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GRAND RAPIDS  
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# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 3, 1927

Number 2289

## Things That Endure

Honor and truth and manhood—  
These are the things that stand,  
Though the sneer and jibe of the cynic tribe  
Are loud through the width of the land.  
The scoffer may lord it an hour on earth,  
And a lie may live for a day.  
But truth and honor and manly worth  
Are things that endure always.

Courage and toil and service,  
Old, yet forever new—  
These are the rock that abides the shock  
And holds through the storm, flint true.  
Fad and folly, the whims of an hour,  
May bicker and rant and shrill;  
But the living granite of truth will tower  
Long after their rage is still.

Labor and love and love and virtue—  
Time does not dim their glow;  
Though the smart may say, in their languid way  
“Oh, we’ve outgrown all that, you know!”  
But a lie, whatever the guise it wears,  
Is a lie as it was of yore.  
And a truth that has lasted a million years  
Is good for a million more.

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

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

# STANOLAX

(HEAVY)

## *for constipation*

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

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

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

### To Dealers

### STANOLAX [Heavy]

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

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**Standard Oil Company**

**Indiana**

# MICHIGAN TRADESMAN

GRAND RAPIDS  
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Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 3, 1927

Number 2289

## 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.

### WORK OF SUPREME COURT.

There is a popular impression that the Justices of the Supreme Court of the United States "are the men who unmake the laws." This impression arises from the fact that one adverse decision by the court attracts greater attention than a half dozen decisions in which the court upholds the laws as passed. After an unusually strenuous session the court has adjourned until October, having disposed of 850 cases out of 1,100 on the docket. The record for the session is interesting.

The list of the laws upheld by the court covers a wide diversity of interests. Among the most notable are the zone law which enables municipalities to set aside districts for residential purposes, the Virginia law for the sterilization of imbeciles, the California law under which members of the I. W. W. have been sent to jail, the Wisconsin law requiring the licensing of private detective agencies, and the one-pint-in-ten-days whiskey prescription limitation of the Volstead law.

Several questions which had long been in various courts and on which lawyers were generally divided were settled. The Meyers decision upholds the right of the President to dismiss postmasters and other Presidential appointees before their terms expire, the ruling in the Bedford stone case enjoins trade unions from striking on buildings where non-union stone from other states is used and the finding in the Sullivan case makes it lawful for Treasury officials to insist that bootleggers and other violators of the law must pay income taxes on their illicit gains.

Among the adverse decisions were a half dozen appeals from men under sentence of death in various parts of the country on the ground that their constitutional rights had been violated. Two laws enacted by states dealing with questions of National interest were invalidated. One was the Texas statute forbidding negroes to vote in Democratic primaries and the other was the New York anti-ticket scalping law, which prohibited a profit of more

than 50 cents on the resale of theater tickets.

The mere recital of these more important cases serves to show the enormous amount of work which the Supreme Court has performed since last October. The full record includes more than one hundred final interpretations of state and National laws.

### HARD LABOR AT IONIA.

When the notorious criminal, Guy W. Rouse, was handed out a sentence of three and a half years at Ionia prison, honest people breathed easier for a time, because they assumed that for once the man who filched a half million dollars from his stockholders, friends, relatives and the banks would be made to realize the havoc he had caused and the lives he had wrecked, while working at some useful occupation within the prison walls. The good people who had suffered by reason of his betrayal of the trust reposed in him little thought he would be treated with distinguished consideration by the prison management, assigned to a choice room with all the comforts of home, accorded wide latitude and given a clerkship in a hospital where the labor connected with the "position" can be accomplished within two hours every day—which is slightly more than the time he gave the Worden Grocer Co. during the years he was looting the institution at frequent intervals.

Unfortunately, such is the case. The man who literally stole the Worden Grocer Co. dry; who deceived and betrayed every friend he ever possessed; who flaunted his ill gotten gains in the face of a Los Angeles contractor; who fought extradition with the desperation of a hardened criminal and then had the temerity to tell Judge Verdier he would have returned to Grand Rapids willingly if he had known he was wanted; the man who was advised by a friend to hand the \$150,000 bonds he has sequestered over to the receiver of the Worden Grocer Co. and who replied that he could not do so, because he would then have nothing to start with on his release from prison—this man is treated like an honored guest at the Ionia prison and accorded privileges and granted favors which are denied ordinary prisoners.

It is nice to have a "pull" when one has to go into enforced retirement for a few months, but it is a travesty on justice just the same. The Rouse case furnishes an excellent illustration of the manner in which court sentences are frequently practically nullified by prison officials who set at defiance the actions of the courts and the sentences of the judges.

### OUTCOME OF ARROGANCE.

It must be disheartening to officers of the law to work as hard as some of them do to apprehend and convict notorious criminals of the Rouse type and then see them flaunt themselves before the people they have wronged as chauffeurs, clerks, buyers and traveling salesmen. Instead of being forced to work at a bench or machine and sleep in a cell or dormitory, they have nearly all the freedom they enjoyed before they were sentenced, sleep in luxurious beds in private rooms and dine with the officers, instead of eating with the other prisoners. The result is that they treat their temporary sojourn in prison as a joke and plan new schemes of conquest and spoilation as soon as they are officially released.

In view of this situation, what incentive is there for officers of the law to use all the vigilance they possess to secure the conviction of criminals, knowing that their action will be practically nullified by the wardens of our prisons?

Either the officers of the law will relax their efforts or the infamous policy of the wardens will result in a reaction on the part of the people which will find expression in drastic legislation prohibiting them from autocratically and arrogantly overriding the findings of the courts and the edicts of sentencing judges.

### RESALE PRICE CUTTING.

Nothing that the Federal Trade Commission could possibly do could excite more interest than the Commission's present proposal to investigate all the economic, legal and business angles of resale price maintenance and resale price cutting.

For ten years the courts have been working further and further into the fog.

Last May, in the American Tobacco case, the Supreme Court of the United States in effect served notice that it could give no further enlightenment on this subject.

Several Circuit Courts of Appeals have, in recent years, judicially expressed the extreme difficulty they have experienced in understanding and applying hair-line distinctions which now separate lawful from unlawful resale price maintenance.

All this has, in recent years, greatly augmented resale price cutting and enormously increased the difficulties of manufacturers, distributors and dealers whose best advertised lines are the subject of this price cutting.

Nobody in the country, outside these manufacturers, distributors and dealers themselves, has had closer contact with this subject than the Federal Trade Commission, for the Commis-

sion is the governmental body which to-day is primarily charged with the duty of enforcing the present law against illegal methods of resale price maintenance.

That the Federal Trade Commission should, in spite of all this, be willing to investigate the economic, legal and business angles of the very law that it now is enforcing is an extraordinary instance of broad mindedness and good sportsmanship.

The current number of the monthly Labor Review, published by the United States Labor Department, shows a decline of 11 per cent. in the number of men employed in the manufacturing industries and a decrease of 45/8 per cent. in the total payments for skilled labor as against the same period in 1923. The much smaller percentage of decrease in the pay rolls and the relatively smaller number of men actually at work indicate that there has been a substantial increase in wages during the past four years. As there is nothing to show a reduction in the output of industry, the figures of the Federal Labor Department may account for the numerous rumors which have been current during recent months regarding an increase in unemployment in certain large industrial centers. Within the past year or two managers of manufacturing concerns have been contending that the policy of higher wages results in a much larger individual production per capita and have insisted that it is possible to reduce a total pay roll and yet increase the output of goods. As a case in point, the president of the Bethlehem Steel Company stated not long ago that in 1923 the company's average force of employes was 62,250 and in 1925 the average dropped to 60,098, but that production was in excess of 1923. Apparently the rumors of increasing unemployment have their basis in an increase in efficiency, and the consumption of manufactured goods is about equal to what it was formerly.

To be ambitious for wealth, and yet always expecting to be poor; to be always doubting your ability to get what you long for, is like trying to reach East by traveling West. There is no philosophy which will help man to succeed when he is always doubting his ability to do so, and thus attracting failure. No matter how hard you work for success if your thought is saturated with the fear of failure, it will kill your efforts, neutralize your endeavors and make success impossible.

Take care to be an economist in prosperity; there is no fear of your being one in adversity.

### How About the Monroe Doctrine?

Grandville, Aug. 2—A Venezuelan delegate to the Pan American labor congress now in session at Washington hissed his disapproval of the Monroe doctrine as executed by the United States.

The simpleton did not realize how much his countrymen owe to that very doctrine for its national salvation. Many other South American countries owe their existence as nationalities to our Monroe doctrine, and any South or Central American who scoffs at it, and feels called upon to refer to the "Imperial policy of the United States" had better go sit in the corner and study history for a time.

Where would some of the Southern American countries be were it not for the protection of the United States as exemplified in this doctrine? Ingratitude can go no further than for these South Americans to condemn this country for its stand in protecting them from the avaricious powers of Europe.

A little over half a century ago Mexico was in the hands of the French. A French army patrolled the streets of her cities, and an emperor, put there by French bayonets, sat upon a Mexican throne.

Why was this permitted to take place in direct contravention of our Monroe doctrine? Simply because of the fact that the U. S. Government was engaged in a struggle for National existence, and had no time to intervene.

The moment the last rebel host surrendered our secretary of state sent word to France that the doctrine of Monroe would be enforced unless she withdrew from Mexico. What was the outcome? A swift compliance on the part of France with the demands of our Secretary of State. Everybody knows how that emperor, enthroned by French bayonets, met the fate of a malefactor before a Mexican shooting squad.

"Poor Carlotta," who recently passed from earth, was the widow of the deposed Mexican emperor. Despite the good offices of Uncle Sam the Mexican people have never seemed to appreciate the good turn done her by her big Northern neighbor. Few Mexicans perhaps realize that but for the Monroe Doctrine that country today would be a colonial possession of France, subject to French laws, her independence as a nation gone forever. Then why curse the United States, the greatest world power, which has seen fit to save the smaller governments of this hemisphere from spoliation by the great powers of Europe?

Uncle Sam acts as a benevolent uncle to these small powers to the South and has been the means of saving them from foreign spoliation. Is it pleasant to know that so many of these little countries so helped, turn about and jeer at their friend as "imperialistic?"

South America would to-day be under the thumb of European powers had there been no Monroe doctrine to prevent.

This Venezuelan delegate to a national labor meet must be off his base intellectually to make such a break against the United States. Some don't seem to know their best friends, and this labor leader is one of them.

Take this country of Venezuela for instance. What would have been its status to-day in the world but for the United States' Monroe doctrine?

But a little more than a generation ago the British government conceived the idea of planting an army on Venezuelan soil; in fact, to annex some of the little country's territory in payment of certain alleged debts.

What was the outcome of this attempt think you? It proved unworkable because of the American Monroe doctrine. Uncle Sam was on the alert and warned the Britisher to keep hands off. This was no idle threat, for the

then President (Grover Cleveland) was a strict believer in the doctrine enunciated at an early day by Monroe, and had Britain attempted to carry out its threat, the lion's tail would have received such a twist as to send him howling back across seas.

All these acts of Uncle Sam have been beneficial to the South and Central powers, wherefore it puzzles a good American to understand why this often expressed hatred of this country by those benefitted, in fact saved from national demolition.

To-day there are numerous small nations on the American continent that owe their continued existence to Uncle Sam and his Monroe doctrine. Why then are these nations, who owe their continued existence to their uncle with his Monroe doctrine, so sour and spiteful toward their benefactor?

It is a puzzle that not even a Philadelphia lawyer can solve.

We might mention the case of Cuba, one of our nearest neighbors, now enjoying an independent national existence which had long been suppressed by the Spanish tyrant. That little island owes everything it is to-day enjoying in self government to this same "imperialistic" United States which is being so bitterly assailed by this Venezuelan delegate to the world's labor congress at Washington.

I wonder how many South American powers would be willing to see the Monroe doctrine abolished and the world given free plunder wherever it chose to go. It seems hardly possible that intelligent citizens of these various powers, whose nationalities have been possible only because of this much cursed Monroe doctrine, would be willing to have the safety valve known as the Monroe doctrine removed altogether.

If they would, then ingratitude can go no farther, and it would serve the small countries of America right to let them go their way unprotected by the friendly interference of this great republic of the North. Take away the Monroe doctrine and all Europe would unite in a grand outburst of applause. Shall we still continue to applaud those who despitefully use us?

Old Timer.

### Barbecue Will Feature Annual Outing

Kalamazoo, Aug. 2—The annual picnic of the Kalamazoo grocers and butchers will be held Thursday, Aug. 18, at Summer Home park, Long lake.

Grocery stores and meat markets will be closed that day, to give proprietors and employes and their families an opportunity to enjoy the outing. The grocers and butchers' picnic each year is one of the bigger outings in the county.

An expert chef from Grand Rapids is going to prepare the ox for the barbecue and the animal is to be purchased by the local committee and "fed up" especially for the occasion.

A lengthy sports program is being arranged and will include contests for men, women and children, with prizes for all winners. There is to be a ball game in the afternoon, probably between teams representing the wholesalers and retailers of the city.

A dance will be held in the Buchholz pavilion in the afternoon and evening. The bathing beach will be reserved for the picnickers. Band concerts, also are being planned.

### New Use For Bad Liquor.

The mayor of an Ohio city has found a new use for confiscated liquor. When poured on the walls and interior of the city jail, it proves successful as an exterminator of cockroaches and bedbugs. The mayor says the bugs drink the stuff, some dying outright and others becoming so intoxicated they fall, breaking their necks.

## Stock the full Borden line

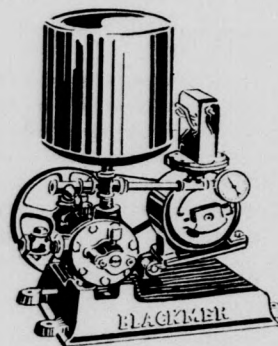
a complete milk department in itself

### Why Grocers have made Borden's "The Nation's Milk"

- 1 Borden's is the only house producing a full line of milk products—Eagle Brand, other Condensed Milk brands, Evaporated Milk, Malted Milk. Each helps sell the others.
- 2 Borden quality is unquestioned. Purity, richness, uniformity—all these are the logical result of Borden methods of production.
- 3 The Borden Company is the oldest, largest, best-known company in the milk business in the United States. The prestige of its name carries weight with every consumer.
- 4 Every Borden product is an advertised product.

THE BORDEN COMPANY  
350 Madison Ave., New York, N. Y.

## If You Don't Have City Water Service



### 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.

Install a Blackmer House Water Pump. Use it on a shallow well or cistern. You can have water under pressure all over your house. Have all the conveniences that city water gives: Have a bathroom, running water in your kitchen, water for sprinkling your lawn and garden, for watering livestock, etc. The operating cost is about 2 cents a day.

Ask for free booklet.

Reliable Dealers Wanted.

## Blackmer Rotary Pump Co.

1809 Century Avenue

Grand Rapids, Michigan

**Never So Vigorous and Useful As Now.**

The Michigan Tradesman enters its forty-fifth year this week under the editorship of Ernest A. Stowe, its founder and publisher. Continuous growth has marked its life thus far and it was never so vigorous, so useful to its subscribers, nor so successful from a financial standpoint as it is today.

The Tradesman is unique in many ways. It is outstanding in its devotion to its readers. They are paramount in every issue. No publication can live and be disloyal to its subscribers, but there is a wide margin between disloyalty and zealous devotion that is apparent as a burning passion.

Editor Stowe fights the personal battles of the individual subscriber. He thinks of readers not in the mass but as units. He personally solicits subscriptions and renewals, and gets as much kick out of a single subscription as does a baby with a new toy. The happiness is unalloyed in both instances. However, the editor doesn't forget the subscriber.

Probably no feature of the Tradesman is so widely read nor so valuable as In the Realm of Rascality. No other publisher would dare print what may be found there. Editor Stowe is libel-proof. Many suits have been threatened, numerous suits started and some fought through to the Supreme Court, but the first penny has yet to be awarded in judgment against him.

Mr. Stowe hopes to round out a full half-century of service, and The News sincerely prays he may see his wish fulfilled. Who is to take up the work when he lays down the virile pen five years hence? One of the best monuments a man can build is the carrying on of his work without serious loss to the community when he hands over the sceptre.—Ludington News.

**Wholesale Prices Lowest Since the Kaiser's War.**

Dollar volume of trade last week as shown by data on check payments, although smaller than in the preceding week, was larger than in the corresponding week of last year, according to the weekly statement of the Department of Commerce.

Wholesale prices declined from the previous week, reaching their lowest level since the end of the war. Prices for cotton, however, continued to average higher than in the previous week, but were still below the corresponding week of a year ago.

Prices for iron and steel average the same as in the previous week, but the price level was lower than for the corresponding week of 1926.

Loans and discounts by Federal Reserve member banks showed no change from the preceding week but were higher than in the corresponding week of last year. Interest rates on time money averaged lower than in the previous week but were higher than in the same week of a year ago.

"Bond prices showed practically no change from the previous week," the department said, "but were higher than in the same week of the previous year. Stock prices again advanced,

both as compared with the previous week and the same week of 1926. Interest rates on call loans declined from both comparative periods. The Federal Reserve ratio advanced from both the previous week and the corresponding week of last year.

"The production of bituminous coal during the week ended July 16 was larger than in the preceding week but considerably smaller than in the same week of 1926. Lumber output was greater than in either comparative period, the increase over a year ago being the first registered this year.

"The production of beehive coke was smaller than in either the previous week or the corresponding week of 1926. Petroleum production again reached a new high record.

"Receipts of wheat at primary markets were greater than in the previous week but smaller than last year. Cotton receipts were substantially larger than a year ago. Receipts of cattle at primary markets were smaller than a year ago, while hog receipts showed an advance over the same week of 1926.

"Manufacturing production in June was smaller than in May, after adjustment for working time differences. As compared with a year ago, however, industrial output was greater.

"With no adjustments for varying number of days in the month, production of foodstuffs, textiles, lumber, leather, stone and clay products and non-ferrous metals and tobacco showed increases over the preceding month. As compared with a year ago, larger production was registered in foodstuffs, textiles, chemical and oils, stone and clay products and tobacco, other groups declining.

"The production of raw material, although smaller than in May, was greater than in June, 1926, all groups increasing over a year ago except forest products, which declined."

**Foreign Ribbons Cut Risk.**

For certain narrow novelties in ribbons some manufacturers are depending more on foreign sources than on their own production, it was said yesterday. It was explained that importing the goods entails less risk and a more satisfactory turnover for the manufacturer than if he were to put his own looms on them. If the latter were done the mill would have to turn out at least 300 boxes, for example, before the setting of the looms would prove profitable. In the case of the foreign ribbons, however, 100 boxes of a particular novelty can be purchased and merchandized profitably with a consequent sharp reduction of the risk involved in handling the goods.

**He Knew His Dogs.**

Teacher—Now, Willie, if James gave you a dog and David gave you a dog, how many dogs would you have?

Willie—Four.

Teacher—Now, dear, think hard. Would you have four if James and David each gave you one?

Willie—Yep. You see, I got two dogs at home now.

Most of us try to put off everything except a good time.

**WORDEN GROCER COMPANY**  
**The Prompt Shippers**

**We Couldn't Improve  
The Quality**

**So We Have Improved  
The Package**

*Wait . . . and . . . See*

**IT'S  
WONDERFUL!**

**WORDEN GROCER COMPANY**

*Wholesalers for Fifty-seven Years*

OTTAWA at WESTON

GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

**INVESTMENTS**  
*at Home*

	Coupon	Maturity	Price
Grand Rapids Trust Bldg. --	5%	1955	100
Pantlind Hotel Co. -----	5½%	1946	100
Grand Rapids Realty Co. ---	5½%	1932-37	100
Grand Rapids Body Corp. ---	6%	1928-31	100
Grand Rapids Show Case Co.	6%	1941	100

*Write for Complete August list*

*or*

*descriptive circulars.*

**GRAND RAPIDS TRUST CO.**  
GRAND RAPIDS, MICHIGAN

**MOVEMENTS OF MERCHANTS.**

**Kingsley**—Lester C. Cleland succeeds W. M. Cleland in the grocery business.

**Detroit**—The Skrzycki Pie Co., 5087 Russell street, has changed its name to the Grennan Bros. Pie Co.

**Grand Rapids**—O. G. Webber succeeds L. A. Joslin in the grocery business at 640 South Division avenue.

**Grand Rapids**—Howe, Snow & Bertles, Inc., Grand Rapids Savings Bank building has changed its name to Howe, Snow & Co.

**Saginaw**—A two-story addition to hotel Fordney, involving an approximate expenditure of \$25,000 has been announced by Hon. Joseph W. Fordney.

**Lansing**—The Cardy Jewelry Co., 203½ South Washington avenue, has leased the store at 17 Strand Arcade and will occupy it with its stock about August 15.

**Grand Rapids**—The J. & J. Sandwich Shops, Inc., has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in cash.

**Detroit**—The Budd Hat Stores, Inc., 27 Campus Martius, has been incorporated with an authorized capital stock of \$5,000, \$2,000 of which has been subscribed and paid in cash.

**Reed City**—Mrs. Mary Chrysler, who conducted a grocery store on the east side of Reed City for the last twenty-five years, died at the home of her daughter. She was eighty-four years old.

