline, 4 doz. ----- 4 20
Grandma, 100, 5c ----- 4 00
Grandma, 24 Large ----- 3 75
Gold Dust, 100s ----- 4 00
Gold Dust, 12 Large ----- 3 20
Golden Rod, 24 ----- 4 25
Jinx, 3 doz. ----- 4 50
La France Laun., 4 dz. 3 60
Luster Box, 54 ----- 3 75
Old Dutch Clean, 4 dz 3 40
Octagon, 60s ----- 4 00
Rinso, 40s ----- 3 20
Rinso, 24s ----- 5 25
Rub No More, 100, 10
oz. ----- 3 85
Rub No More, 20 Lg. 4 00
Spotless Cleanser, 48,
20 oz. ----- 3 85
Sani Flush, 1 doz. ----- 2 25
Sapolio, 3 doz. ----- 3 15
Soapine, 100, 12 oz. ----- 6 40
Snowboy, 100, 10 oz. 4 00
Snowboy, 24 Large ----- 4 80
Speedee, 3 doz. ----- 7 20
Sunbrite, 72 doz. ----- 4 00
Wyandotte, 48 ----- 4 75

SPICES

Whole Spices

Allspice, Jamaica ----- @24
Cloves, Zanzibar ----- @40
Cassia, Canton ----- @25
Cassia, 5c pkg., doz. @40
Ginger, African ----- @15
Ginger, Cochín ----- @30
Mace, Penang ----- 1 10
Mied, No. 1 ----- @24
Mixed, 5c pkgs., doz. @45
Nutmegs, 70@90 ----- @78
Nutmegs, 105-110 ----- @70
Pepper, Black ----- @45

Pure Ground in Bulk

Allspice, Jamaica ----- @18
Cloves, Zanzibar ----- @46
Cassia, Canton ----- @26
Ginger, Corkin ----- @38
Mustard ----- @32
Mace, Penang ----- 1 30
Pepper, Black ----- @50
Nutmegs ----- @75
Pepper, White ----- @60
Pepper, Cayenne ----- @32
Paprika, Spanish ----- @42

Seasoning

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

STARCH

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

Gloss

Argo, 48, 1 lb. pkgs. 3 60
Argo, 12, 3 lb. pkgs. 2 96
Argo, 8, 5 lb. pkgs. ----- 3 35
Silver Gloss, 48, 1s ----- 11 1/2
Elastic, 64 pkgs. ----- 5 85
Tiger, 48-1 ----- 3 50
Tiger, 50 lbs. ----- 06

CORN SYRUP

Corn
Blue Karo, No. 1 1/2 ----- 2 42
Blue Karo, No. 5, 1 dz. 3 33
Blue Karo, No. 10 ----- 3 13
Red Karo, No. 1 1/2 ----- 2 70
Red Karo, No. 5, 1 dz. 3 71
Red Karo, No. 10 ----- 3 51

Imit. Maple Flavor

Orange, No. 1 1/2, 2 dz. 3 15
Orange, No. 5, 1 do. 4 41
Orange, No. 10 ----- 4 21

Maple.

Green Label Karo, ----- 5 19
Green Label Karo ----- 5 19

Maple and Cane

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

Maple

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

TABLE SAUCES

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

Zion Fig Bars

Unequalled for
Stimulating and
Speeding Up
Cooky Sales

Obtainable from Your
Wholesale Grocer

From Institutions & Industries
Baking Industry

TEA

Japan

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

Gunpowder

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

Ceylon

Pekoe, medium ----- 57
English Breakfast
Congou, Medium ----- 28
Congou, Choice ----- 35@36
Congou, Fancy ----- 42@43

Oolong

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

TWINE

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

VINEGAR

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

WICKING

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

WOODENWARE

Baskets

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

Churns

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

Pails

10 qt. Galvanized ----- 2 50
12 qt. Galvanized ----- 2 75
14 qt. Galvanized ----- 3 25
12 qt. Flaring Gal. Ir. 5 00
10 qt. Tin Dairy ----- 4 00

Traps

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

Tubs

Large Galvanized ----- 8 75
Medium Galvanized ----- 7 50
Small Galvanized ----- 6 75

Washboards

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

Wood Bowls

Proceedings of the Grand Rapids Bankruptcy Court.