**Mt. Clemens**—The Cooper Jewelry Co., corner of Gratiot and Macomb streets, has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in property.

**Grand Rapids**—Odie Kueiek has engaged in the drug business at the corner of West Leonard and Walker road. The furniture, fixtures and stock were furnished by the Hazeltine & Perkins Drug Co.

**Detroit**—The Royal Credit Clothes Shop, 1062 First National Bank building, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and \$11,000 paid in cash.

**Grand Rapids**—Jack Williamson Veneers, Inc., 148 Louis street, has been incorporated with an authorized capital stock of \$20,000, of which amount \$12,000 has been subscribed and paid in property.

**Grand Rapids**—Stanley Lesinski has opened a new drug store at the corner of Michigan street and Diamond avenue. The Hazeltine & Perkins Drug Co. furnished the soda fountain, fixtures, furniture and stock.

**Allegan**—Will Milheim, who has conducted a general store and post-office at Miner Lake station for twenty-three years, has sold his business to Ben Lesman, of Kalamazoo.

**Kalamazoo**—Charles R. Greene, who conducts drug stores in the Burdick Hotel block and at the corner of South Westnedge avenue and West Vine street, is erecting a third establishment at the corner of Walnut and Davis streets.

**Flint**—The Citizens Dairy Co., 1924

Franklin avenue, has been incorporated to manufacture and deal at wholesale and retail in dairy products, with an authorized capital stock of \$30,000, \$18,000 of which has been subscribed and paid in property.

**Detroit**—George Levitan has merged his phonograph, sewing machine, etc., business into a stock company under the style of Levitan, Inc., 4536 West Warren avenue, with an authorized capital stock of \$15,000, of which amount \$8,000 has been subscribed, \$2,500 paid in cash and \$5,000 in property.

**Bessemer**—A partnership of thirty-three years standing was dissolved recently when Iver Hagen and Carl L. Solberg, comprising the firm of Hagen & Solberg, pioneer dry goods dealers, ended their joint business enterprise. Mr. Hagen has retired from the business and Mr. Solberg will hereafter conduct it under his own management.

**Marquette**—Announcement of the re-organization of the clothing firm of Jacob Rose and Sons was made recently. Jacob Rose, founder of the firm, is retiring from the business, and hereafter it will be conducted under the ownership and management of Sam and Phil Rose, although the name of Jacob Rose & Sons will be continued. Jacob Rose started in the clothing business in Marquette forty-one years ago, and has been actively connected with the business since that time. The sons entered into partnership with their father in 1919.

**Manufacturing Matters.**

**Detroit**—The Detroit Steel Cabinet Corporation, 8839 Central avenue, has changed its name to the Ideal Cabinet Corporation.

**Baldwin**—The Now Idlewild Products Manufacturing Co., cement building blocks, septic tanks, etc., has been incorporated with an authorized capital stock of \$1,000, of which amount \$250 has been subscribed and paid in cash.

**Detroit**—The Detroit Broach Corporation, 404 Penobscot building, has been incorporated to manufacture and sell machine tools, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in, \$1,000 in cash and \$14,000 in property.

**Detroit**—The Universal Heater Co., 913 Detroit Savings Bank building, has been incorporated with an authorized capital stock of \$100,000 preferred and 100,000 shares at \$1 per share, of which amount 50,000 shares has been subscribed and \$5,000 paid in cash.

**Grand Haven**—The Hayes Products Corp., 1315 Fulton street, plumbers' supplies, has merged its business into a stock company under the same style, with an authorized capital stock of 40,000 shares at \$1 a share, \$40,000 being subscribed and paid in property.

**Detroit**—The Walker Electric Refrigeration Co., 226 Mt. Elliott avenue, has been incorporated to manufacture and deal in refrigeration appliances, with an authorized capital stock of 100,000 shares at \$1 per share, of which amount \$56,625 has been subscribed and paid in property.

**Holland**—The Lawrence Bros. Pa-

per Box Co., which recently moved its plant from Chicago to one of the tannery buildings at Holland, promises to become one of the leading concerns at Holland. The company was launched about twenty years ago, with Jack and Lester Lawrence as partners. The firm obtained a \$75,000 contract for suit boxes from a Chicago firm and business expanded until the annual sales approximated \$500,000. A year ago the firm patented a milk bottle cap, with a handy ear on its edge, and these are turned out at the rate of 1,000,000 a day. The firm has re-incorporated as C. J. Lawrence & Bros., with Michigan charter, and a paid up capital of \$250,000.

**Items From the Cloverland of Michigan.**

**Sault Ste. Marie, Aug. 2**—It has been reported that the Soo is the best city in Michigan, commercially, as well as an ideal summer resort. Next to the Soo comes Flint, which makes us all appreciate our home town. The steady influx of tourists is making it better each week. Our hotels are all enjoying an overflow, but the many homes which are available with rooms to rent are able to care for the overflow. Our new hotel is coming fine and will be opened for business Nov. 1.

**Roy Baker**, formerly in the meat and grocery business at Munising, has sold his stock and moved to the Soo, where he has taken a position at the A. H. Eddy store as manager of the grocery department.

**Ralph Willis**, of Cadillac, where he was in business with his father for a number of years, has moved to the Soo and taken charge of the meat department of the A. H. Eddy store.

**R. H. Campbell**, one of our pioneer grocers, died at his residence Monday, July 25, at the age of 85 years. He retired from business several years ago on account of ill health. Mr. Campbell was a grand old man, possessing a cheerful disposition and enjoyed life, which made him popular with a large circle of friends. He is survived by two sons and two daughters and several grandchildren. The bereaved have the sympathy of a large number of friends.

The popular summer resort known as Cameron's Crest, near Salt Point, has opened again for the season under new management. The Spanish troubadours furnished the music for the opening.

The Lupnitz & Milner grocery store, at Kenneth, was totally destroyed by fire last week. It is reported they carried no insurance.

An optimist is a guy who gets the filling station man to sprinkle gas on his suit, so his girl will think he has just had it cleaned.

The two and one-half miles of new concrete pavement on M-28, East of Marquette, will be opened about next Monday, according to reports from the highway commission. The stretch to be opened is that between Skandia and the Munising turn off at Duke's corners. The pavement has been finished, but traffic will not be permitted on it until the concrete has become cured. With the highway opened from Skandia, the poorest end of the detour will be eliminated and the length of the detour will be shortened about three miles.

Our civic holiday will be observed Aug. 11. The stores will close, but on account of the big Fourth of July celebration, there will be no special doings on that day. The program will be "on their own."

**S. J. Johnston**, the well-known fisherman from Salt Point, was a business visitor here last week.

**Howard Booker**, who for the past

seventeen years has been employed at the Price drug store, has been appointed manager of the Price Drug Co. Mr. Booker attended the Warner school and has been notified he passed the State examination and has been granted a license as a full fledged pharmacist. He is well acquainted and his many friends are pleased with his promotion and wish him every success.

It is the man who knows what he wants and goes right after it who gets it.  
William G. Tapert.

**Beware of These Two Crooks.**

**Detroit, Aug. 2**—In co-operation with the Packard Motor Car Co. and on suggestion of Milton Tibbetts, Secretary of that company and M. Olmstead, advertising department, we are issuing this warning against an advertising scheme promulgated by representatives of the U. S. Factories Corporation. In Detroit and in Barberton, Ohio, the following scheme has been worked:

Two salesmen giving names of J. B. Thomas and Jack Weintraub have been approaching merchants, alleging that they were putting on an advertising scheme for the Packard Motor Car Co. They offer the merchant a miniature Packard car free. The merchant must buy 9,500 keys, one key to be given away with each 25c purchase. A deposit of \$95 is asked for the keys. The agent represents that the Packard Motor Car Co. will, through the U. S. Factories Corporation redeem all keys at 1c each. One of the keys unlocks the car and entitles the holder thereof to the so-called model Packard car.

The Packard Motor Car Co. denies all connection with this scheme.

The representatives checked out of a Detroit hotel just prior to a call by police detectives. The Packard Motor Car Co. is sending a warning to all dealers. Better Business Bureau.

**Millionaire Farmer Tries Electro-Cultivation of Soil.**

**Le Roy, N. Y., July 29**—Electro-cultivation of the soil by impregnation with 103,000 volts of electricity through the medium of a plow which transmits the voltage into the earth is being tried in experiments with some success on the farms of Donald Woodward, millionaire agriculturist, here.

The process is the invention of Hamilton L. Coe, of Pittsburgh, who declares that it not only eliminates weeds and destroys bacteria and harmful grubs, but restores the fertility of farm lands and produces crops in record time.

**Celery City Travelers To Picnic.**

**Kalamazoo, Aug. 2**—Kalamazoo Council, U. C. T., will hold its annual picnic and outing Saturday, Aug. 13, at the Buckholz resort, Long Lake. There will be dancing, boating, bathing and games, with a basket dinner at 1 p. m. J. J. McGuire, C. A. Blackwood, and J. A. Biemer are in charge of transportation and other arrangements.

E. C. Chamberlin, dealer in general merchandise at Topinabee, renews his subscription to the Tradesman and says, "Your paper is getting better every year. You certainly gave Henry Ford a hot one this week. Give him another."

E. S. Botsford, druggist at St. Mary's Hospital, renews his subscription to the Tradesman and writes as follows: "I find it a necessity on my part to keep the Tradesman before me."

**How About the Stomach?**

**Chuck**—I thought you promised to save me some of that liquor you had.

**Wally**—I tried to, but it ate holes through everything I put it in and I finally had to drink it.

**Essential Features of the Grocery Staples.**

Sugar—Jobbers hold cane granulated at 6.60 and beet granulated at 6.50.

Tea—The situation is still pretty dull, although the undertone is still fairly strong, although perhaps not quite as strong as it has been. Certain China green teas have shown a little shading during the past week. Congous are scarce. Nevertheless, the price in this country is less than replacement value. Ceylon teas continue strong. Consumptive demand for tea has not yet reached its summer maximum and does not seem certain to.

Coffee—The market for Rio and Santos coffee, green and in a large way, has been rather nervous during the past week, having several small fluctuations both up and down. The net result is a small fraction less for the whole line of Rio and Santos than a week ago. Mild coffees remain entirely unchanged from last week. The general feeling in milds, however, is firm and buyers and sellers are a little apart, making the demand dull. Jobbing market for roasted coffee shows no particular change for the week.

Canned Fruits—By reason of the deadlock between canners and growers of California fruit, no general prices have been named on new pack California fruits, although some fruit is being packed. Spot California canned fruit is dull, on account of the uncertainty as to futures.

Canned Vegetables—All of the major vegetables are holding their own, with tomatoes not in the class, however, with peas and corn. Twos tomatoes have been sold at 77½c for straight carloads, with 3s and 10s relatively firmer. Futures are in somewhat better demand. Southern corn is much firmer and 87½c is the inside on standard crushed, where it can be found at all. Many canners are off of the market as they are afraid that they will not be able to fill their orders. Pea canning is ending in Wisconsin with a considerable cut in the output now assured. Fancy grades will likely command a premium since weather conditions cut down the proportion of that class. Stringless beans in the South and upstate are firmly held. Some packers have withdrawn their offerings and where they sold futures say that they will lose money as they were not able to get raw material as low as they anticipated.

Dried Fruits—During the week other apricot people have named new prices on a lower level on those named before. The market for new apricots is undoubtedly soft and prices are tending downward. There has been a good demand for Oregon prunes, without material change. The peach crop is to be large this year. The market in that line is none too strong. Raisins are a little less active than they were, with no particular change in price for the week.

Canned Fish—Red Alaska salmon is variously quoted from \$3@3.10 for the new pack. Deliveries are being made at Seattle and it is the policy of most canners to quote as they have goods to offer. The pack is over and is estimated at 1,000,000 cases, or less than

half of last year. There is a good demand for spot pinks and a better call for reds which is stiffening prices. Some grades of Maine sardines are being sacrificed at lower prices to clean up 1926 goods. Tuna is much firmer and chain stores and jobbers have been active in picking up spot stocks.

Salt Fish—Not much change has occurred in mackerel. Shore mackerel is rather scarce, as most of the catch is being sold fresh. Norwegian and Irish mackerel are lower, with light supply. Prices of mackerel are moderate and the quality is good, therefore, the demand is better than usual.

Beans and Peas—The market for all varieties of dried beans is quiet, without any material change in price since the last report. California limas, however, have been particularly easy, but showing a little more strength as the week closes. Dried peas dull and unchanged.

Cheese—The market has had a firm week, without any particular development. Producing sections send in strong reports.

Nuts—The distributing trade is playing a waiting game because there is no immediate need of increased stocks since the consuming outlets are nominal during the warm weather. Prices are high, throughout the line, and dealers prefer to buy against their actual needs as they develop because of the possibility of changes in values a little later when new crop will begin to appear. There is a pronounced shortage of walnuts, both shelled and unshelled, and substitution of brands and packs is necessary. In shelled nuts, pieces often must be taken where halves are preferred. All walnut meats are on a high level and buying is being done conservatively. There is no over-supply of almonds. Foreign shelled almonds are in smaller compass than usual and there is hesitancy to contract for freshly cracked nuts of the old crop for early fall shipment or for new goods. Pecans are steady. Most of the reports indicate a reduced yield in the South and sellers look for a stronger market when carryover is concentrated in stronger hands. Brazil nuts are being held firm at passing quotations.

Rice—Small quantities of new rice have begun to reach Southern mills, indicating that the low point of supplies of the season has passed. From now on there will be a gradual increase in the amount of rice available. Carryover, however, is regarded as unusually light as it has been the policy of distributors in all domestic markets to keep their holdings down to a minimum. They have not completely cleaned out their rices as the early varieties of new crop are not always satisfactory and it will not be until several weeks before there are any appreciable quantities of the more preferred types.

Syrup and Molasses—The market for sugar syrup is quite dull. Prices are unchanged. Compound syrup is showing a steady feeling, but with not much business. The demand for New Orleans molasses is quiet, without change in price. Prices, however, are comparatively steady.

**Review of the Produce Market.**

Apples — Transparents, \$1.50@1.75 per bu.

Asparagus—\$1.50 per doz. bunches.

Bananas—6@7c per lb.

Beans—Butter, \$2 per bu.

Beets—Home grown, 30c per doz. bunches; \$1.25 per bu.

Blackberries—\$3.50 per 16 qt. crate.

Butter—The market has been rather inactive during the week. Offerings of fine fresh creamery have been moderate and the demand fair. The market is about steady, without change. Undergrades are selling to some extent, at easy prices. 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, 85c per bu.

Cantaloupes—In full supply on the following basis:

Jumbos ----- \$4.25

Standards ----- 4.00

Standard flats ----- 1.75

Carrots—20c per doz. bunches; \$1.25 per bu.

Casaba Melons—\$2.50 per crate.

Cauliflower—\$3 per doz.

Celery—Home grown is now in market, commanding 40@60c 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 ----- \$6.30

Light Red Kidney ----- 7.00

Dark Red Kidney ----- 5.50

Eggs—Eggs are still coming forward in heated condition. The percentage of fine fresh eggs showing no heat is comparatively light. Everything good is absorbed upon arrival at full prices, which, however, show no change for the week. Local jobbers pay 24c for strictly fresh.

Egg Plant—\$2.25 per doz.

Garlic—30c per string for Italian.

Grape Fruit—\$7@7.50 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.

Honey Dew Melons—\$2 per crate.

Lemons—Quotations are now as follows:

300 Sunkist ----- \$10.50

360 Sunkist ----- 10.50

360 Red Ball ----- 10.00

300 Red Ball ----- 10.00

Lettuce—In good demand on the following basis:

California Iceberg, 4s, per bu. --\$7.00

Outdoor leaf, per bu. ----- 75c

New Potatoes—Virginia stock commands \$4 per bbl.

Onions—Spanish, \$2.50 for 72s and \$2.75 for 50s; Louisville, \$4 per 100 lb. sack. Home grown are now in market, commanding \$2 per bu. sack.

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

100 ----- \$7.00

126 ----- 8.00

150 ----- 8.00  
176 ----- 8.00  
200 ----- 8.00  
216 ----- 7.50  
252 ----- 6.75  
288 ----- 6.25  
344 ----- 4.75  
Red Ball, 75c cheaper.

Peaches—\$4.50 per bu. for Elbertas from Illinois. The quality of recent arrivals is good.

Peppers—Green, 60c per doz.

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

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 20c

Light fowls ----- 14c

Heavy Broilers ----- 23c

Light W. L. Broilers ----- 14c

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

Raspberries—Red, \$4; black, \$3.50—16 qt. crates.

Spinach—\$1 per bu.

Sweet Potatoes—\$1.75 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; \$1.25 per bu.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 20c

Good ----- 19c

Medium ----- 17c

Poor ----- 12c

Watermelons—45@65c for Georgia stock.

Whortleberries — \$3.50 per 16 qt. crate.

**Quality Service Stores in Michigan.**

Wyoming Park, Aug. 2—I am pleased to report that this movement is growing in a surprising manner. My mail continues a surprise such as the following nearly every week. We are going to have a meeting soon of all the quality service stores in the State. I want the names and addresses of the Secretary from each Q. S. town. Please mail it at once, so you can be properly notified; also send me a copy of your advertisement.

If there are other towns not yet organized and who want to hear more about the movement, let me know and we will arrange a meeting.

To show the enthusiasm in the different towns, I am publishing letters.

Paul Gezon,  
Sec'y Retail Grocers and Meat Dealers Assn.

Lansing, July 21—Will you kindly communicate the date and place of meeting of the next State meeting of grocers' service stores. Our twenty-three stores are going fine and would like to attend the convention in a body, if possible. At least we will send a committee.  
W. R. Cardwell.

Ann Arbor, July 8—Enclosed find a check for \$2.50 to pay State Association dues for A. C. Steffe, Pontiac Road, Ann Arbor, who has joined the quality service grocers.

We have fourteen in and about half are coming out regular and enthusiastic working the specials. My section of the city is beginning to take hold of our special and look for the advertisement.  
L. T. Strickland.

Ann Arbor, Aug. 1—Here's two more—the F. & F. Store, 615 Packard street, and the Miner Street Grocery 614 Miner street.

This makes us sixteen and co-operation is getting better.

L. T. Strickland.

## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

The architect of the Realm regrets that the notorious Colfax Gibbs is still in possession of a license from the Michigan Securities Commission, authorizing him to sell real estate in this State. He is now handling properties in the vicinity of Flint. He is irresponsible financially. He does illegal things and frequently resorts to criminal practices. He is not a safe man to turn loose on the people. The Commission has no business to permit a man who does things he does to conduct business under State auspices; to show that he is authorized by the State to pursue an honorable occupation when he has no character back of him which justifies such action. Unless the Commission sees fit to cancel the license, Realm will be forced to make disclosures which will make the license valueless in the estimation of any reader who has access to this department.

Another necktie fraud has put in an appearance. It is Ellwood McCloskey, the blind puglist of Philadelphia, who sends out unasked and unwanted goods through the medium of his wife who he claims has supported him since he was stricken blind twenty-five years ago. His story is a pathetic one, if true, but it does not afford any excuse for misuse of the mails.

The Signal Hosiery Co., of Cambridge, Mass., is deluging the State with circulars setting forth the alleged merits of the hosiery it handles—on a mail order plan. It does not send out goods unordered, so far as our present information goes, but it makes large promises as to compensation for those who will act as agents. Our advice is to let the Signal Hosiery Co. alone.

The Attorney General of New York has charged the Decimo Club with fraud and an injunction has been issued temporarily restraining them from selling further certificates of membership in New York State. The order also applied to the Apasco Purchase and Sales Corporation and the Drew Tailoring Company. The affidavit charges fraud in dealing in securities in violation of the Martin Act, and with collecting \$1,020,000 initiation fees from members. Officers of the Decimo Club are said to receive large salaries and it is alleged the balance sheets of receipts and disbursements of \$620,662.89 show only \$50 cash. Solicitors were said to have been paid \$250 to \$350 to enroll members. The Club is ordered to show cause why the injunction should not be continued.

A fraud order has been issued by the Postoffice Department against the M-M Laboratories, Inc., Chicago, Ill., and they have been denied the use of the mails. The specific charge against the firm was alleged misrepresentations in the sale of a preparation known as "Motor Mystery." In his memorandum recommending the issuance of a fraud order, Solicitor Donnelly said to the Postmaster General:

"Referring to the matter of refunds

which prospective customers are led to believe will be made promptly if they are not 'delighted,' purchasers who advise the concern that the product is without value and demand a refund in accordance with its promises, are sent a form letter in which they are advised that the company is sending two more cans of 'motor mystery.' The customer is requested to test one of these cans in his car and one in a friend's car."

It is reported that the second trial of "motor mystery" did not work satisfactorily and the refunds under the guarantee were not made. Following the usual formula the company urged the customer to try it again. The report stated that the evidence showed that this was "a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises," and the fraud order was recommended against M-M Laboratories, Inc., M-M Laboratories and L. Fosgrave, director, at Chicago, Ill. This is good work on the part of the Postoffice Department.

There are quite a few concerns manufacturing preparations of various kinds supposed to be cures for obesity, but investigations reveal that about the only thing that gets lean is the victim's pocketbook.

The list of preparations in existence includes pastes, soaps, and bath powders for external use and tablets, pills, powders, and chewing gum for internal use. Also there are the so-called "reducing" breads. Government chemists recently analyzed a preparation of the paste type, supposed to contain among other things bladderwrack, thyroid substance and tincture of iodine. Not one of the three ingredients have any effect on the weight when applied externally, but they are not uncommon ingredients of advertised anti-fat remedies. The analysis made revealed that it was essentially 5c worth of soft soap selling for \$1.50, it is stated.

The latest concern advertising an anti-fat remedy to be put out of business is the Floranzona Corporations of New York City, which was selling a bath salt through the mail which was claimed to reduce weight. The Postoffice Department stated Government chemists analyzed their preparation known as "Floranzona" and found it was a combination of Hypo salt, used by photographers, mixed with baking soda, iodides and perfume, a preparation costing about 17½c and retailing at \$3.50 per package.

M. Rosenberg, originator of the preparation, Mr. Rubin and one employe operated the business which had a total gross receipts for the calendar year 1925 of approximately \$20,000. During that period it cost them \$7,000 to advertise their product.

A form of the internal remedy is the product of the Durex Co., of Chicago, known as "Normo," and is said to be of no value. This company puts out a tablet, and according to the literature, by taking these tablets, eating moderately, avoiding butter, sugar, fat meats and potatoes, being regular in habits, taking exercise every day, breathing deeply, etc., the fat will fairly roll off.

According to the American Medical

Association, these so-called fat reducers are divided into two classes; those which contain thyroid and those that contain no thyroid. The first class is dangerous, unless given under doctor's directions and the second class is useless in reducing fat unless they contain something which interferes with the digestion of the food. This would eventually be harmful to the digestive system.

Jobbers who buy the output of a state prison factory then sell these products to their customers are in truth still jobbers and not manufacturers, according to findings made public by the Federal Trade Commission following its investigation of trade practices of the Commonwealth Manufacturing Co., of Chicago.

The Commonwealth Co. has been ordered by the Commission to cease and desist in selling shirts, shoes, binder twine or other merchandising under a trade name or corporate name which includes the word "manufacturing" or a word or words of like import. The order contains the provision, "unless and until such respondent actually owns and operates, or directly and absolutely controls a factory in which the products so sold and distributed by such respondent are manufactured."

Purchase by the Commonwealth Co. of large amounts of shirts, shoes and binder twine from the State of Indiana after the manufacture of these articles in the Indiana State Prison and sale of these articles by the company to its customers after advertising itself as a manufacturer and a direct-from-the-factory dealer, are indicated in the findings of the Commission.

With an outstanding capital stock of \$5,000, ten salesmen on the road and working only on a commission basis, with two clerks employed in a small office, the company has sold from 18,000 to 20,000 pounds of binder twine a year, about 50,000 dozen shirts a year and fifty to sixty pairs of shoes a day, according to the findings. These goods were purchased from the State of Indiana then advertised by the company through use of such typical phrases as "Commonwealth Manufacturing Co., Manufacturers;" "Buy Direct from the Manufacturer;" "\$6.50 per dozen, F. O. B. Factory;" "Mills: Michigan City, Indiana."

Michigan City, Indiana, is the home of the Indiana State Prison, where binder twine, shoes and shirts have been manufactured within the prison walls for many years. Such products, in accordance with the laws of Indiana, are used primarily to supply the needs of the State's public institutions while the surplus of such wares above and beyond the requirements of the State are sold by the warden of the prison in the open market. It was from this surplus that the Commonwealth Manufacturing Co. bought its goods, according to the Commission's findings.

While the Commonwealth Co., in addition to paying the state cash for its products from the prison, did, in the instance of its shirt purchases furnish some sewing machines which were used by the state to augment its other manufacturing machinery, and also furnished some cloth and trimmings which were manufactured by the state

ino shirts, the Commission finds that this company has never been the manufacturer of the shirts sold by it and does not operate or control a shirt factory. The Commission holds that representations made by the company regarding its "manufacture" of the articles sold are false and misleading and have had the tendency to deceive the purchasing public.

Among the competitors of the Commonwealth Co. are many firms who manufactured and sold shoes, binder twine and shirts in competition with the respondent and who rightfully and truthfully represented themselves to be manufacturers of such products. There are also among such competitors many who did not manufacture the shirts, binder twine or shoes that they sold in competition with the Commonwealth company and who in no wise represented themselves to be manufacturers of these products.

The Commonwealth Manufacturing Co. has conducted parts of its business under the names, "Chicago Manufacturing Co." and "Harry Dushoff & Co.," according to the Commission. The concern is said to have a capital stock of \$50,000 but the outstanding stock of \$5,000, with the exception of two shares, is held by Harry Dushoff. Of the two shares not held by Dushoff one each is listed in the name of two individuals so that they can qualify as directors of the corporation, it is reported by the Commission. The same set of books and the same office and force have been used by the company in operating under any or all of these names, the Commission finds.

# Duro Belle

## HAIR NETS

Bring Bigger Business

Women prefer Duro Belle Hair Nets because they are perfect in shape; strong lustrous and fine.



Sell Them By  
The Dozen

in Sanitary Package.  
Contains twelve Duro Belle Hair Nets, packed in a trim, dainty parcel. Duro Belle Displays Are Yours for the asking. Write Your Jobber or Direct.

**NATIONAL TRADING CO.**

630 South Wabash Ave.,  
Chicago, Ill.  
Governor Place & 14th St.,  
Long Island City, N. Y.





### RETURN OF THE LEGION.

The projected trip to France in September of some thirty thousand members of the American Legion has been frowned upon by some pessimistically inclined persons. They venture the opinion that the presence of the legionnaires on French soil will be unwelcome to the people of that country, who, they say, will only see in that great body of former doughboys an unpleasant reminder of the fact that France owes to the United States a vast sum of money upon the method for the repayment of which the Governments of the two countries cannot seem to come to an amicable agreement.

General John J. Pershing, who was at the head of the American Expeditionary Force during the kaiser's war and who has kept in close touch with the sentiment not only of the men who made up his great army but with that of the French people as well having frequently visited France since the close of the war, and who has just returned to Washington from one of such trips, is enthusiastic about the coming visit of the veterans to the scene of their former triumph and says the excursion "will be the greatest pilgrimage for good will ever undertaken in history." The General reports a distinct advance in the friendliness of the French people during the last year, and any one who has read the papers since our aviators made their flights to the French capital knows that friendliness has been distinctly enhanced during the last few weeks. These intrepid flyers have done much toward paving the way for the thousands of soldiers who will arrive in Paris this fall, to be led in a parade down the Champs Elysee by General Pershing in person.

The desire of the soldiers to return to the scene of their tribulations and their triumphs is most natural. With very few exceptions, the rank and file of the Americans in Europe during the war had little opportunity to see the country, and what they did see was a country harassed and distressed and torn by war, while the visitors themselves had something besides sight-seeing on their minds. But they did come in more or less contact with the French people, and it is a most natural desire on the part of the Americans to want to see France under peace conditions. Added to that is the perfectly natural desire of men who lived through many perilous adventures to revisit the scenes of their exploits.

By all the theories of time and space a peaceful invasion of France is justified, and it is to be hoped more thousands may go on a similar errand in nearby future years, before the veterans grow too old to enjoy the trip.

### THE SOUTH'S BLACK YEAR.

Despite a growing public sentiment in the South against lynching and floggings, this has been a black year for both. The steady decrease of mob murder in recent years has been sharply checked, and outbreaks of unusual brutality without even the usual excuse have marred the records of states that

were beginning to point with pride to their observance of the law.

Here and there state troops have been called to prevent lynchings, as at Jackson, Miss., where, after an exceptionally shocking crime, a negro was successfully tried and sentenced to death without interference from a mob. But only a few weeks before, in a near-by town, two negroes had been burned at the stake after they had killed a white man in self-defense.

Most of these instances of mob law argue a fundamental defect in the system of law enforcement. The sheriff of a county, who is the tax collector, too, in most instances—an incongruous combination of jobs at best—is far too afraid of his political future to take drastic action against a vehemently active group of the voters in his own county, even if, as in some instances, he has the silent backing of the majority. This last happy situation is, however, by no means the rule.

The successful use of State troops in cases of threatened mob violence argues a way out for the South, once it is really determined to put an end to the most vicious kind of law breaking. This is the establishment of state constabulary—troops of well-trained men beyond the reach of local political influences whose sole duty shall be law enforcement at any cost.

There are networks of good roads in nearly all the Southern states, making it possible for small bodies of men to be moved about swiftly and thus reducing the necessity for the maintenance at a great expense of large organizations of state police.

This solution for a bad situation of long standing has met with some discussion in the South already; the fact that recent lynchings are certain to revive talk of the passage of the Dyer Federal anti-lynching bill may give the plan further impetus. For as soon as the South realizes that there is serious danger of the passage of the Federal law it will take effective action.

The present difficulty goes much deeper than any mere friction between the races, as most of the victims of floggers have been members of the white race who were beaten by their fellow members. Flogging and lynching are two manifestations of exactly the same spirit—the insistence upon personal vengeance at the expense of law enforcement.

Both can be ended, and will be very quickly when it is made plain that those who participate in them are certain to be arrested and brought to trial. It is only this certainty, which hardly exists to-day anywhere in the South, that will clear our civilization of these blots.

### PROGRESS IN THE AIR.

Not so very long ago there was a general complaint that we were falling far behind Europe in aviation. Most of our returning tourists spoke in envious terms of the progress that was being made over there, and not a few of them argued that we should have to adopt the same policy of subsidizing commercial flying if we hoped to catch up with Continental Europe. These travelers cited the fact that the army,

navy and post office flyers had achieved incomparable results.

There is no question concerning the fine work the men in these three branches of the service of the Government have done recently. It has been of the highest order. But it has served to stimulate commercial flying in a much more substantial way than subsidizing the industry would have done. Nor should we overlook the advances which have been made through the healthful competition among private organizations. Many improved technical devices and new instruments have been produced, and the industry now seems to be established on a solid foundation without Government aid.

The actual progress made, however, is more clearly set down in the figures which the Department of Commerce published recently. While we seemed hopelessly behind in 1923, we now have 3,500 to 5,000 airplanes in commercial service, and the number is increasing so rapidly that the improved system of plane regulation is hard put to keep up with the increases. The figures of the department show that the value of aircraft and air materials in this country in 1926 was \$24,161,752, or almost twice as much as the \$12,775,181 value in 1925. The tentative estimates of production for 1927 indicate the maintenance of the rate of increase for this year.

Furthermore, the officials of the Department of Commerce find that the redesign of flying machines in the manufacturing industry has removed many defects and set up standards which have helped to reduce the disaster hazard tremendously. In the operation of the air mail in 1922 there was one death for each 138,000 miles flown; in 1925 the death rate dropped to one for each 789,000 miles of flight and in 1926 there was only a single fatality for 2,292,000 miles flown.

It is highly satisfactory to record that the officials believe that the time is almost here when every plane wreck can be directly attributed either to defective machinery or incompetent piloting. It is significant that the accidents occurring to-day are almost all due to taxi flying around local fields when the pilots are using war-salvaged material that is sometimes in perilously bad shape. Proper supervision can—and should—prevent the use of dubious material.

### PROBLEM OF DISTRIBUTION.

Problems of distribution continue to be discussed at meetings of trade bodies and there is a divergence of views as to their solution. Producers are not always agreed with wholesalers as to what the best course may be in getting their wares into the hands of the consuming public. On one point, however, practically all are in unison. This was put in this way recently by John S. Lawrence, President of the New England Council, in an address delivered before a number of hosiery wholesalers: "The old method of production against advance orders on the part of the wholesaler, permitting of mass production and mass distribution, has gone for good." As a result of the

changed methods producers have resorted to different devices. These include the use of the "door-bell ringers" who peddle their wares from house to house, although the range of the merchandise they offer is necessarily limited, and the sales to chain stores and syndicate groups of retailers. Such efforts as these are merely symptoms of a desire to cut down costs of distribution and thereby enable the ultimate purchaser to secure goods at lower prices. Mr. Lawrence told the hosiery men that a proper co-ordination of effort between producer, wholesaler and retailer could successfully meet the present kinds of competition. Such a co-ordination, he added, would result in a steady flow of merchandise which would cut down both the cost of production and of distribution and give the customer better service. "After all," said Mr. Lawrence, "all profits come from good service to the public."

### CANNED FOODS QUIET.

There has been no excitement in the canned food market this week, but it has been noticeable that there is a good jobbing demand for many products which were neglected until recently. Hot weather has increased the consuming outlets for fish and other items which sell at their best in the summer. It is found that it is not so easy to pick up on spot the quantities of foods to be had formerly, and the ideas of sellers are firmer. Where a buyer takes a day to think over a purchase he often finds that the goods have been disposed of in the meanwhile and that to duplicate the brand and the quantity is not so easy. There is no speculative trading nor heavy purchasing throughout the list, and yet there is a healthy demand based upon actual needs. As buyers comb over the market and come to realize the better situation to-day as compared with the first part of the year they are apt to have more confidence in the situation, especially as many packs have been curtailed. The height of the vacation period is having its effect upon trading as many buyers are absent and they have left merely nominal orders to their assistants.

### HAPPINESS OUT OF TROUBLE.

The only man who does not have trouble is dead. Trouble is an angel of God to lead us to better things. It always makes us better or bitter. Through discipline, work and fellowship it brings out the best in us. The first step to get happiness out of trouble is to regard it an essential part of life, not an excrescence, and never let it surprise us. Then we must tackle it promptly, intelligently and vigorously, knocking it out as does a prize-fighter his antagonist. Above all, we must be in tune with the infinite through thanksgiving, worship and praise and thus turn the trouble of life into the music of happiness.

The Michigan Tradesman is not the only paper that contains a Realm of Rascality department. The advertising columns of some newspapers are such in fact.

## OUT AROUND.

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

The real estate development on U S 16, East of East Grand Rapids, exceeds in scope, variety and vision anything I have ever noted in connection with the expansion of Grand Rapids. The men who are responsible for this improvement are certainly working along broad lines.

The Watterson store, at Cascade Village, has been moved back thirty or forty feet to provide for the expansion of the road from 66 to 100 feet.

Across the Thornapple River, on the hill, Hon. Roger I. Wykes has erected a beautiful and commodious residence, which he expects to surround with other residences in keeping with the delightful atmosphere he has thus created. Included in his plans for a plat covered with suburban homes is a nine hole golf course.

On the South side of the road, opposite the Wykes mansion, C. C. Follmer and the writer own about 125 acres which we propose to develop some of these days along artistic lines. The land follows the bend of the Thornapple River and overlooks the beautiful lake which has been created by the construction of the Cascade Village dam. I believe this location, with the broad mill pond at the base and the high hills crowning the view beyond, can be made one of the most attractive residence districts in suburban Grand Rapids.

One of the most noticeable features of the times is the inclination of city people to purchase home sites in the country within easy distance of their city homes. Some locate on Lake Michigan or some inland lake, river or stream; others select the center of a dense forest, where they are secure from intruders; still others pick out a lofty viewpoint overlooking a wide stretch of lake, stream or farm land. These people, as a rule, employ architects to design homes in keeping with their surroundings and then proceed to provide themselves with practically all the creature comforts they enjoy in their city homes. By so doing they avoid the cares and responsibilities of city life; they get away from the noise and turmoil of city streets; they secure the seclusion, rest and recuperation which they cannot obtain in any other manner. This movement is a recrudescence of the spirit of the primitive man which leads us to get back near to Nature and enjoy the things which God created and nourished for the inspiration and education of His people. I think this is one of the best signs of the times and a sure indication that we have not become so obsessed with the gain and glitter of commercialism and community life that we cannot find enjoyment in the original conditions which God in His wisdom provided for our pleasure and gratification.

As near as I can recall, thirty homes of this character have been erected by Grand Rapids people during the past three years and fully a dozen are now in course of construction. I hear of others being planned, the latest being that of Jay Diamond, of the Clipper

Belt Lacer Co. Mr. Diamond has secured an option on the grist mill, dam and flowage rights at Talmadge Village, about ten miles out West Leonard Road. If he concludes to carry his option into effect he will throw another and higher dam across Sand Creek, raise the water high enough to create a respectably sized lake and erect a beautiful home on the high land overlooking the valley. I will be sorry to see Talmadge deprived of her principal industry, but an estate such as Mr. Diamond proposes to create will necessitate the regular employment of five times as much help as the grist mill has ever required, so the village will be the gainer in a material way in the end, besides having a beautiful body of water to bathe and fish in and a commodious home and beautiful surroundings to look at and admire. As a boy, sixty years ago, I repeatedly traversed the entire length of Sand Creek, and as I now recall the valley there are many other available locations for comfortable and commodious homes along this wandering stream quite as attractive as the one Mr. Diamond proposes to develop with so much care and thoroughness.

The first town East of Grand Rapids on the Grand Trunk is Ada, which is about as old as Grand Rapids. Rix Robinson began buying furs on Grand River, near Ada, about 1820. He succeeded Madam La Fromboise, whose husband began dealing with the Indians a short distance East of Ada about 1800. I think the first white man who came to Grand Rapids to settle permanently was Louis Campau in the fall of 1826.

Ada has long enjoyed being on the main wagon road and automobile thoroughfare from Ionia to Grand Rapids. Judging by the grade lines of M 21, she will be slightly off the main line of travel between those towns when the cement is laid on M 21.

The installation of the new dam and power plant put an end to the milling industry of Ada, probably for all time to come, but the town has brightened up considerably of late years. The hotel, which for many years made liquor selling its main business, now looks very attractive under the management of a nephew of the late W. R. McMurray.

I miss many old residents of Ada, including John Smith and William R. McMurray, who have been called hence during the past year. I am told that James Bristol, another pioneer merchant of Ada, is still living, but somewhat impaired in physical strength.

I was told at Lowell that the town has lost about 200 inhabitants during the past year, but those who remain more than make up any loss of that kind by their energy and aggressiveness. The residence district certainly never presented a more attractive appearance than it does to-day. The business places also look very inviting. With frontage on two rivers, I have always maintained that the good people of Lowell should have long ago employed a landscape architect to guide them in the development of their city along artistic and altruistic lines. Lowell has natural advantages which

would enable her to become one of the most beautiful little cities in the world. I sincerely hope she will avail herself of the opportunity she has so long neglected to adopt a city planning system. Such a plan, properly carried into execution, would double the value of every foot of real estate in the city. The utility of beauty is one of the things which too few Michigan cities and towns have as yet learned to value.

At Ionia I made my first call at the House of Correction to enquire what department Guy W. Rouse had been assigned to work out his sentence of hard labor for the next thirty-five months. The prison surroundings are very beautiful, indicating that the new warden possesses artistic taste of a high order. Everything about the prison seemed to be in gala attire. A base ball game was in progress on the athletic field and a brass band from another town was discoursing beautiful music for the enjoyment of the prisoners and invited guests. I could hardly realize that I was within the walls of a reformatory institution. It seemed more like a circus or a fair or a carnival than a place where men were sent to repent of their evil deeds and build up a new character for the future. I may not have the right angle on the situation, but it strikes me that such doings are a travesty on penology.

Instead of assigning Guy Rouse to some duty which comes within the provision of his sentence to hard labor, I found him to be a clerk in the T. B. hospital; that instead of sleeping in a cell or dormitory, like an ordinary felon, he occupies a bed in a beautiful room where he has all the comforts of home. I did not ask about it, but I suppose he has a private toilet and bath; that his hands are cared for by a special manicurist and his shoes are shined by a personal porter. Possibly he also has access to a private secretary to keep track of the \$150,000 bonds he is alleged to have purchased with a portion of his \$500,000 stealings and which he has thus far succeeded in keeping secreted from his creditors and the victims of his gigantic thievery. He began serving his sentence three weeks ago and if he lives up to the prison rules—assuming that he is regarded as an ordinary prisoner, amenable to the rules which are enforced in cases where men receive fifteen years for stealing eleven chickens—he will clip seven months off his minimum sentence of three and a half years. In other words, he will be subject to parole in June, 1930. Because the letter and spirit of his sentence—as pronounced by Judge Verdier—are both utterly ignored at the prison where he is now pleasantly sojourning, it is not at all unlikely that he will find an officer awaiting him when he bids farewell to his present abode a little less than three years hence.

I may be wrong—I sincerely hope I am—but I cannot help feeling that the favoritism shown Guy Rouse by the prison authorities at Ionia will so enrage the many victims of his criminal acts that they will never be content to see him walk away from Ionia a free man. In other words, the leniency shown him during his first term in a

penal institution will produce a reaction which will result in his being returned to a real prison on charges even more serious than the allegation on which he was apprehended, arrested and sentenced to his first term in "penal servitude."