• Grand Rapids, July 6—On this day was held the adjourned first meeting of creditors in the matter of De Forrest Peet, Bankrupt No. 3150. The bankrupt was present in person and represented by Earl Dunn, attorney for the bankrupt. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

In the matter of Clarence L. Conrad, Bankrupt No. 3194, the first meeting of creditors has been called for July 21. After the first meeting of creditors a meeting of creditors to confirm a sale made by the referee and receiver in bankruptcy will be held.

In the matter of Mastermold Shoe Co., Bankrupt No. 3191, the first meeting of creditors has been called for July 21. At the same date a sale will be held upon the offer of D. H. Hunter, of Rockford, of \$2,200 for all of the stock in trade and fixtures of such shoe store, all of which is appraised at \$2,828.15. An inventory is in the hands of the referee and the property may be inspected prior to the sale by application to the referee's office. All parties interested should be present at the date and time of sale. The sale will be held at the referee's office, 1225 G. R. National Bank building, Grand Rapids.

In the matter of Judson E. Evans, Bankrupt No. 3193, the first meeting of creditors has been called for July 22.

In the matter of John Zehulech, Bankrupt No. 3190, the funds for the first meeting have been received and such meeting has been called for July 22.

In the matter of Paul Hoffman, Bankrupt No. 3196, the funds for the first meeting have been received and such meeting has been called for July 22.

In the matter of Frank H. Newton, Bankrupt No. 3182, the first meeting has been called for July 22.

In the matter of Vally L. Baumgardner, Bankrupt No. 3195, the funds for the first meeting have been received and such meeting has been called for July 22.

In the matter of Frank S. Schlicht, doing business as Frank S. Schlicht Motor Co., Bankrupt No. 3157, the trustee has filed his first report and account, and an order for the payment of expenses of administration has been made.

July 9. We have to-day received the reference and adjudication in the matter of O-So-White Products Co., Bankrupt No. 3178. The matter has been referred to Charles B. Blair as referee in bankruptcy. This is an involuntary case, and the schedules have been ordered filed. Upon receipt of the same, the first meeting of creditors will be called and note of the same made herein. Also list of creditors will be placed herein.

July 9. We have to-day received the schedules, reference and adjudication in the matter of Adin R. Ridd, also known as Ridd's Auto Supply Co., Bankrupt No. 3199. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a steam fitter and plumber. The schedules show assets of \$1,006.26, of which \$106.25 is claimed as exempt, with liabilities of \$625.24. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, note of the same made herein. The list of creditors of said bankrupt are as follows:

Dr. R. J. Harrington, Muskegon	\$37.50
Dr. Dolbee, Muskegon	10.00
Donelson Bros. Coal Co., Muskegon	34.25
John Hartsema Co., Muskegon	21.10
Freye Plumbing & Hdw., Muskegon	30.00
W. J. Smith, Muskegon	39.48
R. M. Hollingshead Co., Detroit	53.48
R. M. Holdings Co., Detroit	77.48
Alemite Lubricator Co., Detroit	54.00
Reliable Tire & Accessories Co., Muskegon	45.17
Textile Leather & Metal Preserver Co., Kalamazoo	37.80
Sinclair Refining Co., Grand R. unknown	
Vacuum Oil Co., unknown	unknown
Harold J. Mulder, Muskegon	184.98

July 9. We have to-day received the schedules, reference and adjudication in the matter of George L. Burgess as the Burgess Jewelry Company, Bankrupt No. 3200. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$2,820 of which \$500 is claimed as exempt, with liabilities of \$5,035.02. The bankrupt is a resident of Grand Rapids, and his occupation is that of a retail tradesman. The first meeting will be called promptly and note of the same made herein. The list of creditors of said bankrupt are as follows:

City of Grand Rapids	\$435.06
Samuel Koshera, New York	159.00
R. & J. Dreyfus, New York	150.00
Fox & Son, Cincinnati	357.30
Streicher Mfg. Co., Newark, N. J.	256.15
Hoffstadt Co., Toledo	360.56
C. K. Merrill Co., Toledo	329.56
A. B. Stralser, Detroit	100.00