While in Ionia I called on a gentleman who had another leaf to add to the disreputable career of the criminal above referred to. Some years ago the Ionia gentleman was made receiver of a retail grocery firm whose career was ended by an unfortunate failure. The partners were so chagrined over the disaster which overtook them that they turned over everything they possessed to the receiver, who figured he could thus pay all the creditors twenty-five cents on a dollar. The Worden Grocer Co. was the largest creditor. Rouse called up the receiver on the phone and urged that he pay the Worden Co. 50 per cent. and the other creditors 12½ per cent., adding that he would "make it an object" for the receiver to betray the trust thus reposed in him as an honest man and a reputable lawyer. I do not care to repeat the language the lawyer used in describing this circumstance, but the word "crook" was not omitted in the characterization the proposal evoked. "From that minute I knew Guy Rouse was a scoundrel," remarked the gentleman, "and I have been looking to see him in Ionia prison ever since."

One thing which constantly puzzles me on these Out Around trips is the number of worthless or nearly worthless automobile accident insurance policies which are being peddled among the retail trade by irresponsible agents representing companies with shady reputations and poor records, so far as performance is concerned. I was asked to pass judgment on six such policies during my calls on the trade last Saturday. In all cases the policies were little less than jokes in disguise. They were replete with technical conditions which practically destroy their value. In only one case had a policy been read by the recipient. It looks as though I would be compelled to play up the men who are engaged in this nefarious business in the Realm of Rascality department. Taking out automobile insurance is a voluntary act under our laws—I think it should be compulsory—and any man who pays the price ought to get what he pays for, instead of a piece of paper which contains plenty of reading matter, but little of value to the person who relies for protection on the possession of the policy, without realizing how little protection he really enjoys.

E. A. Stowe.

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**Graft in Business.**

Secret graft is like a cancer. It eats out the vitality of commerce and the strength of the state. Every secret commission, every covert gift, given by one party to the agent of another, is a denial of the square deal.

It is not square by the employer because it buys betrayal of his interest. It is not square by the recipient because it corrupts his business integrity. It is not square by every other salesman because it makes his honest livelihood that much more difficult.

## SHOE MARKET

### Problems of Chain Store Merchandising.

A survey made public recently by the Chain Store Economic and Financial Research Bureau is authority for the astonishing statement that, of \$3,400,000,000 in business done during 1926 by the chain stores of the country, approximately \$1,156,000,000 comprised sales of commodities from which the retail outlets derived no profit whatever. The survey concludes that \$272,000,000 worth of merchandise was sold during the year at a loss, while articles yielding a total of \$884,000,000 were disposed of at cost plus overhead expense. These figures represent 8 and 26 per cent., respectively, of the aggregate sales for the year. The statistics are said to cover 75 per cent. of the chain store organizations.

While the major portion of the non-profit sales are credited to the grocery field, those familiar with the merchandising practices of the chain organizations in the shoe trade will recognize that shoes have also contributed their share to the well nigh incredible total of non-profit sales. In any event the figures clearly indicate that even with all of the efficiency with which the management of the chains is credited, they, like the independent individual operators, are not immune from the difficult problem of trying to merchandise profitably and of selling at prices that will attract consumers on the one hand and leave a margin over and above operating expenses on the other.

There is every reason to expect, moreover, that this problem will become even more difficult, in view of the prevailing trend toward increased wholesale prices for shoes. The chain stores, to a much greater extent than the individual merchants, have based their merchandising policies on definitely fixed retail prices for definitely established qualities of shoes. They will therefore find it correspondingly more difficult to adjust their selling prices to the new market situation unless they are able to continue to buy shoes of the same quality at former prices.

The unquestionable advantage of mass buying power will in a measure tend to offset the disadvantage at which the chain store operator finds himself, due to the rising market, for he will be in a much stronger position than the individual merchant to resist advances in wholesale prices on the part of the manufacturer. Assuming, however, that the present trend toward higher prices continues over a considerable period, as now appears probable the volume buyer, like the individual merchant, will be obliged sooner or later and in some degree to yield to the inevitable and face the problem of marking up his retail prices, lowering his quality or accepting a further curtailment in profits.

It has been suggested that a possible way out of the dilemma that confronts the chain store operators, particularly those who pursue a one price policy in the popular grades, will be to introduce another higher price range, representing the same quality as the grade now featured, while preserving

the present price range in a lower quality line. This solution also presents its difficulties. Meanwhile the individually owned store, with its more flexible price policy, occupies a strategic advantage due to its ability to adjust its merchandising and selling plans more easily to the higher wholesale price level.—Shoe Retailer.

### Softening in Rates Comes at Unusual Season.

With the season of year at hand when money rates usually harden the outstanding force now visible is one of softening tendencies.

A pronounced advance in call loans during the last few days of July and early August usually precedes an autumnal rise and the severity of this late summer change always is studied for light on the future movement. What makes 1927 differ from other years is that the approach of August has brought no sign whatsoever of dearer money. Instead of rising, the rate on call funds has dropped for the fourth time this year to 3½ per cent., its lowest 1927 level. Already the influences for ease have spread to other departments of the money market which ordinarily do not follow so quickly the path broken by the call rate.

Not the least interesting phase of the present money position is that some of the most pronounced evidences of ease have been seen in the rate for bankers' acceptances, or, to use a name more common, bills. Through their reluctance to adjust rates, dealers doubtless were responsible in part for the shrinkage in the size of their portfolios from about \$100,000,000 in May to \$28,000,000 ten days or so ago when the volume of bills got down to its lowest total since the war.

Naturally more bills have come out since rates were lowered, but they have not been made as rapidly as might have been expected. Probably the total volume even yet has not reached \$40,000,000. With the further fall in bill rates this week, and the pretty plain evidence that those for the more distant date will come down further, the size of portfolios in the hands of dealers should slightly increase.

What interests Wall Street at the moment more than anything else, so far as the money market goes, is, of course, the trend of time funds. The present softening tendencies in the rates for money of distant securities give the financial district the sign it wants of comfortable money for the remainder of this year.

More and more the prophets in Wall Street are coming to the conclusion that 1927 will, during its remaining months, bring not only an abundance of money at reasonable rates, but corporate profits larger than anybody had estimated six months ago.

It may be that the financial district still clings too closely to the idea that wide swings from high to low during the course of the year in money rates and in business are normal. If 1927 history to date has taught anything, it is that both money and business for the time are stabilized to a degree not known in previous history.

Paul Willard Garrett,  
[Copyrighted, 1927].

### Linens Are Seasonably Active.

Business in household linens is seasonably active at the moment and prospects for increased activity in the near future are bright. Retail stocks are light, and with present prices of goods on this side of the Atlantic fully 30 per cent. under replacement costs in the primary markets, it is not thought that buyers will maintain a waiting attitude much longer. This applies also to buyers of men's and women's wear linens and to users of paddings. Advices just received here from the Continent say that while raw flax has gone up 70 per cent. since March 1, yarns have advanced only 30 per cent., and linen fabrics 20 per cent. This would make it appear that linens are cheap in all markets at prevailing prices.

### Muffler Orders Being Placed.

Manufacturers and importers of men's mufflers report active interest on the part of retailers in new offerings of this merchandise, and a nice advance business is being booked. According to several trade factors seen yesterday, the indications are that the muffler turnover during the next Fall and holiday period is likely to exceed last year's, which was exceptionally good. Silk merchandise of a novelty type is in the lead, and the wholesalers believe this will be the case all through the coming season. Stripes, figured patterns and new color effects are being featured. A demand for cashmere mufflers is also anticipated.

### Economical Neckwear Novelty.

A new type of men's neckwear is being introduced by a manufacturer. The feature of it is the use of a tiny nickel form, over which the cravat is permanently tied. This form is said to possess a different construction from any types previously on the market, and enables the tying of a knot that has the appearance of a regular four-in-hand. The wearing qualities of the tie are enhanced, inasmuch as the knot is tied only once. The silks used are of the better grade, the manufacturer says, and the range of patterns and colors is extensive. The ties are priced to retail at \$1.25 each.

No feeling of satisfaction quite equals that of having done a difficult job extremely well.

Many a wife has to egg on a man to bring home the bacon.

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

We can help you. We can supply you with:

New Opera Chairs  
Fitting Stools  
Show Cases

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

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



### MERCHANTS!

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

Style 972—16 in. Soft Black Elk Pac

Style 977—16 in. Soft Tan Retan Pac

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

**Herold-Bertsch**  
Shoe Company

GRAND RAPIDS, MICHIGAN

Manufacturers of Quality Footwear  
Since 1892

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

LANSING, MICHIGAN

### Prompt Adjustments

Write

L. H. BAKER, Secy.-Treas.

LANSING, MICH.

P. O. Box 549

### REALM OF RASCALITY.

#### Religious and Medical Fakirs Should Be Included.

Under that heading E. A. Stowe, editor of the Michigan Tradesman, has for a long time been running articles designed to expose the individuals and concerns that are not doing a legitimate business but that are trying in one way or another to fleece the public. Mr. Stowe is conducting a trade paper and such a department is extremely appropriate in his publication. It might, however, be conducted so that it would be comparatively harmless to the people who are fleeing the public. But not so this particular department. There is a fighting personality behind it and Mr. Stowe has made himself feared in all parts of the country. His paper in this respect, as well as in many other ways, has become a valuable social institution.

For some time Mr. Stowe has been training his guns on the very numerous concerns that send unordered merchandise. Apparently a large number of individuals and concerns are trying that little game. To the general public the "blind salesman" of neckties is the best example of that kind of thing. There are several such "blind salesmen," all of them backed by a manufacturer of ties who uses somebody's affliction to trade on the sympathies of people. Judging from the Tradesman's columns, merchants are frequently victimized by concerns that send unordered goods. Mr. Stowe has been a tower of strength to all such victims, advising them to charge storage and doing all in his power to make such merchandising as unprofitable as possible.

That it is having results is shown by the letters of protest that are being sent by such concerns, some of them by the managers themselves some by their lawyers. All sorts of threats are being made of suits for damages. Mr. Stowe's reply is invariably to print the letters and his own answers, which latter are invariably challenges to the writers to do their worst and to try conclusions in the courts. It is easy to see that this service is of inestimable value to the merchants of this State.

It would be a fine thing if there were somebody wise enough and brave enough to start a column in some influential publication, called "In the Realm of Rascality," in which rascality in ideas would be consistently attacked. Not merely mistaken ideas—there is probably not one of us who is not mistaken a fair share of the time; at any rate, an intellectual superman would be required to decide which idea was right and which wrong, the kind of superman such as the evolution of the race has not yet produced. To be sincerely mistaken is no crime.

But it would be fine if somebody could debunk the various movements that are frankly for no other purpose than to lure hard-earned shekels into the pockets of those who are clever enough to concoct the schemes. In religion, for instance, the men and women who go about sensationalizing religion for the sole purpose of transmitting people's credulity into dollars

and cents for themselves. In medicine the people who trade on the fears of people in various ways, with nothing of a scientific value to give but selling services that are dangerous to the people to whom they are sold, in addition to being hard on their pocket-books.

There are the various pseudo mystic cults that are springing up in large numbers, especially in the big cities. Edith Wharton, one of the shrewdest observers of contemporary life in America, lists a large number of them in her latest novel, "Twilight Sleep." All anyone needs to do to make money is stain his skin nutbrown and put an oriental turban on his head. After that his commonplaces are regarded by many as pearls of wisdom—at so much per pearl.

There are at all times all sorts of people everywhere who have nothing to contribute and so live as parasites on the people. In commerce they are bad enough, but under the cloak of religion or science they are even worse.—Holland Sentinel.

#### Millinery Houses Busy Here.

Millinery houses are comfortably busy at the moment taking orders for Fall merchandise. All things considered, business for the new season is in excellent shape, and there is every indication of an active August. All classes of millinery are represented in the orders now being placed, but a trend toward better goods is generally apparent. In the finer merchandise hats of feutre glace and soleil velour are meeting with favor, and there is a strong run on felt chapeaux as well. Especially good business is looked for around the middle of this month.

#### New Silk Weaves Are Promised.

A number of new weaves are promised for the late Fall and Spring seasons by silk factors. Leading organizations are now perfecting their designs, which will be offered to the trade shortly after Labor Day for October delivery. In a number of instances the bigger mills are now engaged in completing production for the Fall season. The immediate delivery demand will be supplied from stock. Satins, pebble crepes, velvets and suede crepes are described as the leading types of silks being called for by both cutters-up and retailers.

#### Offers a New Briefcase.

A new type of briefcase, the leather in which is reinforced with a light-weight skeleton frame of spring steel where the greatest strain comes, is offered by a manufacturer of leather goods. It is made in a variety of styles, in cowhide, and can be retailed at popular prices. Not only is the steel skeleton guaranteed by the maker to keep the case in shape, but it is further said to give the case added strength and durability without increasing its weight or bulk. The wholesale prices of the various styles range from \$42 to \$78 a dozen.

Glib talkers do not make the best salesmen. Careful, convincing talkers easily surpass them in results.

Even confirmed fools have their serious moments.

## What It Will Mean To Your Wife

**I**F you name The Michigan Trust Company as Executor and Trustee under your Will, it will mean that you will relieve your wife of all responsibility in the management of your affairs. She will have no cause for anxiety or worry, for we will carry the burdens of management and investment and attend to the many Estate details.

If you leave a going business, we will continue it for you or we will manage it until it can be liquidated or properly disposed of. After the payment of all obligations, we will distribute or manage the residue of your Estate according to the terms of your Will.

All these details require business experience and judgment and our Estate experience of nearly forty years is at your disposal and at no larger fees than are allowed an individual; even one without experience or financial responsibility.

### THE MICHIGAN TRUST COMPANY

The first Trust Company in Michigan

## GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

## A Picnic for Retail Grocers

The Best Foods Picnic has begun.

It will continue throughout the Summer, enlivened by the jingle of innumerable cash registers recording the sales of Best Food Products.

Tune in on the annual warm weather demand for these nationally popular delicacies.

The housewife knows them—wants them.

**Best Foods  
Gold Medal Mayonnaise**

**Best Foods Relish Spread**

**Best Foods  
Thousand Island Dressing**

**Best Foods  
Bread and Butter Pickles**

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

**THE BEST FOODS, Inc.**

New York

Chicago

San Francisco

## FINANCIAL

### Review of Business Conditions in Michigan.

Written for the Tradesman.

The low point of midsummer dullness has been reached and passed. Gradual improvement is indicated during the month of August. As Fall draws near it becomes increasingly certain that there will be a marked expansion in autumn business.

At this season of the year the trend of business depends largely upon the agricultural situation. It is of real significance, therefore, that the month of July in the main was quite favorable to the farmer. From present indications there will be an increase in the value of farm crops over last year of at least one billion dollars. Some estimates place the gain as high as two billions of dollars. Since farm income for several years has been used largely to pay debts, a much larger portion of agricultural money this year doubtless will find its way across the retailer's counter. Furthermore, the moving of the large crops will add to the profits of the railroads and place them in a position to purchase more new equipment.

There are other bright spots in the National situation besides the returning prosperity of the farmer. Factory payrolls are close to the high level of a year ago which gives the assurance that the buying power of the country is well sustained. Thirteen shippers' regional advisory boards have estimated that requirements for the movements of twenty-seven of the principal commodities during the next thirty days will be 4.3 per cent. greater than in the same period last year. Bank deposits are four per cent. greater than a year ago. Construction contracts placed in June broke all previous monthly records and it now appears that the building program for 1927 will compare very favorably with the new high figure of 1926. Merchandise inventories are light. There is no price inflation of basic commodities, the general level of commodity prices having fallen during the latter part of July to the lowest point in recent years. The supply of loanable funds continues large and rates are easy. Weekly carloadings of revenue freight continue above the million-cars mark.

There are also some unsatisfactory elements in the current situation. The oil industry is still suffering from serious overproduction. No settlement of the bituminous coal strike is in sight. Inflation exists in the stock market and loans to brokers on stock collateral have reached a high figure. Steel and automobile production is under the figures of a year ago. The number of business failures shows some increase. Profit margins are growing narrower and an increasing number of corporations show lower net earnings.

Although the current period of seasonal quietness has not yet run its full course, industry and trade in Michigan are beginning to show signs of improvement in most lines. Fully 75 per cent. of the factories in the State are reported to be working on normal schedules. Only a few cities report industries working overtime. Metal

working plants are enjoying a good volume of business. At least 50 per cent. of the foundries are operating on a very satisfactory basis. The furniture industry is spotty, some factories being quite active while others are sluggish. A revival of activity is beginning to take place in the canning factories. A fair rate of activity is being maintained at the iron mines. Arrangements are being made to operate the iron mines at Gwinn. Operations at the copper mines are at normal to above normal levels. Both iron and copper mines have been materially reducing their operating costs during the last few years and have thereby placed themselves in a stronger position to meet competition. There is not as much activity at the saw mills as there was a year ago.

Automobile factories are busy making preparations for fall business. Changeovers incident to the bringing out of new models caused a falling off in production during July and will make continued irregularity throughout the greater part of August. Output of passenger cars and trucks in the United States during the month of June totalled 314,552 units, bringing the total production for the first half of 1927 to within 12 per cent. of the new high record established for the first six months in 1926. Truck production over this period, however, showed a gain of four per cent. compared with a year ago. In view of the bringing out of the new Ford line, sales during the latter half of 1927 are expected to exceed those of the corresponding months in 1926. The new Ford models are expected to put in their appearance not later than the early part of September. Several manufacturers made moderate reductions in prices during the past month. Competition of the keenest sort is anticipated by the industry this Fall.

Increases in employment in the State during July outnumbered decreases. A large amount of labor has been absorbed in the gathering of the fruit crop. Farm work, building activities and road work are furnishing a large amount of employment at the present time. Approximately 18,000 more workmen are employed in Detroit factories than there were a month ago.

Building operations in general are at a satisfactory level. Construction costs of buildings for which permits were issued in Detroit during June were slightly lower than a year ago.

Both retailers and wholesalers in practically all lines reported better sales during the past two weeks. Stores selling on the installment basis are not participating much in this improvement. Collections are improving.

Wayne W. Putnam,

Director Public Relations, Union Trust Co., Detroit.

Don't try to cut corners, but stick to your chosen job until you make opportunity or it comes to you, and success will be your lot. Opportunity is mostly made, and hence hard work rather than luck is the principal element in success. Luck mostly comes to those who have fitted themselves to deserve it, and to make the most of opportunity when it comes along.

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

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**Danger in Installment Selling Unless Regulations Are Tightened.**

In the absence of any serious effects from the rapid expansion of installment selling in recent years relatively little has been heard on the subject in the last year or more. Yet it remains a vital subject in commercial banking circles.

Many opponents of the plan so generally adopted in the industrial world fear a catastrophe will result from over-extension of credit in the competition for consumers' dollars that gradually is making terms easier and easier. A keen analysis of the problem prepared by W. P. Hazlegrove, a Roanoke, Va., attorney, has received much attention since its presentation to the Virginia Bankers' Association. He finds a danger signal in savings bank figures.

Analyzing the increase in savings deposits, he points out:

"The increase in savings accounts for the year ended June 30, 1926, was \$400,000,000 less than the increase for the preceding year, though the number of depositors increased 3,000,000. The average savings account increased only 56 cents from June 30, 1925, to June 30, 1926, while the interest at 3 per cent. on the average account of June, 1925, would amount to more than \$15 a year."

Mr. Hazlegrove finds, therefore, three outstanding innovations resulting from the installment practice. These, he says, are:

"First: It has brought into existence a new middleman—the finance company—a new kind of bank, a bank of discount, but not of deposit, and furnishing the machinery for investigation, supervision and collection which the latter lacked. There are in existence between 1,000 and 1,500 such companies with aggregate capital and surplus of perhaps half a billion. They have double this amount of outstanding installment paper, or about \$1,000,000,000, while their purchases of such paper during the past year doubtless exceeded two billion, leaving a majority of the annual installment business to be financed by other means.

"Second: It has meant an extension of credit to a large number of persons who had never before known or had the use of credit. This new and untrained army of credit users presents a new problem.

"Third: The installment plan of selling is a new field for the extension of credit. Now the credit is not extended to the producer or the distributor, but extended to the consumer."

The application of more rigid regulations in purchasing installment paper is urged on bankers by Mr. Hazlegrove. He thinks a gradual tightening would tend to avert dangers.

"Installment selling, then, is in its first analysis, a matter of credit, and the problem of its extension or control is a problem of credit extensions or contraction and a problem for those who have the power to give or take away credit—the banks in whose hands are the accumulated savings of the Nation," he says.

"The bank's loan to a producer or distributor, usually at 6 per cent., is made after careful investigation of the

credit risk, and it can be paid off when the goods made or bought with the loan are sold and paid for. The bank's loan to the consumer by the purchase of finance companies' paper at 4 or 5 per cent. is entirely dependent upon the credit investigation of others, and cannot be so paid off, for we have seen that the \$3,000,000,000 of outstanding consumers' credit cannot be suddenly withdrawn without disastrous results. The banks, then, should not purchase such paper without the guarantee of those who have made the investigation, to insure thereby as much as possible the choice of the credit risk, the guarantee not only of the finance companies, whose combined capital and surplus is only one-fourteenth of the annual installment sales, but the guarantee of the dealer who is best able to know the worth of the maker. This would have a tendency to extend credit only where credit is due."

William Russell White.  
[Copyrighted, 1927].

**Growth of Industry Reflects Rise in Living Standards.**

In the steady march of civilization well-known household appurtenances have fallen one by one into the discard. The spinning wheel has become an heirloom. The old-fashioned hand-wrought candlestick has become an antique.

Kerosene lamps, coal pails, wood boxes and water buckets are fast disappearing, and they are rapidly being joined by the old family washtub. One of the plainest indications in our time of the advance to a higher standard of living is the growth of the steam laundry industry. Cheap electric power and inexpensive motor delivery trucks have contributed largely to this industry's expansion, of course, just as they have exerted a powerful influence in all trades.

The ever-increasing demand by housewives for relief from household drudgery, however, has provided the basis for the laundry industry's growth. Mechanical efficiency, abundant power and capable management have brought the service within the reach of all.

Although an increasingly large number of laundry trucks may be seen daily on the streets of all important cities, it is surprising to learn the industry has doubled itself every five years. Its importance is attested by the fact that it ranks twelfth now among the industries in this country in volume of income.

The volume of business has increased from \$270,000,000 in 1920 to almost \$600,000,000 last year, and if the same ratio of expansion is maintained in the next several years a business of \$1,000,000,000 will be handled in 1930. As a matter of fact, this figure will probably be surpassed.

Laundries have been uniformly successful. According to traditions of the industry, every company is profitable, and this view probably is not far off. In fact, credit losses in the laundry trade by a large machinery company have averaged less than two-fifths of 1 per cent.

To meet the growing demand for service laundries have sprung up everywhere, while consolidations to effect

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lower operating costs and eliminate duplications have been arranged in large numbers.

An indication of the earning ability of the industry may be gained from the fact that the Consolidated Laundries Corporation, a merger effected in 1925 to bring together about a score of independents in one of the largest laundry and linen supply systems in the United States, recorded a net profit last year of about 11½ per cent. on a business volume of \$9,000,000.

Some of the units recorded profits in excess of 20 per cent. on the business handled. In an endeavor to lift the general average of all the properties, directors recently decided to pay dividends on the common stock in 7½ per cent. preferred for the next year and use the cash thus saved to build up the business.

By this step the officers expect further to strengthen the company's financial position. A substantial saving was effected by anticipating by nine months the sinking fund obligations in purchasing \$100,000-6½ per cent. notes in the open market. The corporation has had no bank loans since the first of the year. William Russell White.

[Copyrighted, 1927].

#### Ocean Mysteries.

Men in the United States coast and geodetic survey, who are plumbing the seas to learn more of its bed, and of the density, temperature and contents of its waters, are satisfied with nothing less than samples of water at a depth five miles below the surface. From the little vessels of the coast-guard fleet, these sea explorers drop a large, pear-shaped apparatus into the depths until it touches the bottom. One attachment gathers water while another scoops up mud and sand to show the character of the sea bed. A thermometer records the temperature. In this way, depths of 30,000 feet off the Philippine and Japanese coasts have been examined. The United States survey has plumbed a depth of 4,500 fathoms North of Porto Rico; while crews now working in the Pacific are measuring depths of an average of 1,000 fathoms.

#### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Specialty Sales Corp., Zeeland. Warfield Chocolate Co., Detroit. Crescent Pump Co., Detroit. Bernard & Kanke Co., Saginaw. William Noor & Son, Inc., Muskegon. Katherine Building Co., Ann Arbor. Peoples State Bank, Boyne City. Powers-Spalding Light Co., Powers. Amasa Lighting Co., Iron Mountain. Dickinson County Public Service Co., Escanaba. Alpha Lighting Co., Alpha. Harry E. Drasa & Co., Grand Haven. Komac Medical Co., Detroit. Flint Golf Club, Flint. Harmon Dry Goods Co., Grand Rapids. Battjes Fuel & Building Material Co., Grand Rapids.

Only a crook can outwit a crook— an honest man will be beaten every time.

#### Status of Arson Prosecutions in Michigan.

The annual fire losses of insurable property in Michigan is much higher than in the neighboring states of Ohio, Indiana, Illinois and Wisconsin, according to official statistics. In Ohio, for instance, during the ten year period from 1917 to 1926 the ratio of losses paid was 45.5 per cent., while during the same period the ratio in Michigan was 57.7 per cent. That is for every dollar insurance companies received in premiums in Ohio they paid 45.5 cents for losses, while during the same period they paid in Michigan 57.7.

Ohio, with property nearly double the insurable values of Michigan, had losses totaling \$21,370,175, in 1926, while the losses in Michigan the same year were \$15,251,731. The relative ratios that year were: Ohio, 43.3 per cent.; Michigan, 58.3 per cent. The losses and ratios vary from year to year. In Michigan in 1917 the losses were \$8,650,766, ratio, 71.8; in Ohio \$7,894,681, ratio, 43.9. In 1920 the ratios in each state were about the same Ohio's, 51.9; Michigan's 51.4. This was the only year in the decade, 1917-26, when the Michigan ratio was below Ohio's.

For the ten-year period insurance companies in Ohio after paying losses had 54.5 cents of every dollar received in premiums with which to pay agents' commissions, these and other overhead expenses, and dividends, while in Michigan they had but 45.5 cents. In Ohio the basic rate for dwellings is about the same as in Michigan while for mercantile risks, where most arson fires result, Ohio's rate is far lower than Michigan. Little wonder, says Charles D. Livingston, insurance commissioner of Michigan, that this State's basic mercantile rates should be so much higher than Ohio's considering how difficult it was to secure conviction of arsonists under the statute in force up to this year's legislative session when the law was greatly strengthened.

The National Board of Underwriters for several years has been conducting a campaign against incendiarism. Its model law has been enacted in eleven states. While Michigan is not one of these eleven, F. R. Morganidge, assistant to the general manager of the National board, states that the new Michigan law, which was drafted by Prosecuting Attorney Robert M. Toms, of Wayne county, is fully if not more stringent than the board's model law. The Michigan law was given immediate effect and the essential features of it are these:

Any person who burns a dwelling, whether occupied or not, and whether owned by himself or others, or any building, such as a garage or barn, within the lot line of a dwelling, shall, upon conviction, be liable to a maximum penalty of twenty years' imprisonment. For burning a building other than a dwelling and structures on the same lot a maximum penalty of ten years is provided; for burning personal property of a value of \$25 or under, a maximum of \$100 fine or ninety days. If the personal property has a value of more than \$25, the pen-

alty is a maximum of \$1,000 or two years. The act applies to a married woman although the insurance may be wholly or in part in the husband's

name; and to a married man even when the policy is wholly or partly in the wife's name. A vitally important section of the new law reads:

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"The term 'burn' as used in this act shall mean the setting fire to, or doing any act which results in the starting of a fire, or aiding, counseling, inducing or persuading, or procuring another to do such an act."

Frank H. Ellsworth, who was commissioner of insurance during Gov. Albert Sleeper's administration—1917-20—states that under the old law it was quite difficult to secure conviction of an accused arsonist. The actual setting of the fire had to be proven. Direct evidence was necessary to convict. Under the section here quoted of the new act an arsonist can be convicted on circumstantial evidence, and as an accessory. That is why, in the opinion of former Commissioner Ellsworth and of Commissioner Livingston, it will be much less difficult under the new law to convict arsonists.

Mr. Morganidge points out that the National Board's model law defines arson as the burning of buildings regardless of ownership or habitation and includes not only those who set fire and burn buildings, but also those who cause to be burned, or who aid, counsel or procure the burning of these buildings. The new Michigan act, as may be noted, covers the same ground.

How much of the total fire loss of the country's insurable property is due to incendiarism can never be actually determined, but, according to Mr. Morganidge, the estimates range from 10 to 40 per cent. of an annual loss of around \$500,000,000. Mr. Morganidge points out that during the kaiser's war the moral hazards were almost non-existent. Values were rising, business was prospering and the percentage of incendiary fires was exceedingly low. But, in 1920, a year of readjustment, with business conditions unsettled and failures and bankruptcies not uncommon, companies reporting to the National Board of Fire Underwriters paid \$100,000,000 more losses in 1920. This is strong evidence that incendiary fires are far more frequent in hard times than in prosperous years.

Statistics, Commissioner Livingston mentions, show that the annual fire losses of insurable property in the United States and Canada is, in percentages, eleven times greater than in any European country and five times greater than in the countries of South America. Forty-one lives are lost in fires on an average every day in the year in the United States. The reason for this unfavorable showing of the two most progressive North American countries, as Commissioner Livingston sees it, is the lax laws against not only arsonists, but also those whose carelessness is responsible for fires, as well as the laws against over-insuring.

In Germany, to illustrate, the stringent laws of countries where the fire losses are many fold lower than in the United States and Canada, an official investigation is made of every fire and prosecutions for carelessness are frequent. Even when the structural work of a burned building contributed to the hazard, the builder is sometimes prosecuted. Ohio started a decade or so since an aggressive war on arsonists, which explains why the State has a

materially lower mercantile basic rate than Michigan.

Having now, in Michigan, a law as stringent as in any of the states, Commissioner Livingston confidently anticipates that fire losses of insurable property will decrease and with such decrease will come a reduction in basic insurance rates.

The State Fire Marshal's Bureau, by act of this year's legislative session was transferred from the Department of Public Safety to the Insurance Department. The fire marshal's force will work in closer co-operation with the Insurance Department than heretofore. The National Board of Fire Underwriters reports that its drive to strengthen the law against malicious burning, and to eliminate the incendiary, is receiving the whole-hearted support of the people everywhere. The main thing needed in Michigan, adds Commissioner Livingston, to bring about rates commensurate with this and other neighboring states is an aroused public sentiment against the cause of high rates. Municipal fire departments' representatives are now co-operating with the State authorities, the Insurance Department and the Fire Marshal's Bureau. One of the evils to be corrected, continues Commissioner Livingston is over insuring. His words on this point:

"Over-insuring breeds arson. An agent who over-insures is an enemy of a town, for over-insuring tends to higher rates. Agents who over-insure should, when a fire occurs, be required to explain to the department, and if they can not do so then their licenses should be revoked."

Commissioner Livingston relates that before he was appointed head of the Insurance Department early this year a case came to his attention where houses were being erected near Detroit. A house and lot sold on contract for about \$5,000 and the purchaser, as an inducement to buy, was given a policy to the amount of what he gave for the house and lot with the first premium paid. It is transactions like these that he has reference to when he says that over-insuring breeds arsonists. A further step, in his opinion, should be taken. When an over-insured building burns, and the insurance is spread among several companies, no one of the companies should pay with the idea of getting a little free advertising about paying promptly. Payment should be delayed, he says, until after an investigation has been made by the Department.—John Fitzgibbon in Detroit News.

#### Trends in High-Grade Hand Bags.

The large swagger pouch style is being featured in women's higher grade handbags for Fall. This type of bag, which is fashioned of pin seal or alligator calf, has a ten-inch oval frame that affords a large opening, and is equipped with double swagger handles. The pleated bag of fine seal and reindeer leathers is also coming in for much attention. It is trimmed with marcasite, and has gold and silver piping. For use with formal wear bags of velvet and metallic embroidery are being shown.

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## LOST ARTS OF THE ANCIENTS.

### Latter Had Nothing We Can Not Achieve.

Those who are not so optimistic may think that public speaking and teaching should head the list of the "lost arts."

There have been many implications that the present civilization has lost some of the practical achievements of the ancients. It is not my purpose to belittle their accomplishments, but I will endeavor to point out that they did nothing which we can not achieve or had nothing which we can not have, if we so desired.

Wendell Phillips in the thirties and forties delivered a lecture on the "lost arts," more than two thousand times. Phillips obtained much of his information from Pliny's History and did not critically analyze such information. He also stated that when we wanted high-grade steel for watch-springs, for example, we obtained it from the Punjab of India and not from the Sheffield factories. The column at Delhi, which is still standing, is mute evidence of the production of a very pure iron.

The methods used in making iron at that time were favorable to a high-grade product. Labor was cheap and the makers used hand-picked iron ore which in itself was free from phosphorus, silicon, and sulfur. The ore was treated with pure charcoal and all of the working was done by hand. This art was never lost but had to be abandoned as it did not meet the demands after gunpowder was introduced. This larger demand threatened deforestation in places and Britain passed laws prohibiting the use of charcoal for this purpose. The manufacturers turned to coal which contains sulfur and other impurities. Centuries were required in learning how to make high-grade steel in large quantities from ordinary ore and coal. It was cheaper for London to obtain a few pounds of high-grade steel from India for making watch springs, pinions, pivots, bearings, etc., than to induce Sheffield to produce a small batch of it.

The hardening of copper is often spoken of as a lost accomplishment. The use of iron as a material for implements paralleled the copper age and in some localities it preceded the bronze age. Homer's Iliad tells us that copper was hardened by heating and plunging it into water. We know that copper is actually softened by such process, hence Homer apparently meant iron. The people of 2,500 years B. C. knew how to harden copper by the addition of tin and what they really obtained was an alloy. The ancients cut granite blocks for the pyramids with copper saws and because of this later peoples assumed that the saws were of hardened copper. As a matter of fact a soft copper saw fed with emery dust may be used in such cutting.

According to Pliny, the ancients made elastic glass which could be dented and straightened out again. Pliny exercised care in handing down this information as he merely relates a story which says that a workman came to the emperor and offered to

make it. The emperor had the man decapitated as he desired to preserve the value of his gold and silver vessels.

The iridescent glass of the ancients is often spoken of as a glory of the past. Many poor glasses with the soda washed out by usage and the silica deposited in laminations act as ruled gratings occasioning interference colors. It is not at all uncommon to find an old cheap bottle buried in the soil that will show the same beautiful coloring. Tiffany's iridescent glass may not be as beautiful as some of these ancient glasses but it is of a much better quality and is iridescent as soon as made. The Egyptians, about the time of the birth of Christ, did crude glass molding by softening a glass rod wound on a model and welding it by tapping it with a hammer while in the plastic state. All of their glass jugs and other vessels were opaque. Checked and mosaic glass can still be made providing the time-labor factor is sufficiently large, but we no longer expend such a large amount of time.

Certain cathedrals, notably the Cathedrals of Chartres and York, witnessed the highest stage in the art of stained glass. This glass was all made locally and often several centuries were required in its making. The makers couldn't duplicate any two batches. Small quantities were obtained and these were mottled, streaky, wavy, and of varying thickness. A great artist assembled these quantities, picked over them, and worked out the modulations and designs for the various windows. A lifetime was required for such assembling. In that age the window openings were high and small and the rooms dark, all of which aided the sparkling brilliancy of the glass windows. The windows of to-day are lower and wider and we are inclined to use softer colors.

What we have lost is the genius that works out great designs and spends a lifetime in assembling it.

Another reputed lost art is the beautiful blue glazes of ancient Japan. The Japanese have consulted Professor Edward Orton to learn the controlling of their own blue glazes. The Japanese made many oven batches and afterwards sorted out sets from many hundreds of pieces. These uncontrolled and merely accidental glazes were dedicated to the Gods and handed down in temples.

It is said that the old Romans made and used paint pigments which are just as beautiful to-day as the day of their application. It is a physical chemical fact that a solid pigment which absorb light is either oxidized or reduced and known as faded. These paintings and mural decorations have been preserved in darkened rooms and those originally exposed were covered and rejuvenated. The colors in Nero's crypt look somewhat dingy. The pigments in the rocks of Arizona would be just as permanent on our walls but we don't want them.

The old Roman cements have also enjoyed a glorious history in that even though the rocks have dissolved away, the cement skeleton still remains. Analysis shows that these cements were high in lime, dirty, and full of

volcanic ash. By the law of chance some of the batches of cement were good. Some of the specimens washed away. We have submitted some of these remains to modern structural tests, such as crushing strength, and have found them wanting. How much of this material was the product of art and how much of chance?

The wonderful Egyptian embalming is constantly cited as indicating highly specialized knowledge. Any man dying in Arizona and left alone becomes a perfectly good mummy. The Egyptians removed the viscera from the body, and wrapped the remains in many yards of cloth impregnated with asphaltum, tars, and waxes. The latter protected the body from the ravages of the air, thereby preventing decay.

In that age many of the people were slaves and were obliged to dedicate their lives to the two or three occupying the highest places. To-day we have a democracy as against the aristocracy of then. Which is the better? There is no hidden knowledge but instead knowledge has pyramided. To a considerable extent we have lost the spirit of sacrifice behind it. The belittling of the present generation helps us glorify our ancestors and ancestral worship is not entirely a lost art. The defeated of two boys in combat is still known to reply, "What if you can lick me, my father can lick yours."

William Edwards Henderson.

### The Trained Mind.

Many swim, but few swim well. One man, by dint of exhausting effort and much splashing, covers the length of a tow rope; another goes much greater distance with ease and enjoyment. To master the technic of a good stroke is to be able to apply one's strength effectively, to swim without undue fatigue, and if need be to cover great distances. To these ends training and practice play a large part.

There is here an analogy with mental activities. All people may be said to use their minds, but how few use them well! Few apply their minds effectively to the processes of observation, deduction, and reasoning. Few are capable of sustained thinking of a sort that reaches goals. Such mastery results from training and practice.

We acquire skill, whether physical or mental, to a large extent through imitation. Hence it is important to seek models. The better the standards at which we aim, the greater is likely to be our advancement. The man who aspires to make the most of himself will therefore associate as far as possible with persons of promise and ability. He will continually seek training in his chosen field of activity. His reading will include books, both old and new, that bring inspiration and insight. A trained man, to cite one of his most important traits, can adopt a new idea without becoming thereby an extremist or fanatic. He fits the new into the structure of his well tried and valid ideas. Thus he preserves his mental balance and breadth of view.

'Tis better to be stung than sting.

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**SLAVES AND SLAVE OWNERS.**

**Experience of Hon. A. S. White With Both Classes.**

During the winter of 1882 I was associated for a short time with William M Robinson and James D. Lacey. The firm had engaged in the brokerage of timber lands located in Louisiana and Mississippi. A suite of rooms in an office building in Gravier street, opposite the St. Charles Hotel, in New Orleans, had been leased, and a young negro, engaged to clean the floors, woodwork and windows and make it ready for occupancy. The negro commenced work on a Monday morning. An hour or two later he disappeared. On Tuesday following he put in an hour or two on the job and again on Wednesday and Thursday. The firm had purchased furniture and were anxious to settle and occupy the rooms. On Friday the negro was notified that if he did not wish to finish the job speedily he would not be paid the money—\$1.25, promised by the firm for his labor. On Saturday he entered the rooms, accompanied by another man of his race. Seating himself in a chair he directed the labor of the man he had hired and the cleaning was finally completed. "How much did you pay your assistant?" Mr. Robinson enquired. "Oh, sah, I gave him a drink of whisky." "How did you get the whisky?" Robinson continued. The negro replied that he could obtain it from any saloon by going to a rear door and calling the negro porter to bring the liquor and receive pay for the same. "If I should enter the front door, go to the bar and say to the barkeeper, "Here, man, give me some whisky, there would be a dead nigger on the floor a second later."

In the year 1882 it was not considered wise by the people of the South

to pay a negro liberally for services rendered. Liberal payments would not ensure competent, faithful service. The average negro sought money sufficient to provide his simple daily needs. If he could obtain a little hog meat and hoe cake he asked nothing more.

While en route from New Orleans to Grand Rapids, the writer met Capt. Delos Cooper, of New York. Capt. Cooper had been engaged by Kountze Bros., bankers of Omaha, Denver and New York, to build a railroad from Sabine Pass to Beaumont, Texas, 103 miles. The brothers owned an extensive tract of pine timber in that region and desired to develop it. The Texas Pacific Railroad Company had contracted to purchase the Koutze road, provided its construction should be completed within a stated period. Capt. Cooper engaged nearly 1,000 negroes, established camps, installed the necessary construction equipment and commenced work. "I soon learned that my employes were lazy, shiftless and unreliable. I could not even depend upon the cooks to prepare meals for the men at work in the woods or upon the grades. Often when the men came to the meal houses, none had been prepared. The negro cooks were either drunk or asleep. Under such conditions it would be impossible for me to construct the railroad within the time specified in the contract between Kountze Brothers and the Pacific Railroad corporation. I finally decided to discharge the crew and engage other help to prosecute the enterprise. The negroes were paid off and ordered out of the shanties they occupied when not at work. I took passage for Yuma, Arizona, where I employed six hundred Chinese coolies, transported them to Beaumont, resumed operations and finished the job on time. I experienced no trouble or delays on ac-

count of the inefficiency of the coolies. Before the work had been completed Kountze Brothers sold a considerable portion of their lands. Fourteen sawmills had been in operation when the transfer of the railroad was finally effected."

"I am a Northern man and had always felt a sympathetic interest in the welfare of negroes of the Southern states, but when I again undertake to construct a railroad, I will employ Italians, or Irishmen or coolies, but never negroes."

A friend of Charley Garfield, in the course of an informal conversation one day, remarked that the white man had risen through his own efforts from a condition of barbarism to the highest eminence in the affairs of the world; that the Creator had used the best materials available in the production of the white man and that only the poorest material remained with which to produce the negro, the brown and the yellow races. The exact words of Mr. Garfield's reply are not remembered. However, he suggested that Adam was not a perfect individual. Did he not fall for the apple sauce? And Adam's son, Cain, was not of much account. Did he not murder his brother, Abel?