Julius H. Moss & Bros., New York	250.33
Ideal Crystal Co., New York	18.50
LaFrance Jewelry Co., Buffalo, N. Y.	192.50
Weinreich Bros. Co., New York	35.00
Engelman Bros., New York	184.00
Atow Matsuska Co., San Francisco	16.43
Westson Watch Co., New York	35.00
Anco Silver Co., New York	16.00
Kuesel Brothers Co., Milwaukee	140.00
Booth Publishing Co., Grand Rapids	700.00
Chas. A. McConnell, Grand Rapids	1,200.00
Northwestern Weekly, Grand Rap.	9.00
Perment Bevel Crystal Co., Pittsburgh	1.50
F. A. Gibson, Cedar Springs	37.00
Brithard & Co., Grand Rapids	24.21
H. Z. Ward, Grand Rapids	25.00
Mich. Bankers & Merchants Mutual Fire Ins. Co., Fremont	3.68

In the matter of Clarence Clark, Bankrupt No. 3122, the trustee has filed his receipt of an offer of \$25 from R. L. Bernier, of Muskegon. The offer covers all of the stock in trade and fixtures of this estate over and above the exemptions of the bankrupt and the encumbered property. There appears to be an encumbrance of \$300, approximately and exemptions of \$250 with a total inventory of \$1,294.20. The sale will be held at the office of the referee in bankruptcy July 25. An inventory may be seen in the hands of the referee and of the trustee, George D. Stribley, Union National Bank building, Muskegon. The property consists of stock, materials and fixtures of a confectionery. All interested should be present at the date set out.

In the matter of George E. Kenny, Bankrupt No. 3122, the trustee has filed his receipt of an offer of \$1,350 from First State Savings Bank, of Muskegon Heights, in full settlement of any and all claims of the estate against it. The bank further agrees to waive all claims which it may have against the estate of the bankrupt. The date for hearing and show cause to creditors is July 25. The hearing will be held at the office of the referee in bankruptcy and creditors are directed to show cause why such offer should not be accepted and the trustee directed to complete and confirm the same.

In the matter of Ivan W. Welch, doing business as Michigan Craft Shops, Bankrupt No. 3186, the first meeting of creditors has been called for July 25.

In the matter of George L. Burgess, trading as Burgess Jewelry Co., Bankrupt No. 3200, the first meeting has been called for July 25.

In the matter of Robert Inge, Bankrupt No. 3189, the first meeting of creditors has been called for July 25.

July 12. On this day was held the first meeting of creditors in the matter of Henry Hartman, Bankrupt No. 3169. The bankrupt was present in person and represented by attorneys Dilley, Souter & Dilley. No creditors were present in person, but represented by attorneys Elvin Swarthout and Watt & Covell. The bankrupt was sworn and examined without a reporter. No trustee was appointed for the present. The meeting then adjourned to July 19.

July 12. We have to-day received the schedules, reference and adjudication in the matter of Albert J. McQuade, Bankrupt No. 3198. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$216.72 of which \$77.25 is claimed as exempt, with liabilities of \$719.15. The bankrupt is a resident of Muskegon Heights, and his occupation is that of a grocer. 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:

Coleman White, Muskegon Heights	\$393.00
Lakeshore Deed Co., Dunkirk, N. Y.	9.00
Mona Lake Ice Co., Muskegon H.	32.00
Hekman Biscuit Co., Muskegon	28.00
Muskegon Candy Corp., Muskegon	29.15
Anderson Packing Co., Muskegon	12.00
B. L. Achterhoff, Muskegon	26.00
Casemier's Market, Muskegon Hts.	38.00
Johnson Candy Co., Milwaukee	42.00
Hasper Biscuit Co., Muskegon	38.00
Holland Furnace Co., Muskegon	5.00
Steindler Paper Co., Muskegon	25.00
Chase & Panney, Muskegon Hts.	7.00
Kemp & Lane, unknown	35.00

July 11. We have to-day received the schedules, reference and adjudication in the matter of Antlers Cafe & Cafeteria Co., Inc., Bankrupt No. 3201. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and its occupation is that of operating a restaurant business. The schedules show assets of none with liabilities of \$10,419.88. 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:

Thromp Fisheries, Muskegon	\$395.00
Moulton Grocer Co., Muskegon	503.87
Muskegon Baking Co., Muskegon	196.97
Swift & Co., Muskegon	2,060.04
Sanitary Dairy Co., Muskegon	862.06
Peter Schuitema, Muskegon	620.96
Olsen Coal & Supply Co., Mus-	

A TWO-IN-ONE SALE

With every sale of fruit suggest a package of Kellogg's Corn Flakes. The combination is a treat your customers will like. And it means more business for you! Two sales in place of one!