The friend then remarked that the negro race had not produced statesmen, financiers or men who had gained eminence in war or the learned professions.

"What is your opinion of Fred Douglas?" Mr. Garfield enquired. Through the kindness of his owner, Douglas was permitted to acquire an education and later gained a great reputation as an orator. Douglas later married a white woman and he and his wife were promptly ostracised by both the white and black races. His usefulness was destroyed when he led the white woman to the altar.

"Tubal Cain was a great soldier," Mr. Garfield continued.

"Yes, a great soldier, if greatness may be conceded to a thief, a murderer, a ravisher of women and a despoiler of property. Seemingly he was not worse than Cromwell, the bastard son of a French nobleman, of Charlemagne or Napoleon. Neither of those warriors contributed anything of great value toward the advancement of civilization."

The friend conceded, however, that Booker Washington, educated at the expense of the General Government, had rendered important service to the country and to the black race.

An old darkey preacher explained to his congregation the processes employed by the Creator when He made the first man.

"He scooped up a handful of mud and shaped the body as you have it to-day. Then he stood it against the fence to be dried by the sun. When it had become dried and hard the Creator breathed upon it and there stood the live man."

Evidently the young darkey who cleaned the rooms for Robinson and Lacey was not composed of quicksand. That material stays on the job when there is anything to be done, and finishes it. Arthur S. White.

Radio has now reached the point where everyone feels free to breathe and smile, talk and be normal as the occasion demands, and yet be credited with enjoying the program.

It's real progress when everybody moves forward, not just a few individuals, or a few cities, but the whole Nation.

More fellows are run over by men from the rung below on the ladder than slip down the ladder.

for  
**Vegetables**  
too  
ALL VARIETIES

**Del Monte**  
BRAND  
QUALITY  
VEGETABLES

**NOW  
NATIONALLY  
ADVERTISED**  
the same  
as fruits!

**DEL MONTE**  
- the brand your  
customers know  
and want

## DRY GOODS

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

### Dress Trade in Need of Merchandise Men.

The need for well-trained merchandise managers in the dress trade was stressed in a statement made recently by Executive Chairman David N. Mosesohn of the Associated Dress Industries of America. Mr. Mosesohn said that a thorough fundamental knowledge of retailing conditions was an essential of modern wholesale operation, and added that men equipped with the retail point of view, as well as information vital to a retail executive, would be in a position to eliminate a large percentage of waste production.

"In the basic consideration of price," he continued, "a merchandise executive would be invaluable in the production end because of his knowledge of price norms, retail profits, sizing and style demands. As an instance, there is the question of New York and metropolitan styles in general and what is termed 'inland style.' We have hundreds of dress houses sending three or four designers and executives to Paris four times a year, but there are very few who take an educational trip to the Middle West.

"In former days, when salesmen in the dress business were used to a far greater extent than they are now, a direct contact between the retailers and the wholesalers existed. In those days there was no disparity between the consumer demand and the manufacturers' products. To-day the merchandise man must step into the picture and harmonize production and demand.

"There are many other duties which would logically fall to the lot of the wholesale merchandise man, all of them operating toward a harmonious working of the entire business. It would be his task to budget production, in order to avoid surplus stock, and in this work he could utilize to its greatest extent his knowledge of retail conditions. He could follow up the resale of his firm's merchandise in the stores of his customers and derive therefrom important results. The selection of merchandise in cases where the buyer or proprietor was unable to come to the market himself would naturally fall in line with his duties.

"Another important advantage of having a merchandise man on the staff would arise from the very latitude of his field. This places him in a position to observe the business machinery working in all its phases, rather than the restricted view obtained by a man doing a special job. He would in a sense be 'outside looking in,' whereas at present those on the inside hardly get the chance to look out. His would be the opportunity of formulating ideas to connect up the various departments so as to gain the greatest operating efficiency.

"There are means of setting out definitely the details which would come

within the reach of the merchandise man. Each business is operated separately and along individual methods, and this results in individual problems. All concerns are equal in that all have problems to solve, but only a very few have merchandise men in a general supervisory capacity to deal with them.

"With the progressive attitude toward scientific operation in the dress business the next step should be the selection of a merchandise man to handle the adjustments which are rapidly taking place and to link up the entire operation of business into a unified system."—N. Y. Times.

### Offers New Wall Fabric.

A wall fabric that is said to be something very new in the way of mural decoration has just been brought out by the chemists of a prominent American concern. Its base is a specially constructed light-weight cloth over which is applied several coats of pyroxylin. The top coat is embossed in designs to give the appearance of rough-finished plaster or stucco. It is also made in brocaded satins. The reverse side of the cloth is left uncoated, and is said to have excellent adhesive qualities.

The new fabric is contended by the producing concern to be scuff-proof, vermin-proof, stain-proof and water-proof, and may be easily cleaned with soap and water. It is unaffected by seasonal changes in climatic conditions.

A feature of the new covering, it is also said, is the ease with which it may be applied. The work may be done by any good paper hanger, and the average room can be finished in a single day. The material bridges cracks in old walls and acts as a surface support. It is available in a large variety of grains, designs and effects, and in almost any desired color scheme.

### Underwear Situation Unusual.

An unusual situation prevails in the underwear market at the moment in that business is being placed by jobbers in a limited way for three distinct seasons. Wholesalers are still buying current lightweight goods for prompt shipment, and they are expected to continue operating on them until well into August. They are also ordering limited quantities of heavyweight merchandise and, in addition to this, are placing business for 1928 lightweight lines. The new season's goods have recently been opened on price bases ranging from \$2.62½ to \$3.50 a dozen for four-pound balbriggan shirts and drawers, the difference in the quotations being accounted for by the variations in quality. Advance orders for these and other light-weight lines, however, have not been any too satisfactory to the mills.

### Little New in Hosiery.

The past week has brought about few important developments in the hosiery end of the knit goods trade. The higher market for cotton has given added strength to prices that had previously been advanced, but the rise apparently has not yet been sufficient to encourage increases on the part of manufacturers who had not put up their quotations. As for actual buying, reports varied considerably. Some had

it that there was a noticeable improvement, especially in the low-end cotton and medium-priced lisle lines, but advices from other sources failed to agree. Full-fashioned goods moved well in the better qualities, but the cheaper grades did not get more than seasonable attention. Complaints of too much merchandise on the market were general.

### Serge Suits Not Neglected.

Despite the general vogue for novelty patterns and the brighter shades in men's wear, a nice business is being done by firms specializing in blue serge suits. While to a certain extent the effort to stimulate the demand for these suits has been uphill work, one of the leading makers is credited with a substantial increase in sales during

the past six months as compared with a year ago. Orders are coming in steadily from retailers as they need the merchandise. Retail stocks of the suits are low, with the risk of carrying them minimized by their staple character. The better serge suits are priced to retail from \$35 to \$40, and it is said that the best turnover of the merchandise is at these prices.

### Failed To Comprehend.

There is no use to try to joke with a woman. The other day Jones heard a pretty good conundrum and decided to try it on his wife.

"Do you know why I am like a mule?" he asked her when he went home.

"No," she replied promptly. "I know you are, but I don't know why."

## Marking an epoch in Detroit's mercantile progress

### McCONNELL-KERR CO.

The same courteous, efficient service this group has given in the past as associates of Burnham, Stoepel & Co. will be extended by the new organization, plus the added facilities for service that are possible only by a highly specialized business.

A. V. McCONNELL,  
 C. F. KELL,  
 F. E. KERR,

R. G. ELLIS,  
 E. J. CASEY,  
 HENRY JORDAN.

*Exclusive Michigan distributor for A. S. Herrmann, Inc., 111-113 East 22nd Street, New York, N. Y. Importer of Household Linens, including Noravian Damask, Towels Staple and Novelty Linen Sets, Linen Sheets and Pillow Cases, Aristex Chenille Bath Mats, Towels and Bath Sheets in plain and floral effects, also the Famous Tannwald Imported Bohemian Inlets and Tickings. "Stocks carried in Detroit, Chicago and New York."*

"Cannon Mills" Towels in popular and active selling numbers.

"Springfield Woolen Mills" Wool and wool mixed Blankets.

"Dwight Anchor" Sheets, Cases, Sheetings and Tubings.

"Alexander" Sheets, Cases and Sheetings.

Cotton, Krinkle and Rayon Bed Spreads.

Stocks of above lines in Detroit and orders also taken for Mill Shipments.

*Interesting Lines — Lower Prices*

### McCONNELL-KERR CO.

349 East Jefferson Ave.

DETROIT, MICHIGAN

### Adequate Pay For a Road Salesman.

With the constant increase in the cost of working on the road, salesmen in a number of trades were said recently to be following the lines of least resistance in getting orders, regardless of whether the goods they sell carry real profits for their employers or not. The need of keeping up their net earnings was advanced as the reason for this, particularly when they are employed on a straight commission basis.

"It is my candid opinion," said the man who made these statements, "that not a few of the complainants of employers about the small profits their businesses show at the end of the year would disappear if the commission form of payment were done away with. This may seem a radical suggestion, yet when it is realized that paying a salesman on commission forces him to place his own interests ahead of his employer's it may not seem so very much out of place. Why, for instance, should a salesman devote time and effort to selling merchandise that carries a 'long' profit for the house when, with less trouble, he can sell a greater quantity of goods on which his commissions are bigger but the profit of the house is not? The average employer will admit that he is no philanthropist, and that he expects his road men to earn all they get. How, then, can he expect the latter to be philanthropic by giving most of their energy to pushing goods upon which he makes money and they don't?"

"One way of solving the problem of getting salesmen to put greater effort behind goods that sell more slowly but which carry a larger profit for the employer is to adopt a sliding scale of commission, with the rate of percentage rising in proportion to the extra selling effort required to move the merchandise. This could also be done with the 'high' novelties, which usually sell easily and carry a large profit margin, but which are avoided as much as possible by many salesmen because they are ordered in such small quantities.

"Possibly a more generally equitable and simpler method of accomplishing the same result, however, is to maintain the prevailing basic rate of commission and add to it bonus percentages on the various lines the employer is desirous of having pushed vigorously. If thought desirable, a sliding scale of bonus commissions might be worked out. While it might complicate matters somewhat, such a scale might be extremely useful. In any event, it would give salesmen an incentive to push even the hardest-selling goods, on which the profit to the employer is often the largest.

"One of the most objectionable things about the straight commission form of payment is that it makes the salesman side with the customer against his house nine times out of ten when the interests of the two clash. He must get orders to get commissions. The buyer has the say about the orders and the selling house, in the ordinary course of business, has not. Is it hard to see whom he is go-

ing to favor if anything unusual happens to come up?"

"For that matter, why should he be loyal to an employer who does not trust him enough to pay him a salary for the work he does? When all is said and done, commissions are not paid in place of salaries because they better serve the interests of the salesmen. The whole system is based on suspicion and distrust. Many times I have heard employers say, 'Why should we pay salaries? If we did all we would get would be weather reports, while the salesmen are hanging around the hotels on the rainy days and going to ball games on the good ones.'

"Granting that there are some men who would do that just as long as they could get away with it if they were paid salaries, it is my belief that the average salesman is just as honest and anxious to give a dollar's worth of work for a dollar as the average employer is to give a dollar's worth of goods for a dollar. Yet these men, in effect, are told by their houses. 'We don't trust you. Show us a bona fide order and then you will get your money.'

"The employers don't say that to the members of their factory organization, their clerical workers or their other employes. They pay them regular salaries, whether the latter take the occasion to loaf or not. If the loafing becomes too apparent, of course, they discharge the offenders, but this could always be done with the salesmen who might try to take advantage of their opportunities to soldier.

"I have heard some salesmen defend the commission form of payment on the ground that if they were paid salaries these salaries would not be commensurate with the commissions they earn, and that they want to have their earnings depend entirely upon their efforts and ability. What is there, however, to prevent salaries being based on average sales volume from given territories over a period of years, this average being multiplied by the percentage of selling cost which the employing house knows to be fair and equitable?"

"This plan is simpler and fairer than the commission and drawing account system. It would protect the honest salesmen from loss of revenue resulting from conditions over which he has no control. It would make for better selling because it would remove from the salesman the driving necessity of getting orders, many times at the expense of his house, in order to make a living. It would make for better business as well, for, realizing that he would lose nothing by giving his house a square deal when its best interests conflict with those of the buyers, he would refuse to fall for the tricks so many of the latter now try to put over because they know that the commission salesman of necessity is on their side.

"To the salesman who honestly favors commissions, in the belief that their elasticity means more money for him at the end of the year, I would like to say, 'What is wrong with an arrangement that pays you an equitable salary on the sales quota set for

you and a bonus in the form of a specified commission on all sales above that quota? This is done in practically all of the country's leading department stores, and the system works. Such an arrangement would remunerate you in accord with your efforts and at the same time it would relieve you of periods of anxiety when orders really are scarce.'

"As to road expenses under this plan, my suggestion to employers would be to make the percentage of selling cost that enters into the salary calculation sufficiently large for the man to pay his own. He does this under the commission system in most cases, and neither side seems to object to it. It does away with the 'swindle sheet' and at the same time does not interfere with the living standards of men whose ideas on that subject might not jibe with their employers'.

"The only half-way legitimate objection to my suggestions on the part of employers which I can see is that the employing houses are not 'stuck' when payments are made on the com-

mission plan, either with or without drawing account, whereas on the salary-quota basis they would lose something if a man failed to reach his quota. I maintain, however, that such a condition would only be temporary and that it could easily be remedied by careful selection or rearrangement of the selling personnel.

"I am confident that, once the proper sales force is assembled, the salary-quota payment plan would prove so satisfactory that the commission idea, in most lines, would be permanently forgotten. Salesmen would then have no reason for hesitating about pushing 'long profit' goods, because orders for them come hard, and the net profits of the house would soon respond."—N. Y. Times.

The man whose main object is to make money comes nearer his objective than the man whose main object is to have a good time.

Talk little, read much, think more, act most.

## MICHIGAN BELL TELEPHONE CO.

### Long Distance Telephone

Service Helps Worden Grocer Company Buy and Sell

#### WORDEN GROCER COMPANY

THE MICHIGAN TRUST COMPANY, INCORPORATED  
WHOLESALE GROCERS  
GRAND RAPIDS, MICH.

December 7, 1926.

Michigan Bell Telephone Company,

Grand Rapids, Michigan.

Gentlemen:

It gives us a great deal of pleasure to say to you, in the first place, that through the long distance service, we are in close touch with the outside world and, in the second place, it is a quick convenience as a buyer and seller.

Besides these, with markets changing or matters to discuss and settle and with the large number of salesmen we have and the many customers, to be able to get the quick and personal touch, makes the long distance phone very valuable and important to us.

Yours very truly,

WORDEN GROCER COMPANY  
By

*H. A. Gilliland*  
General Manager

To be able to get the quick and personal touch, makes long distance very valuable and important to us.



## 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.

### The Spirit of Service Involves Proper Salutation.

Written for the Tradesman.

The grocery store looks different from the outside of the counter. It is great for us to see ourselves as others see us, even if, as is more than likely, we do not enjoy the picture.

But for some reason—perhaps for no reason, as we are all unreasonable—the greeting I get from virtually everybody in the food business jars me clear through. It stirs my latent antagonism to the bottom. The "salutation" is "Yes, Sir."

Whenever I hear that, my disposition is to shout "No sir!" and walk out of the store. For it seems to me the most senseless thing any salesperson can say to anybody.

On my recent visit to Salinas, where I met with one of the finest organizations anywhere, I followed my usual custom of looking around the place. I go unannounced, unknown, for I want to get exactly the treatment handed out to customers generally. I want to note the strong points about the organization. I want to frame my talk on actual incidents taken from the store itself.

In this store I saw a case holding four sections of bulk roasted coffee and one of ground. As I approached the case there was a young man behind it serving a customer. I stood close and waited. Presently the young man got free and turned to me, as I looked into the case and not at him, and said: "Yes, sir."

Probably he spoke with ordinary distinctness. Perhaps he felt that I was in a daze or a dream, as old fellows are sometimes apt to be, and he sensed the need to awaken me so he could get done with me and go about important business. Anyway, to me it seemed that he shouted that "greeting."

I looked up and said mildly, which of these is your most popular seller?" indicating the coffee.

"Ground," he answered, pointing.

"The ground?" I questioned, surprised, because I had thought that customers everywhere bought roasted coffee and had it ground for them.

"Yes," he answered, and said no more. In fact, he began to edge away. I asked him about his other prices and he said, "40c, 50c and 60c." But I noticed he had to glance inside the case at the figures marked on the flap doors thereof before he answered.

Now let us think how anxious any grocer is to gain coffee trade and what a splendid opening I gave that young man to say a lot of good things. When he mentioned 60c for coffee, I expressed surprise and asked him if he sold any of that to speak of. He said he did, but again he said no more. Then I let him run along about his real business.

What was the idea? Did he think I looked like a coffee salesman with whom he need not bother? Even so, he should have known the prices of

his coffee without looking at the marks. But also he might, perhaps, take a little chance on my being a new proprietor of the local restaurant seeking a good place to buy fine coffee. Anyway, his opportunity to boost his 60 center was there and he might have improved it.

That incident will explain why it is a mistake to say that anybody sells groceries at retail. The selling is limited to "Yes, sir," and the customer does the rest. Everywhere it is a process of responding to the customer's wants, more or less cordially, not of advancing helpful suggestion, not of leading toward the items the store wants to have sold.

For instance, at the night meeting I related this experience and the proprietor emphasized what he had told everybody more than once that the sale of a pound of 60c coffee meant six cents per pound more earnings than the sale of the 50 center. "Yes, sir," that is what it would mean and could mean if boys behind the counter had some idea of making sales.

Further investigation showed that the 60c coffee was called Moka-Java blend. Then I thought of how the names of Moka and of Java had all but disappeared of late years in coffee talk. So here was a chance to say something about that coffee which others are no longer in a position to say, but it went unsaid.

I remembered, too, how the Pure Food ruling compelled us years ago to give Sumatra as the point of origin of the Java we had been selling for a generation. That was because Java and Sumatra are side by side, Sumatra, much the larger island, climatically the same as Java, but producing much more coffee. I also remembered that when we began to call our coffee Java-Sumatra blend and emphasize its peculiar excellence our trade on it promptly increased.

The subordination of the word Java not only did no harm. It resulted in larger sales. Why? Because Sumatra is a pretty word. It is also a strange word, except as the place where fine cigar wrappers are grown. To associate it with coffee was to give it new meaning.

That is an example of what can come from real knowledge of foods. Any man in any line who is interested enough in the things he sells to learn about them can tell endless tales of interest and sales power to his customers and sell more goods that way. But nobody can tell about Sumatra coffee until and unless he is interested enough to learn that there is such a place, such a coffee and where it is located.

I wandered into the tractor department of this same store. There I saw a road drag, scraper or shaper, attached to which was a chain. On the chain was a hook which I recognized as one shaped to take a firm grip on any link of the chain. I was familiar with the hook, but never knew what it was made for a half inch chain and I speculated whether it would grip a five-sixteenths chain as well.

As I was in the midst of this examination there came a shout on the

(Continued on page 31)

## GROCERY STORE MANAGER SAYS:

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

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

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

## FLEISCHMANN'S YEAST

Service

Don't Say Bread

— Say

HOLSUM

# HEKMAN'S

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

COOKIE CAKES AND CRACKERS ARE MOST DELICIOUS AND WHOLESOME.

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

## MASTERPIECES of the Bakers Art

 Hekman Biscuit Co.  
Grand Rapids, Mich.

## M. J. DARK & SONS

INCORPORATED  
GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST - FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

## MEAT DEALER

### Dark Cutting Beef and Veal.

There are some steer carcasses that do not possess the same brightness in the meat that is usually found in most. Some of these are slightly dark, while a few are very dark red, and are spoken of in the trade as being black. Commercially, a dark cutting meat is sold lower than bright cutting meat, and many retail dealers feel they cannot handle it at all because of the demands of their customers. It should be interesting for consumers to know that in the light of utility the lack of demand is in effect due to prejudice rather than to inherent properties of the meat. The Government has made tests on the appearance and eating qualities of dark cutting meat and it has been found that, grade for grade, dark meat eats as good as bright and it also has been found that after cooking the darkness disappears to a great extent, if not entirely. There is nothing wrong, pathologically, with dark cutting meat that bears the stamp of the United States Department of Agriculture, and consumers can eat it with confidence and relish. It happens to be one of the things that has had an atmosphere of discredit surround it without reason. There is no question but the loss which is borne by the industry in connection with lack of demand for dark cutting meat is due largely to the feeling against it on the part of wholesalers and retailers, more than on the part of consumers. In talking the matter over with a group of twenty housewives a short time ago not one of them even knew that dark cutting is supposed to be less valuable than the bright kind. When asked if they would discriminate against it in buying their meat supply they said in effect that they would not. We are not so sure that they would not, however, if the meat was very dark, but we are inclined to think many would think it was not good because it did not look like bright meat. Some might think it came from diseased animals. This is a matter that should be discussed openly with all facts as evidence. This morning the matter was brought up by one of the best meat judges in New York and a man who is now and has been for many years handling meat. He cited a case when he had a very dark cutting steer carcass that was rejected by a retailer. Just to try it he had a cut from the rib sent home. It was so dark his wife called him up and protested. It was finally cooked and found to be bright and exceptionally tender and flavorful. He now finds nothing objectionable in such meat.