Kellogg's Corn Flakes are the largest selling ready-to-eat cereal in the world! Extensively advertised in newspapers and magazines. Intensively merchandised. Put them on display. Be sure you have a large supply. Warm weather brings peak demand.



Kellogg's
CORN FLAKES

HART BRAND

The Choice of the Land

Fancy

Fruits

Quality

Vegetables



Look for the RED HEART

On The Can

W. R. ROACH & CO.

General Offices

Grand Rapids, Michigan

Kegon Heights	111.15
L. H. Fink, Muskegon	20.25
George Shoup, Muskegon	26.95
George McCullom, Muskegon	32.10
Pier Ice Cream Co., Muskegon	243.50
Central Electric Co., Muskegon	114.66
Francis Jiroch, Muskegon	131.48
Prosperity Laundry Co., Muskegon	505.09
Dickery Dick's Store, Muskegon	21.60
Hume Grocer Co., Muskegon	135.77
Wolverine Spice Co., Grand Rap.	234.77
Stearnes Co., Chicago	108.61
Ferris Coffee House, Grand Rapids	45.00
Hackley Nat. Bank, Muskegon	2,700.00
Benevolent Protective Order of	

Elks, Muskegon 1,350.00
 July 12. We have to-day received the schedules, reference and adjudication in the matter of Henry B. Schneerman, doing business as the Henri Shop, Bankrupt No. 3202. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is located at Grand Rapids and his occupation is that of a dealer of ladies coats and dresses. The schedules show assets of \$3,228.73 with liabilities of \$8,035.20. The first meeting will be called promptly and note of the same made herein. The list of creditors of said bankrupt are as follows:

City of Grand Rapids	\$ 65.18
Old National Bank, Grand Rapids	5,100.00
Sarles Merchant Police, Grand R.	4.50
Kyle Silverman & Pomerantz,	
New York	302.04
Lipson & Adelson, New York	132.91
Fred Engelman, New York	66.00
Hugo Levy Bros., New York	43.69
A. Messinger & Co., New York	149.87
Phoenix Coat Co., New York	157.50
D. J. Rosenberg Co., New York	35.00
Mutual Rosenbloom Corp., New Y.	144.75
Radcliffe Dress Co., New York	46.06
Style Dress Co., New York	134.75
David J. Allman, New York	100.50
M. L. Giffon Co., Inc., New York	23.25
David Crystal, New York	16.75
H. Blum & Co., Cleveland	255.75
Waters-Klingman Exp. Bldg.,	
Grand Rapids	250.00
Burleson Inst., Grand Rapids	225.00
James O'Hara, Saginaw	96.00
Press, Grand Rapids	97.44
James Doran Co., Grand Rapids	56.40
Edward Levy, New York	125.00
George Holloway, Grand Rapids	35.00

July 12. On this day was held the first meeting of creditors in the matter of Jean Keefe, Bankrupt No. 3170. The bankrupt was present in person and represented by attorney John H. Bioem. One creditor was present in person. Certain creditors were represented by Fred G. Stanley, attorney. No trustee was appointed for the present. The meeting then adjourned to July 26.

On this day also was held the first meeting of creditors in the matter of Charles F. Schoor, Bankrupt No. 3175. The bankrupt was present in person and represented by attorney L. D. Averill. One creditor was present in person. No claims were proved and allowed. No trustee was appointed. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Charles D. Eugene Richards, Bankrupt No. 3184. The bankrupt was present in person and represented by Willard G. Turner, Jr., attorney for the bankrupt. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Claude Pell, Bankrupt No. 3178. The bankrupt was present in person and represented by attorneys Jewell, Face & messenger. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date.

In the matter of James Criswell, Bankrupt No. 3196, the funds for the first meeting have been received and such meeting has been called for July 27.

In the matter of Henry B. Schneerman, doing business under assumed name of "The Henri Shop", Bankrupt No. 3202, the first meeting of creditors has been called for July 27.

In the matter of Arkay Furniture Co., Bankrupt No. 2620, the trustee has filed his final report and account, and a final meeting of creditors has been called for July 26. The report and account of the trustee will be considered and passed upon. The bills of the estate for administration will be passed upon and ordered paid, and a further dividend to creditors ordered paid, if the funds will permit.