### Meat as a Sustaining Food.

The question as to whether meat alone is a good food has often been discussed, and many food teachers have emphatically stated that alone meat is not only insufficient but dangerous to health. Some faddists even go so far as to say no meat should be eaten at all. Certain people term themselves as vegetarians, although they eat heartily of such foods as eggs and milk, as well as the other products of milk. These people cannot be literally classed vegetarians, since the foods re-

ferred to here are products of animals. A statement was publicly made a short time ago by a cynic that the only real vegetarians are in their graves. We are not advising our listeners to eat meat alone as a regular thing, or at any time for that matter, but it has been rather conclusively shown that humans can exist on meat alone and keep well and endure unusual hardships. Within the last year there have appeared in the public press statements from explorers who lived entirely on meat and fish (protein food) for long periods at a time and for several years made meat their principal food. Their health was found to be above the average when examined by competent physicians and they claimed to have enjoyed perfect health. That their lives while they lived on these foods was unusually exhausting cannot be doubted by any one who has endured similar activities for any length of time, as, for instance, a tramp through the woods and snow on a hunting trip. Even those who have never had the thrill of such a life, but who have read of explorers, will agree that it was necessary that the food eaten be both warming and strength sustaining. Of course, their activities aided in digestion and assimilation of the meat eaten, and it is highly probable that they would not have felt so well if they lived a sedentary life during the period of exclusive meat eating. There are plenty of other good foods besides meat, and it is considered advisable by practically all food experts for humans to consume a mixed diet, but the fact that human life has been fully sustained on meat alone, and that strength and unusual activity were possible during the period would seem to completely dissipate any theory that normal portions of meat cannot be eaten to advantage by healthy persons.

### 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

### Strictly Gilt Edge.

Mrs. McDougall's maid, Mary, was extremely thrifty. From her earnings, supplemented by interest, she had accumulated a tidy bank account.

One day, Mrs. McDougall returned from a shopping trip to find that a salesman had sold Mary a block of bonds sponsored by an ice company.

"Why, Mary," expostulated the lady. "Don't you know that iceless refrigerators are replacing ice? You ought to buy nothing but gilt-edge

"But, Mrs. McDougall, these bonds are gilt-edge," insisted the maid, displaying the certificates. "See the gilt all around the edges, and there's a gold seal besides."

## Be your own customer—

*Try these Double-Crisp Corn Flakes yourself*

For your next breakfast, try Post Toasties. Take time to notice the crispness of these corn flakes as they tumble into the bowl or dish. Taste their crisp and golden goodness. See for yourself how Post Toasties stay crisp in milk or cream down to the last tempting flake. Compare them for flavor and crispness with any corn flakes that you sell. Convince yourself that Post Toasties *do* stay crisp in milk or cream, then you will understand how Post Toasties advertising is making more sales and faster turnover for wholesalers and retailers alike. The Post Toasties milk-or-cream test brings new customers, and makes steady customers of old ones.



# 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.

### Some Special Lines For Country Customers.

Written for the Tradesman.

An important line with many hardware dealers who cater to rural trade is the pump. But many dealers do not get all they might out of their pump business because they are satisfied to act on the theory that almost any kind of pump will do.

This may have been true in an age when pumps, and all farm machinery, were alike primitive. But when the farmer puts hundreds and perhaps thousands of dollars into labor-saving machinery, he is not likely to be satisfied with a low-priced imitation of a genuine pump that makes more work than it saves and is constantly clamoring for repairs.

There are, of course, still a good many farmers who can see nothing but the price. That does not alter the fact that a profitable business must be built on quality. A profitable business cannot be built on the quicksand foundation of a line of pumps whose sole recommendation is low price.

Modern progressive farmers—and they are an increasing majority in Michigan—are buying pumps with the same discernment with which they buy plows, cultivators and harvesters. They want service and they are willing to pay for it. Hence, with the more intelligent farmers the once potent price appeal has lost considerable of its power. The farmer still wants the best article he can get for the least money; but he is not so eager as he once was to accept the cheapest article he can get—except in the sense that the best is the cheapest in the long run.

The dealer who wants to build an enduring business realizes this. And while cheap pitcher, lift and double-acting force pumps may be found in his stock, they are there only to meet the rare emergency created when the exceptional customer comes who considers solely the price. Such lines are not featured by the dealer who knows his business. On the contrary, the wide-awake dealer shows a line of pumps of established reputation, pumps with distinctive features of practical merit. And, more and more, shrewd dealers are satisfied to handle only such pumps, and are letting the low-price customer buy dissatisfaction elsewhere.

On the farm, a water supply is too vital a necessity to be jeopardized by an unreliable pump. The well being of both man and beast depend on the water supply. The value and convenience of an up-to-date water system on the farm is more and more recognized; and the pump outfit is a vital factor in connection with such a system.

A pitcher pump or lift pump which just lifts the water above the ground becomes a mere makeshift compared with a double-acting force pump which not only lifts the water but carries it wherever it is needed. The sale of such a pump is sure to bring prestige to the dealer; provided its quality and

construction are such as to insure satisfaction. The pump that economizes power, is at all times dependable, and can be kept in working order with a minimum of trouble and expense, is the sort of pump which will develop business.

A reliable double-acting pump is a good line to feature. It can be utilized to provide a complete water system by means of which water can be conveyed to houses and barns, employed for washing windows and vehicles, for watering lawns and gardens, for irrigating purposes and for fire protection.

I recall one instance where a farmer called on a dealer with the intention of purchasing a low-priced lift pump. The dealer knew this prospect was able to pay for a better article. So, using fire protection as his principal argument, the dealer eventually induced the farmer to buy a reputable double-acting force pump and a few hundred feet of hose. Less than three months after, a fire starting in the barn and imperiling the adjoining buildings and the home was quickly extinguished with the pump and hose equipment. That incident was more effective than a lot of high pressure salesmanship. Quite a few orders from other neighboring farmers resulted from it.

In catering to this trade it pays to stress quality. Then feature the importance of using the type of equipment that saves time and labor. Good farm help nowadays is hard to get. Then, remember that in the country fire is a menace more greatly to be dreaded than in the town or city. In developing business, a personal canvass is worth while. The rural telephone can be used from time to time to follow up prospects.

Most hardware dealers leave the windmill business to the straight implement dealer. In maintaining the farm water supply, the windmill is the one effective alternative to the gasoline engine. It is long-lived, economical and automatic in operation, works in all seasons, and under almost every known condition, and adds to the value of any farm. Every windmill installed is an advertisement for the dealer and helps to secure new business. Once the business is started in a certain section, there is usually a rush of farmers to follow the enterprising leaders in the innovation.

In many rural districts a profitable line has developed in connection with the general use of cement, and that is cement tools. In all parts of the country farmers are using cement in the construction of silos, foundations for farm buildings, corn cribs, watering troughs and even fence posts.

Cement would be more widely used even than it is were it not for the outlay involved in contract jobs. The average farmer is not always in a position to hire mechanics for any odd jobs requiring mechanical skill. In most farming sections the farmer must of necessity be his own mechanic, his own carpenter and his own mason. In the best sense of the word, the up-to-date farmer must be a well-trained jack-of-all-trades: for opportunities innumerable present themselves, both summer and winter, for him to exercise

### FAST SELLING IONIA FLOWER POTS

*Fancy, Plain or Assorted.*

If we send you this crate of quick sellers we will sell you more.

36 — 4 in. pots and saucers @ 2½c	\$ .90
36 — 5 in. pots and saucers @ 5c	1.80
24 — 6 in. pots and saucers @ 7c	1.68
12 — 7 in. pots and saucers @ 11c	1.32
6 — 8 in. pots and saucers @ 16c	.96

Total net.....\$6.66

You can double or treble your money on this assortment.

IONIA POTTERY COMPANY  
IONIA, 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



his skill along many mechanical lines.

The skill which most farmers have thus acquired will stand them in good stead in any concrete construction to be done about the home and on the farm. All the farmer needs is adequate tool equipment and he can utilize his odd moments in this sort of work to considerable advantage.

Among the tools needed are "radius tools" intended for laying out circles and for finishing curves. "Step corner tools" are made with square, round and beveled edges in order to produce a corresponding effect on steps, curbing, etc. Another set of special tools are "edgers." On some of these both ends are rounded, one edge being turned down one inch and one-half inch respectively. All these tools have a three-eighths inch radius and are used to give curbing a rounded edge in place of a square edge. "Jointers" are used to make off granatoid work, sidewalks in particular, into certain sized blocks, in part for appearance and in part to prevent cracks showing; for it often happens that sidewalks will settle, in which case the crack will be where the joints are, and will thus be prevented from showing across the main walk. Those jointers are either rounded at both ends or at one end only, the other end being cut off square so as to permit the workman to finish the joint close to the wall.

Again, stable floors, driveways, and sidewalks on sloping and hilly ground require special tools. These are the "hand groovers," the "bush hammer," the "indentation," "driveway," "dot" and ribbon rollers, all of which do admirably the work for which they are intended. Some of these are made with detachable handles so as to occupy as little room as possible in the tool box. Gutter-forming tools are the special finishing tools required to get the right shape and especially the proper smoothness which should characterize the work in gutters in cellars and stable floors; also in sidewalk construction where the downspout stops at the wall line and a gutter is necessary across the walk.

Those mentioned are but a few of the long list of cement workers' tools already on the market. New tools are being constantly added to the list. There is scarcely a farmer who could not use a few of them and in most communities with a substantial rural trade the possibilities of this line are worth investigating.

To cater successfully to farm trade in such lines, you should first know your rural community. You must know what you have sold in the past, what you can sell and what no amount of initiative will enable you to sell. Rural communities are not all alike; and the line which would go very readily in one place may simply go flat in another. Then it is worth while to know individually as many as possible of your rural prospects. The personal equation probably counts for a great deal more in dealing with rural customers than in dealing with town folk.

Personal salesmanship also counts; and the personal canvass—if you can find time for it—is especially helpful. Both the hardware dealer and the farmer have, of course, their busy sea-

sons; but in the slack seasons it is worth while to get out and get in touch with farm patrons.

When you can't do this, send a personal letter. It is a good plan to have a carefully compiled and accurate mailing list of rural prospects, and follow them up by mail. Once a month is not too often; send out printed matter or mimeographed circulars, and, if possible, add a line in your own handwriting on your own letterhead. It pays to introduce a certain personal note. As a rule, such matter is apt to be far more carefully read on the rural route than when delivered by the postman to the city home. In the average market town, a good way to get in touch with rural prospects is to distribute advertising matter in the farmers' cars.

The fall fair is an excellent medium for getting into touch with farm customers and prospects. It is not unusual for a hardware dealer to find it worth while to leave his store and take personal charge of his booth at the fall fair, at least during the busy hours there. As a rule, when the fall fair is crowded, business is slack; and the rush in the store starts after the fall fair crowd has left. The dealer can distribute advertising matter, get the names and addresses of people interested in the lines displayed—prospects who can be followed up later—and, best of all, can chat personally with a lot of country friends who otherwise he might not meet.

The rural phone is helpful in following up farm prospects; and, used judiciously and intelligently, is an excellent method of approach. But no farmer likes to be called from the field to answer a telephone canvass. In fact, when he is busy, he won't come. Time your telephone call when you are likely to get him at the house. The rural telephone is helpful in another way. Encourage your farm patrons to telephone their rush orders—that is provided you have facilities for filling them accurately and making prompt deliveries. Such a service to rural customers within a reasonable radius is a great help in business-building.

Victor Lauriston.

#### Important Point.

A mysterious building had been erected on the outskirts of a small town. It was shrouded in mystery. All that was known about it was that it was a chemical laboratory. An old farmer, driving past the place after work had been started, and seeing a man in the doorway, called to him:

"What be ye doin' in this here place?"

"We are searching for a universal solvent—something that will dissolve all things," said the chemist.

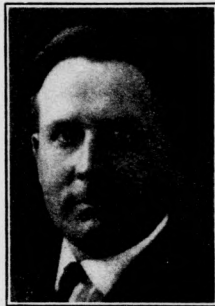
"What good will thet be?"

"Imagine, sir—it will dissolve all things. If we want a solution of iron, glass, gold, anything, all that we have to do is to drop it in this solution."

"Fine," said the farmer. "Fine! What be ye goin' to keep it in?"

It is a wise and a foresighted employer who gives his employes something more than just what they are entitled to receive—both in money and in courtesy.

## Reputation That Helps You



M. E. DAVENPORT  
President

When you apply for a position, the reputation of the school from which you graduate will make a big difference in your salary.

For more than sixty years the Davenport-McLachlan Institute has been forging ahead, constantly striving to improve its service.

As a result, its reputation for high-grade work has spread over the entire country and it is a strong recommendation to say you are a graduate of D. M. I.

For a better position, attend the best school. Two-year collegiate courses save two years time. Send for catalog. Day classes Aug. 29 and Sept. 1. Night school, Sept. 12.

*Davenport-McLachlan*  
INSTITUTE

110 Pearl Street

Grand Rapids, Michigan

## 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



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 berth 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.

## COMMERCIAL TRAVELER

### Interesting Features in Evidence at the Grand Canyon.

Wichita, Kansas, Aug. 1—Last winter while visiting there I took occasion to write at length on the Grand Canyon and its many attractions, but I wish to say a few words about the entertainment which is offered there for people of moderate means who desire to view these wonderful scenes and do not care to stop at the chief caravan-sary which, by the way, is not excessive in charges for the service rendered.

Bright Angel cabins are an offering of the Harvey System at most reasonable charges. For instance, a party of two can have a delightful cottage, with one or two comfortable beds and sufficient furnishings to be very comfortable at \$3 per day for two people; three for \$4.25 and four for \$5.50, with a bed for each person. A delightful Harvey coffee shop supplies food at very reasonable prices, not higher than is charged for such service in Grand Rapids. Everything is clean, wholesome and comfortable.

I want to speak particularly of the manager of this institution, L. F. Kennedy, who has been in charge for twelve years, a graduate of the Harvey "school." His is an arduous undertaking, because of a fluctuating business, but he is always at his post and most certainly keeps in touch with the requirements of his patrons. Geniality is his long suit and his control of his employes is most remarkable. He told me many interesting things about hotel operations at the Canyon.

For instance, every drop of water used at the Canyon is transported by rail in tank cars for 125 miles. Several hundred thousand gallons are used every day for hotel purposes and watering 150 horses and mules. The transportation requires a special train of ten or more tank cars every day in the year. Yet there is no restriction as to the use of this commodity, though every precaution is taken to prevent waste.

The help problem does not appear to worry the Harvey organizations. Waitresses are transported from Los Angeles and other coast cities. They are provided with railroad tickets and meals en route, with the understanding that if they remain for a period of six months they will be provided with the same facilities for a return trip. They are paid good wages, are substantially remunerated by the guests, and many of them have been years in the Harvey service.

Their loyalty to Manager Kennedy is evidence of the fact that his treatment is liberal and equitable. It was a pleasure to meet him and he is distinctly an asset to the institution he manages.

In a previous article I had much to say about the Santa Fe Railroad, which I now reiterate. Its roadbed is perfect and dustless and its equipment is superb. A large portion of its passengers are transported in palatial reclining chair cars, carpeted and provided with electric fans. Lavatory accommodations are on a par with the Pullmans. There is plenty of water for drinking purposes and it comes from safe sources. Porters are in charge, and at night, for a moderate charge, pillows are supplied travelers. Every attention is paid to ventilation and, in winter, heating. You are apprised of approach to scenery of special interest. You are assisted with the adjustment of chairs and the handling of personal baggage and no outward manifestation of a desire for tips. The conductors are all courteous and friendly.

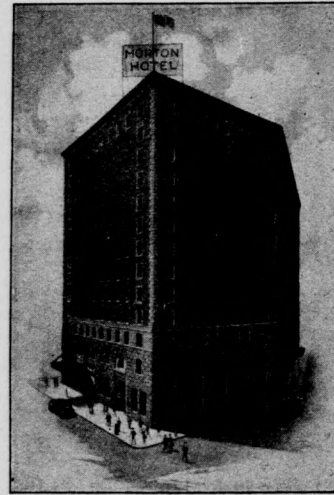
In all my traveling over the line there has never been a delayed train and there is a noticeable absence of pulling and hauling in approaching and getting away from stations. When you are partaking of a meal at a dining

station, the conductor assures you with the statement that you will not be left behind, and to not be in too great a hurry. Several of the trains are equipped with Harvey operated dining cars, but at that you are given the option of station dining rooms if you prefer it. All of which accounts for many of its half dozen daily transcontinental trains in either direction being run in from two to six sections.

The other day I noticed that in a Detroit court a drunken driver of a motor car was given a one to two year sentence for manslaughter, he having run over an aged man and then hurried along, leaving his victim dying in the public highway. The press stated that the sentence was a just one. But was it a just sentence? In spite of the fact that the jurors found the defendant guilty, was not the judge annoyingly lenient in imposing the sentence? Possibly he did all the law permits, but is not one year in prison a strangely light punishment for one who drinks himself into a dangerous state of mind and goes forth upon the public highway to wreck and maim and kill? Had that murderous driver only carried his liquor in a flask instead of under his belt, and been discovered in the act, his punishment would probably have been just as severe. In many states the penalty for transporting liquor is more severe than that for the taking of human life with a madly driven machine. It is possible that the homicide committed by the Detroit driver did not add a single hour to the punishment he would have received for transporting had his liquor been transported and not consumed. Not every driver who takes human life is guilty of intentional manslaughter. Some die in accidents that could not have been avoided at all. But there is reason for astonishment in the failure of prosecuting agencies to prosecute adequately and the failure of judges and juries to punish adequately men who drug their minds with intoxicating liquor and go forth to kill their fellows without hesitation and without regard.

The anti-Coolidge workers believe they have at last discovered an issue which not only prevents the consideration of Calvin Coolidge as a presidential possibility in 1928, but serious enough to compel his immediate retirement from the presidential office. On a certain and particular day recently, while residing within the Black Hills, the president deliberately adorned himself with a sombrero and a pair of leather chaps (gifts from enthusiastic fellow citizens) and while thus adorned allowed himself to be photographed by the movie men. His opponents believe this is an issue which pales the angle worm controversy into insignificance and which will at once arouse the entire Nation. The lightning-like flickers upon the silver screen, they are convinced, will at once wipe out the understanding and appreciation of all the president has done. They are understood to be scanning the constitution, convinced that somewhere they will find a provision authorizing special punishment for these presidential acts. However, the opposition to such acts may not be without good results. Something of this sort is needed to dispel the gloom which discussion of third-term precedents has cast on the entire country. The screen presentations of the president, unhappily posing in this wild Western raiment, may really be a blessing in disguise and the "great issue" is already losing much of its substance.

While in Santa Fe the other day I learned through the local newspaper that there were in that city at least forty victims of infantile paralysis, the source of which was directly chargeable to families with dogs. And yet one



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

400 Rooms—400 Baths

Menus in English

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ARTHUR A. FROST

Manager



**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.

**T** 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**

**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  
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**HOTEL KERNS**

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

E. S. RICHARDSON, Proprietor

**WESTERN HOTEL**

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

WILL F. JENKINS, Manager

**NEW BURDICK**

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

**HOTEL OLDS**  
LANSING

300 Rooms 300 Baths

*Absolutely Fireproof*

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,  
Manager.

**Wolverine Hotel**

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

**CUSHMAN HOTEL**

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

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

feels when witnessing half baked humanity crooning over impossible specimens of the canine species, that justifiably the children should be disposed of to prevent further inoculation of the family pets. Why should children be allowed to run at large, transporting the germs of infantile paralysis as a menace to dogs?

There is an old saw to the effect that the "ways of Providence are mysterious and past finding out." We cannot figure it out why Providence, in the case of Dempsey and Sharkey, did not direct them to commit manslaughter instead of mayhem. Now we have got to listen to this twaddle about them for years to come, as well as to view their undesirable features on the screen. How greatly this whole program could have been simplified by the publication of a couple of obituary notices.

A certain congressman in Wyoming who has been prominent in his support of prohibition legislation in the past has recently been greatly embarrassed by the discovery of several cases of pre-war "Scotch" in the basement of his Western home. He claims it was planted there by his enemies for political purposes. Of course, we naturally have to take his statement for granted, but the incident was a most unfortunate one.

Out here in Kansas the farmers have the labor unions on the run. Up to a year ago it was necessary, in order to harvest their grain, to bring in a horde of undesirable plug-uglies to "work" in the harvest fields. Their greatest accomplishment was displayed at such time and walking delegates were galore. Now the farmers are using what is called a "combine" machine, which, at one operation, cuts and threshes the grain at the rate of thirty-five acres per day, or an output of 700 to 800 bushels. No longer is it necessary to import any help. Three men can operate the tractor and "combine" and transport the grain to market. The farmer simply acts as a chauffeur and the farmer's wife is no longer forced to undergo the drudgery of supplying food to a horde of hungry wolves. It costs less now to garner their grain than it did under the old regime, requires one-quarter of the time, which allows the farmer and his family to get away from home occasionally and see something of the world. There is no longer a "bleeding" Kansas.