Messinger. No creditors were present No. 3202, the first meeting of creditors. In the matter of Fred R. Morse, Bankrupt No. 3121, the trustee's first report and account has been filed and an order for the payment of expenses of administration has been made.

Get Your Outlook Correctly Focussed.

(Continued from page 20)

by duplication and multiplication as often as stock is turned. So the earnings on any given capital may readily enough equal or exceed the total capital investment in a given period, say a year. Therefore, if and when they do so equal or exceed the invested capital, they figure up to and are stated as 100 or more per cent. on capital. That is why the Field man said the capital return of grocers is enormous.

It should be noted that the multiplication of invested capital occurs most rapidly when the business is new. The grocer makes money faster the first year than ever again in his life. Why? Because his transactions are small. He handles most things himself. Having limited resources, he buys and sells and turns his stock with great rapidity.

But old businesses are able to regain a part of the activity that was so serviceable if they set about it. An old established chain of drug stores examined its stock and decided it carried too many items, too many brands, too many kinds of too many goods. It cut the line drastically with the results:

Stock turn increased 70 per cent.
 Volume increased 40 per cent.
 Wage rates increased 100 per cent.
 Capital investment decreased 14 per cent.

Inventory decreased 56 per cent.
 Warehouses used decreased from nine to two.

Depot employees decreased from 270 to 189.

Cost of night work decreased from \$5,000 to nothing.

Loss on unsold goods decreased from \$263,000 to \$100,000.

Stores increased from 143 to 216.

Volume increased from \$19,000,000 to \$33,000,000.

All this because items of stock were reduced to hard pan.

Paul Findlay.

Discovery.

Before I knew that words
 Were birds,
 I set no cage about my mouth,—
 My words flew east, west, north, and south.

Before I knew that deeds
 Were seeds,
 I gave no care that they should be
 Only of truth and charity.

But now I know that words and deeds,
 Like birds and seeds,
 Will fly or drift back home to me;
 And may I greet them with a shout,
 Not bar my heart to keep them out!
 John Richard Moreland.

Perfectly Appropriate.

A butcher, waking down the street, passed a dairy and read this sign: "Milk from contented cows."

He was impressed with the idea and decided to adapt it to his own line of business. The following morning this sign appeared in his window. "Sausages from hogs that died happy."

Business in Cotton Blankets.

New business is being handled in all grades of cotton blankets at an increase of 5 per cent. over former prices by one of the largest local agents of a Southern mill which manufactures these lines. The same representative also reports that orders for denims are pretty well filled at the present time.

Business Wants Department

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

FOR SALE—On account of change in business, Detroit Automatic counter scale. In A-1 condition. Weighs up to 100 pounds, equipped with mirror, meat tabulator. Cannot use a scale of this kind in new business. Write Henry Etherington, Box 23, Twining, Mich.

For Sale—Stock in Grand Rapids Wholesale Grocery Co. Oscar Hoklas, Marne, Mich. 632

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

TWICE BAKED WHEAT

The New Superfine Rusk

WANTED

Responsible agents at once (who are now selling and delivering to the grocer) to handle this as a side line. Must be well known and esteemed by the grocer. No other need apply. For all particulars write, Twice Baked Wheat Co., 1414 Madison Ave., Grand Rapids, Mich.

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—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—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

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 646

CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

Phone 61366

JOHN L. LYNCH SALES CO.
 SPECIAL SALE EXPERTS
 Expert Advertising
 Expert Merchandising
 209-210-211 Murray Bldg.
 GRAND RAPIDS, MICHIGAN

Sand Lime Brick

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

Brick is Everlasting

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



FAVORITE TEA in 1/2 lb. lead packages is a strictly 1st May Picking and is one of the very highest grades sold in the U. S. If this Tea is not sold in your city, exclusive sale may be arranged by addressing

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

BIXBY

OFFICE SUPPLY COMPANY
 GRAND RAPIDS, MICHIGAN

SELL

Ge Bott's
 Kream FrydKaKes

DECIDEDLY BETTER

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

I. VAN WESTENBRUGGE

Grand Rapids - Muskegon

Distributor

Nucoa

The Food of the Future

CHEESE of All Kinds

ALPHA BUTTER

SAR-A-LEE

BEST FOODS Mayonaise

HONEY—Horse Radish Shortning

OTHER SPECIALTIES

Q uality-Service-Cooperation

STOCK

DROSTE'S PASTILLES

and

CHOCOLATE APPLES

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

ASK FOR

KRAFT CHEESE

A variety for every taste

How Charlevoix Looks To a Globe Trotter.

Charlevoix, July 18—To-day I called on all the business men in the third block on Bridge street.

The first store we come to is the Central drug store, which is owned by B. A. Herman, who has a good share of the trade in his line in this city.

In the same building upstairs is the Barry Meech real estate office and Dr. G. W. King's office.

Next door is A. Bergeon's dry goods and men's furnishing goods store. Mr. Bergeon is mayor of the city and during his absence Joe Lemieur is in charge of the business and claims they have a very good trade.

The Mayer shoe store, John Slezak, proprietor, is next. He claims that his trade is good.

L. E. Benton conducts the barber shop next door. He is one of the oldest settlers on this street. I am informed that he has been in the same location for thirty-two years.

Next door is the Holley gift shop, owned by Miss Adeline Holley, who certainly knows the novelty business from A to Z. She has a wonderful collection and conducts the store in summer as well as in winter.

The next store is known as the Polly Kay ladies wear shop.

Then comes the Bronersky electric shoe shop.

Mont's cafe and restaurant is next, followed by the Charlevoix Coal and Ice Co.

Next door is the Hannah Furniture Co. He claims that business is good the last few days. He is now trying to complete a pilot plane, flying model of aeroplane, which will be complete and ready to fly when he gets the same finished.

McCann's bakery claims to have a good business, considering that there are not as many people here as there should be at this time of the season.

The Lakeview barber shop does a very good business, and the American Railway Express office is managed by R. A. Emery as agent and is the last store on the West side of the street.

Coming back on the other side we find Korth's grocery, followed by Jim's pie shop, owned by James Earl, and the Milton Block grocery. All claim to have very good business. R. Swensdahl owns the cigar store next door and Billy's shoeshine parlor is open again.

E. Goldstick owns the shoe hospital and does a good deal of repair work in his line of business.

The Hotel Charlevoix, owned by the Winder family, is thoroughly remodeled and they conduct a cafeteria, as well as a dining room. They have some very prominent guests for the season, including Russell Gore, of the Detroit News, and Mrs. J. Ruth Brooks, of Evanston, Illinois.

The Charlevoix cafe has recently been opened by Miss Nell Meech, who serves very dainty dishes.

Van's market is owned and conducted by Van Allsburg, wholesale and retail grocer and vegetable dealer, and enjoys very good trade, as well as the reading of the Michigan Tradesman.

Cartier's tailor and cleaner shop has been conducted for the last twenty-seven years in the same location. For a time Mr. Cartier was President and is now Vice-President of the Association of Commerce.

G. W. Lusk has moved his dry goods and furnishing business next door into a large store and conducts a bowling alley in the rear of the same.

Adam Pfister has a modern popcorn wagon on the corner of this street and claims to do a very good business with his line of goods and red hots.

I visited to-day W. C. Taylor in his store, near the P. M. depot, and found that he spends the winter in Florida

and is now ready for the resort trade. His store is the only one on the North side of this city and he has a good business in all kinds of confectionery, soft drinks and lunches, as well as cigars. The place has been newly decorated and painted by his brother, Harry, and is a very inviting one. Bill's good wife watches the cash register pretty close and he jollies the patrons so they like to come again. Eighteen years ago, when he first opened his store, he sold one gallon of Coca Cola during that season. Now he dishes out drinks which require a gallon per day. Hot dogs and hamburger are in great demand there.

The new bathing beach near the Pere Marquette track is a great attraction and helps that class of trade considerably.

The orchestra of the Hotel Inn gives concerts in the park there, which are enjoyed by the public.

In reporting about the fourth block of the business section on Bridge street, we start with the Fessenden drug store, which is one of the most modern establishments in this section of the country. He is pleased to report that his business this year is the best he has ever had.

Wood Brothers electric and hardware shop has about the same report to make.

Next door we find Benjamin Browns place, which is the local Dodge agency and which is one of the largest garages in Northern Michigan. I questioned him regarding the Tradesman and was pleased to hear his remark that "he couldn't live without it."

Steinberg's barber shop is at 409 and is a very sanitary place where ladies and men like to have their work done.

The Atlantic & Pacific Tea Co. is well represented next to this place, and on the corner we find See's furniture establishment, which has a complete line of all kinds of goods belonging to this line of business.

On the other side of the street we find a public park, with a newly established rest room, which is appreciated by the people.

Alexander & Lemieur have a cigar store and claim to be having a fair business.

George W. Priest's photo shop is on the corner and does some of the finest work in his line of business.

Dr. R. B. Armstrong occupies one part of the upstairs of this building and certainly is one of the busiest men, with the greatest success in this city.

Dr. Mitchell, dentist, has his office next door to Dr. Armstrong and has all he can do in his line of work.

L. Winternitz.

Watch Out For Them.

Lansing, July 19—A new scheme has appeared where a merchant furnished two pair of shoes for the price of one. Two men enter a shoe store. One is fitted with an expensive pair of shoes and pays for same. The other man then remarks on the attractiveness of his friend's purchase and enquires if he could be fitted with a pair just like them. Salesman, of course, finds he can, and then the customer either requests credit for a day or two or flashes a check which is generally for more than value of the purchase. The merchant has a question here to decide. One man has purchased and paid for an expensive pair of shoes; his friend, after seeing how well they looked wants a pair like them, but he has no money. Although the scheme has been worked very generally, we have yet to hear from the merchant who did not fall. If he extended credit he sold two pair for one; if he cashed the check, he was out the whole deal.

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

The time to save is when you have money.

Use Caution About Buying Flour Heavily.

Written for the Tradesman.

We received the following report of the U. S., Canadian and World condition on the wheat crop, given in a market letter by one of the prominent writers, which follows:

"The following statement of the general situation, statistically, on wheat will probably be revised somewhat as later figures come in, but it will take real damage now to the crop to shake the confidence of the bears and cause them to run to cover."

We cannot reconcile the Canadian report with their statement of acreage and condition. The three prairie provinces have 20,440,000 acres of spring wheat, with a condition of 100. Last year those three provinces produced 382,000,000 bushels of wheat on 21,897,000 acres. Taking an average yield per acre of only sixteen bushels, whereas the final out-turn last year averaged 17.5 bushels, those three provinces would produce around 325,000,000 of spring wheat alone. Adding the winter wheat to this, and adding the customary 20,000,000 for the rest of Canada, we cannot see but what the whole production up there will be in the neighborhood of at least 380,000,000 bushels instead of the 325,000,000 their July 1 Government crop report shows.

Last year the August 1 report from Canada showed 289,000,000. The final out-turn was 411,000,000. While there was some improvement in weather, much of this difference was made up in the change in par yields that the crop reporters used as the season developed. If Canada maintains its present condition until the end of the harvest, their production will run well over 400,000,000 bushels.

From present estimates of the U. S. wheat supply, the production plus the visible supply on July 1 is 876,000,000 compared to an average for the last five years inclusive, of 829,000,000. The average supply of the two years preceding this year was 773,000,000. From this, based on present condition, the U. S. supply this year is 105 per cent. of normal.

Condition in July is based on a normal average spring wheat yield of 14.3 bushels. In other words, a perfect condition, 100 per cent., would indicate an average yield per acre of 14.3 bushels. In August, a condition of 100 per cent. would indicate a yield per acre of 15.9 bushels per acre. This year, the spring wheat condition on July 1, at 89.7 per cent. of normal, indicated an average yield of 13.5 bushels. So it is readily apparent that if spring wheat does not receive a material set-back from weather or pest conditions, there is every probability that the August report will show at least as much as the July report, with a possibility of 20,000,000 more.

From present prospects, the combined total production of the U. S. and Canada will be about 1,234,000,000 compared to 1,242,000,000 last year. In this, we estimate 380,000,000 for Canada and 854,000,000 for the United States. The twelve principal coun-

tries of Europe now indicate they will produce about 1,198,000,000, compared to 1,154,000,000 last year. India, Japan, and China indicate a total of 369,000,000 compared to 363,000,000 last year. For Africa, we are compelled to use the same estimate as for last year, or 91,000,000 until later reports come in. In the Southern Hemisphere, we are estimating Argentina at 200,000,000 compared to 223,000,000 last year; Australia 150,000,000 compared to 223,000,000 last year.

We are estimating a world visible supply for August 1 of 200,000,000 compared to 145,000,000 last year, and allowing Russia 50,000,000 of exports. This gives a total world wheat supply of 3,514,000,000 compared to 3,447,000,000 last year. The average of the last five years inclusive is 3,399,000,000, which is also the average of the two years prior to the present. It is the third largest supply in history. Unless something very, very radical happens to the wheat crop now growing, there will be no reason for high prices this year."

Of course, the above report does not take into consideration the effect of a short corn crop, but it is evident, if this authority proves to be correct, that wheat prices are certainly high enough for the new crop, and the probabilities are they will go some lower, particularly during the heavy movement period in August and September—therefore it appears advisable to be cautious about buying heavily for deferred shipment until we actually know if wheat is going to yield as well as this authority estimates.

Watch crop and weather reports.

Lloyd E. Smith.

Consumption of Ice Cream Shows Big Gain.

Washington, July 18—Ice cream consumption in the United States last year was nearly 2,000,000 gallons more than in 1925, but the consumption per person fell off slightly from 2.80 gallons in 1925 to 2.77 gallons in 1926, according to estimates by the Bureau of Agricultural Economics, U. S. Department of Agriculture.

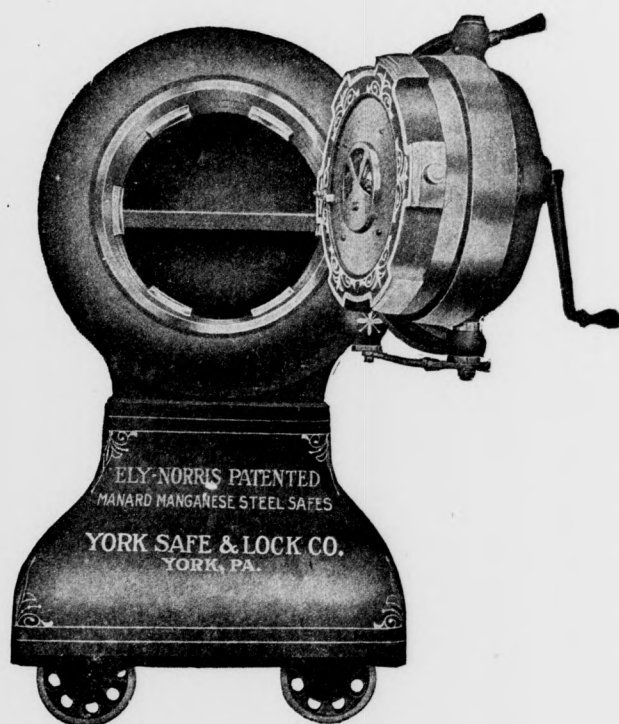
Ice cream production has increased remarkably in recent years. The estimated production in 1919 was only 95,450,000 gallons, but by 1920 production had reached 260,000,000 gallons, and last year 324,665,000 gallons, an increase in 16 years of 240 per cent. Although ice cream manufacture is a small branch of the dairy industry, utilizing only about 3.8 per cent. of the milk produced in the United States, the industry employs more than 50,000 persons and pays out in salaries more than \$75,000,000 a year.

No Obligation To Return Unordered Merchandise.

Detroit, July 18—Unordered merchandise may not be used or appropriated to the purposes of the recipient. The recipient, on the other hand, is under no obligation to return it, to accord it any particular care or to notify the sender that he holds it subject to his disposition. He is probably obligated, however, as a gratuitous bailee to give it a certain degree of care, but is responsible only for the grossest kind of negligence.

We are referring your letter to the National Better Business Bureau with the request that if it has more specific data, it forward it to you.

Better Business Bureau.



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



The Mill Mutuals Agency

Lansing, Michigan

Representing the

Michigan Millers Mutual Fire Insurance Company

(MICHIGAN'S LARGEST MUTUAL)
and its associated companies

COMBINED ASSETS OF GROUP
\$39,611,125.56

COMBINED SURPLUS OF GROUP
\$15,871,080.66

Fire Insurance—All Branches

Tornado

Automobile

Plate Glass

**20 to
40%**

**SAVINGS MADE
Since Organization**