Frank S. Verbeck.

**For Diners Who Complain.**

The check for the following dinner at a first-class hotel would be \$8:

2 Oyster Cocktails	\$1.00
1 Stuffed Celery	.60
1 Sirloin Steak	1.85
1 Chicken a la King	1.35
1 French Fried Potatoes	.30
1 Lettuce, 1000 Island Dressing	.70
1 Fruit Salad, Princess Dressing	.90
1 French Pastry	.20
1 Ice Cream	.40
2 Coffees	.50
2 Hot Rolls	.30

But few people stop to consider that nineteen employes were needed to prepare the meal:

- 1 Check Boy
- 2 Captain
- 3 Waiter
- 4 Bus Boy
- 5 Checker
- 6 Cashier
- 7 Oysterman
- 8 Second Cook
- 9 Cold Meat Cook
- 10 Toast Man
- 11 Broiler

- 12 Fry Cook
- 13 Pantry Girl
- 14 Coffee Man
- 15 Butcher
- 16 Pastry Chef
- 17 Ice Cream Man
- 18 Steward-Chef
- 19 Vegetable Cook

And the following is the impressive list of the equipment necessary that passes under the eyes of the guest:

- 1 Table Cloth
- 1 Table Top
- 2 Table Napkins,
- 2 Service Plates
- 2 Plates
- 2 Steel Knives
- 2 Butter Knives
- 2 Oyster Forks
- 2 Small Forks
- 2 Large Forks
- 2 Butter Chips (4 pieces)
- 2 Water Glasses
- 1 Water Pitcher
- 1 Salt and Pepper Shaker (4 pieces)
- 1 Oyster Set Up (Horseradish-Cracker-Tray)
- 1 Chafing Dish on Tray (2 pieces)
- 1 Terrapin Plate
- 1 Plate for Toast
- 1 Platter for Steak
- 1 Cover
- 1 Plate
- 1 Knife
- 1 Spoon (2 pieces)
- 1 Silver Spoon
- 1 Silver Bread Basket
- 2 Salad Bowls
- 2 Underlinings
- 2 Saucers for Dressing
- 2 Spoons, Fork (4 pieces)
- 2 Underlinings for Saucer
- 2 Salad Forks
- 1 Plate For Crackers
- 1 Coffee Cup
- 1 Saucer
- 1 Spoon
- 1 Tray
- 1 Cream Pitcher
- 1 Sugar Bowl 1 Tong
- 1 Coffee Pot
- 1 Tea Service (7 pieces)
- 1 Pastry Platter
- 1 Small Platter
- 3 Pieces of Silver
- 1 Ice Cream Holder (2 pieces)
- 1 Ice Cream Spoon
- 1 Plate
- 2 Finger Bowls
- 1 Cigar Lighter
- 1 Crumb Tray (2 pieces)
- 1 Large Tray

**Gabby Gleanings From Grand Rapids.**

Grand Rapids, Aug. 2—Paul Kempter rounded out twenty-five years with the Pantlind family Aug. 1. During that time he has made many friends and admirers by his skill as a chef who now have reason to feel the same respect for him as a steward. In the days when he had charge of the culinary department of the grill in the old Morton House, Grand Rapids epicures enjoyed the best eating the city has ever afforded. We never had anything to compare with it before and we have never had anything in the same class with the Morton House grill since.

Three years ago a Grand Rapids gentleman concluded to erect a private mausoleum in the new city cemetery on Kalamazoo avenue. He was told that he would have to purchase 1,000 square feet at 60 cents per square foot or \$600; that if he would increase the space to 5,000 square feet and pay \$3,000 cash, one-half of the amount would be im-

mediately devoted to improving the the cemetery for 1,000 feet in each direction and making the surroundings attractive. The gentleman accepted the latter proposition and erected a mausoleum, but the city has never taken any steps to make good on its promise. It has not even kept the grass green on the 5,000 foot lot, although it accepted \$1,500 of the \$3,000 payment as a perpetual care endowment. Under the circumstances the gentleman feels that he has been badly treated by the city he has devoted his lifetime to assisting in many ways.

Paul Gezon, Secretary of the Michigan Retail Grocers and Meat Dealers Association, is spending two weeks at Whitefish Lake with his family. No one is better entitled to a vacation than the genial and hard working Secretary of the organization he serves so well and faithfully.

**Twenty-one New Subscribers This Week.**

The following new names have been added to the subscription list of the Tradesman during the past week:

- Hub Grocer Co., Jackson.
- Fred Miller, Rexton.
- R. B. Hough, Soo.
- Brown & Whitmarsh, Strong's.
- E. O. Jarvie, Rudyard.
- Letzen Bros., Moran.
- Moses Pentland, Newberry.
- Thomas Brady, Tower.
- Snoody's Drug Store, Onaway.
- C. H. Bye, Onaway.
- Frank B. Mills, Millersburg.
- A. J. Lown & Son, Millersburg.
- Davis-Mason-England Co., Jackson.
- Charles Wissner, Stronach.
- E. G. Hamel, Chicago.
- E. M. Snyder, The Heights.
- Walter Clark Veneer Co., City.
- S. N. Weinberg & Co., Twining.
- M. F. Kite, Mikado.
- Jas. G. Walker, Lincoln.
- Chas. Herkel, Lincoln.

**PERSONAL SERVICE**

Gives you better results. Our moving and storage rates are very reasonable. Every load insured.

**BOMERS and WOLTJER**  
1041 Sherman and 1019 Baxter Sts.  
GRAND RAPIDS, MICH.

**Rockford Hotel**

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

**Arnold Transit Company**

St. Ignace, Mackinac Island and Les Cheneaux Route  
Excursions and One-day Scenic Trips

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

Direct Connections at Mackinac Island with All Lake Steamer Lines

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

General Offices  
MACKINAC ISLAND, MICH.

**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.



**HOTEL BROWNING**

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



**The PANTLIND HOTEL**

The center of Social and Business Activities in Grand Rapids.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

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



**CODY HOTEL**

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

**RATES**

\$1.50 up without bath  
\$2.50 up with bath

**CODY CAFETERIA IN CONNECTION**

## DRUGS

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

### How Any Druggist May Live One Hundred Years.

According to the medical writer who penned the decalogue of health, any healthy adult who absolutely adheres to the ten commandments printed herewith, is assured of at least a century of existence. It is worthy of note, that, in the interest of the doctor's existence, too, great attention must be paid to the last commandment. Only remember, in choosing a physician, to choose a good one. And there may be some difficulty in doing this, for, in the ultimate analysis, capable doctors are really rare, irrespective of what the telephone directory tells about them.

1. Breathe fresh air, both day and night.
2. Exercise your larger muscles regularly every day.
3. Look upon over-fatigue as your enemy and upon rest as your friend. Take at least eight hours of sleep. (The Voice of Wisdom says to turn off the radio about ten o'clock).
4. Drink plenty of water—at meals and also between meals.
5. Eat temperately, partaking of vegetables and fruit for "roughage" and health's sake, and sparingly of meat and sugar. Avoid overweight.
6. Have regular bowel habits.
7. Avoid infection from both outside and inside sources. Make a thorough recovery from cold and sore throat.
8. Wash your hands before eating. (That the teeth are to be cleaned night and morning is taken for granted).
9. Think wholesome thoughts. Face unpleasant situations frankly and sensibly and don't worry. Keep up your play spirit.
10. Have a health examination by your physician each year. Ask his advice and follow it.—American Medicine.

### Narcotic Prescript'on Regulations.

1. Must be written in ink or indelible lead.
2. The full signature of the physician, as well as address and registry number are required.
3. Name, address and age of patient (child, adult, etc., is not sufficient).
4. If the amount of narcotic prescribed is for an unusual quantity the disease must be indicated, or the following designations may be used: Article 117, Exemption 1, (meaning for an incurable disease); or, Article 117, Exemption 2, (meaning for an infirm patient).
5. The pharmacist may supply the physician with one ounce of an aqueous solution of a narcotic of any strength, for his office use, provided the order is written on an official Federal order blank.
6. The pharmacist may renew a prescription containing the exempt quantities of a narcotic, which are as follows: not more than 2 grains of

opium, 1 grain of codeine, and one-fourth grain of morphine to the ounce.

For the protection of the patient, as well as the doctor and the pharmacist we would suggest that the age of the patient be stated on all prescriptions, whether or not for narcotics. Also that the directions be written on every prescription whether for internal or external use.

### Gold Varnish or Lacquer for Tin.

There is a large number of formulæ for lacquer or varnishes for producing a goldlike appearance on tin or white metals, several of which have been published by us within the last two or three years. The following is a sample:

Gum lac ----- 16 parts  
Dragon's blood ----- 4 parts  
Turmeric ----- 1 part  
Alcohol, wood, 95 per cent. 332 parts

Mix and heat moderately on the water-bath to a solution. This can be applied with a sponge, and for articles not exposed to the weather, answers very well. It should be applied first by rubbing the article from left to right and then from top to bottom, in order that the varnish may be equally distributed. As soon as the application has been made, place the article over a source of heat—a few live coals, or above a heating stove—and warm until the varnish is thoroughly dry, being careful not to heat the metal too much, otherwise blisters are apt to form. This recipe is taken from a German journal for wood turners and carvers, and is the simplest of any we have seen.

### Disguising the Taste of Epsom Salt.

It is said that 15 grains of citric acid to each ounce of the salt in solution renders the taste of the latter less objectionable to those who object to it, especially if the solution be taken when it is at a temperature of about 40 degrees F.

Here is a formula for so-called palatable solution of epsom salt:

Magnesium sulphate ----- 1 ounce  
Solution of saccharin, N.F.iii 1 dram  
Oil of peppermint ----- 2 drops  
Oil of anise ----- 2 drops  
Water, to make ----- 2 ounces

It seems that the amount of solution of saccharin might be decreased with advantage. Its presence should be stated on the label.

Dr. W. T. Swindle (Med. World) says he makes an elixir thus:

Epsom salts ----- ½ pound  
Saccharin ----- 12 grains  
Extract of vanilla ----- 1 ounce  
Glycerine ----- 2 ounces  
Water ----- 1 pint

Filter if necessary. The dose is one tablespoonful. Each fluid ounce contains one-half ounce of magnesium sulphate.

### Liquid Fire Extinguished.

These solutions are intended to coat or encrust the burning substance with incombustible salts, so as to prevent or at least hinder further burning.

1. Calcium chlorid, crude. 4 oz. av.  
Sodium chlorid ----- 1 oz. av.  
Water ----- 15 fl. oz.

The resulting solution is thrown into the fire by a hand-pump. The burn-

ing portions become encrusted and cease to be combustible.

2. Calcium chlorid ----- 20 oz. av.  
Salt ----- 5 oz. av.  
Water ----- 75 fl. oz.  
3. Sodium nitrate ----- 1 oz. av.  
Sodium chlorid ----- 1 oz. av.  
Ammonium chlorid ----- 1 oz. av.  
Magnesium chlorid ----- 1 oz. av.  
Water ----- 16 fl. oz.

Laubert's fire extinguisher is said to consist of a 6 per cent. aqueous solution of a mixture of sodium chlorid 50 parts, sodium bicarbonate 30 parts, and alum 20 parts.

### Aromatic Castor Oil

Of the many recipes which have been published for a palatable castor oil, the following is probably the one that will best suit your case. Of course, the name "tasteless" often applied to these mixtures is a misnomer. The bad taste of the castor oil is disguised, more or less successfully, by the saccharin and the volatile oils:

Castor oil ----- 14 ounces  
Oil of wintergreen ----- 18 minims  
Oil cassia ----- 5 minims  
Saccharin ----- 5 grains  
Alcohol ----- 1 ounce

Dissolve the oils of wintergreen and cassia and saccharin in the alcohol and add to the castor oil.

### Syrup for Disguising Taste of Quinine.

The following is a popular vehicle for the administration of quinine, and does the work pretty well:

Powdered chocolate ----- 2 ounces  
Sugar ----- 1½ pound  
Tincture of vanilla ----- 1 ounce  
Aromatic fluid extract of yerba santa ----- 1 ounce  
Glycerine ----- 1 ounce  
Boiling water, enough.

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

### Syrupus Guareae.

Liquid extract of Guarea Rusbyi ----- 10 grams  
Liquid extract of Euphorbia pilulifera ----- 40 grams  
Compound syrup of squill ----- 50 grams  
Liquid extract of buckthorn,, free from bitterness ----- 25 grams  
Diacetylmorphine hydrochloride ----- 0.6 gram  
Menthol ----- 0.15 gram  
Tincture of cloves (1:4) ----- 1 gram  
Alcohol (90 p.c.) ----- 10 grams  
Syrup of black currants 863.25 grams

### Shampoo Powders

1. Powdered quillia ----- ¼ ounce  
Camphor ----- 10 grains  
Borax ----- 1 ounce  
Sodium carbonate, dried ----- ½ ounce  
Oil of rosemary ----- 20 drops  
2. Powdered Soap ----- ¼ ounce  
Dried Sodium carbonate 1 drachm  
Borax ----- ½ drachm  
Oil of rosemary ----- 15 drops  
Phenolphthalein ----- ½ grain

### Willing Giver.

A musician approached a banker for a donation of \$5 to help bury a deceased saxophone player. To which the banker replied: "Here's \$25; bury five of them."

### Keeping Firecrackers as Ground For Avoiding Insurance.

As a general rule, insurance policies covering business property contain restrictions upon the keeping of gunpowder and other explosives therein. Such restrictions may vary greatly in different policies, but as a general rule it is also provided that their violation will void the policy.

It follows, that a merchant should have a correct knowledge of such terms of this kind as may appear in his policy, and keep well within their provisions. For a failure to do so may result in a serious loss in case of a fire. The possible danger in overlooking this may be illustrated by the following:

In one case of this kind, a merchant took out two fire policies covering his place of business. The policies, among other things, contained the following restrictive clause in respect to the keeping of gunpowder on the premises:

"This policy shall be void if gunpowder or other articles subject to legal restrictions shall be kept in quantities or manner different from those allowed or prescribed by law."

Now, it appears, that when the merchant bought the store there was among the stock a small quantity of firecrackers. And further, under the law of that place, merchants who desired to handle firecrackers were required to take out a license to do so, and our friend the merchant had no such license. All right.

About one year and a half after the merchant had purchased the store, he suffered a loss by fire. The insurance company upon investigation learned of the presence of the firecrackers in the store, and refused to pay. This on the ground that by the terms of the policies the unauthorized keeping of firecrackers by the merchant voided them.

The merchant thereupon brought suit on the policies. Upon the trial of the cause the merchant admitted that when he bought the store there was a quantity of firecrackers among the goods; he further admitted that they were in the store at the time of the fire in a covered box on a certain shelf and that he did not have a permit to keep firecrackers as required by law.

On the above state of facts, the insurance company asked for a motion in its favor. The trial court refused to grant the motion, and the insurance company carried the case to the higher court. Here, after a review of the facts as they have been outlined, the court, in passing upon the question of the right of the merchant to recover, said:

"It is plain from the testimony of the plaintiff [merchant] that he kept and stored on his premises firecrackers which contained gunpowder without a permit or license. The keeping and storing of firecrackers without any permit or license from the date the policies were issued until the fire occurred were in direct violation of the provisions of the policies.

"It is a matter of common knowledge that the keeping and storage of gunpowder in a building increased the risk. If so kept in violation of law



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

- Salmon-Red Alaska
Veal
Pork
Smoked Meats

DECLINED

AMMONIA

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

Stove

- Shaker ----- 1 80
No. 50 ----- 2 00
Peerless ----- 2 60

Shoe

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

Baked Beans

- Campbell's, 1c free 5 --- 1 15
Quaker, 18 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

BUTTER COLOR

- Dandelion ----- 2 85

CANDLES

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

CANNED FRUIT

- Apples, 3 lb. Standard 1 50
Apples, No. 10 --- 4 50@5 75
Apple Sauce, No. 10 8 00
Apricots, No. 1 1 75@2 00
Apricots, No. 2 ----- 3 00
Apricots, No. 2 1/2 3 40@3 90
Apricots, No. 10 8 50@11 00
Blackberries, No. 10 8 50
Blueberries, No. 2 2 00@2 75
Blueberries, No. 10 ----- 14 00
Cherries, No. 2 ----- 3 75
Cherries, No. 2 1/2 ----- 4 25
Cherries, No. 10 ----- 14 00
Loganberries, No. 2 ----- 3 00
Loganberries, No. 10 10 90
Peaches, No. 1 1 50@2 10
Peaches, No. 1, sliced 1 25
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. 3 00@3 25
Peaches, 10, Mich. ----- 8 50
Pineapple, 1 sl. ----- 1 75
Pineapple, 2 sl. ----- 2 60
Pineapple, 2 br. sl. ----- 2 40
Pineapple, 2 1/2, sl. ----- 3 00
Pineapple, 2, cru. ----- 2 60
Pineapple, 10 cru. ----- 9 00
Pears, No. 2 ----- 3 15
Pears, No. 2 1/2 ----- 3 50
Plums, No. 2 ----- 2 40@2 50
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@5 50
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, Minc'd, No. 1 3 25
Pinnan Haddle, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddle, No. 1 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. ----- 1 65
Lobster, No. 1/4, Star ----- 2 90
Shrimp, 1, wet ----- 2 25
Sardines, 1/4 Oil, Key ----- 6 10
Sardines, 1/4 Oil, Key ----- 5 50
Sardines, 1/4 Oil, Key ----- 6 75
Salmon, Warrens, 1/2 s ----- 2 80
Salmon, Red Alaska 3 75
Salmon, Med. Alaska 2 85
Salmon, Pink Alaska 1 85
Sardines, Im. 1/4, ea. 10@23
Sardines, Im. 1/2, ea. ----- 25
Sardines, Cal. ----- 1 65@1 80
Tuna, 1/2, Albocore ----- 95
Tuna, 1/4 s, Curtis, doz. 2 20
Tuna, 1/2 s, Curtis, doz. 3 50
Tuna, 1 s, Curtis, doz. 7 00

CATSUP.

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

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE.

- Roquefort ----- 65
Kraft, small items 1 65
Kraft, American ----- 1 65
Chili, small tins ----- 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Daisies ----- 27
Longhorn ----- 27
Michigan Flat ----- 26
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. 60
Chocolate Apples ----- 4 50
Pastelles, No. 1 ----- 12 60
Pastelles, 1/2 lb. ----- 6 60
Pains De Cafe ----- 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastelles ----- 2 15
1 lb. Rose Tin Bon ----- 18 00
7 oz. Rose Tin Bon ----- 9 00
13 oz. Creme De Cara-que ----- 13 20
12 oz. Rosaces ----- 10 80
1/2 lb. Rosaces ----- 7 80
1/4 lb. Pastelles ----- 3 40
Langues De Chats ----- 4 80

CHOCOLATE.

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

COCOANUT

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

CLOTHES LINE.

- Hemp, 50 ft. ----- 2 00@2 25
Twisted Cotton, 50 ft. ----- 3 50@4 00
Braided, 50 ft. ----- 2 25
Sash Cord ----- 3 50@4 00

GOLDEN BERRY COFFEE
FULL VALUE
HUME GROCER CO.
ROASTERS
MUSKOGON, MICH.

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

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

- Hebe, Tall, 4 doz. ----- 4 50
Hebe, Baby, 8 doz. ----- 4 40
Carolene, Tall, 4 doz. 2 80
Carolene, 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, 4 doz. 5 15
Carnation, Baby, 8 doz. 5 05
Oatman's Dundee, Tall 5 15
Oatman's D'dee, Baby 5 00
Every Day, Tall ----- 5 00
Every Day, Baby ----- 4 90
Pet, Tall ----- 5 15
Pet, Baby, 8 doz. ----- 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
Master Piece, 10, Perf. 70 00
Master Piece, 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 Knickbocker ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Bering Apollos ----- 95 00
Bering Palmitas ----- 115 00
Bering Delioses ----- 120 00
Bering Favorita ----- 135 00
Bering Albas ----- 150 00

- CURRANTS
Packages, 14 oz. ----- 17
Greek, Bulk, lb. ----- 17
DATES
Dromedary, 36s ----- 6 75
PEACHES
Evap. Choice ----- 21
Evap. Ex. Fancy, P. P. 30
PEEL
Lemon, American ----- 80
Orange, American ----- 80
RAISINS
Seeded, bulk ----- 11
Thompson's s'dles blk 9 1/2
Thompson's seedless, 15 oz. ----- 10 1/2
Seeded, 15 oz. ----- 12 1/2

CONFECTIONERY

- Stick Candy Palls
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 Palls

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

Lozenges Palls

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

Hard Goods Palls

- Lemon Drops ----- 18
O. F. Horehound dps. ----- 13
Anise Squares ----- 18
Peanut Squares ----- 17
Horehound Tablets ----- 18

Cough Drops Bxs

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

Package Goods

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

Specialties

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

- 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 30
9 oz. package, per case 2 60

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

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

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

- Sage
East India ----- 10

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

FLAVORING EXTRACTS

- JENNINGS PURE FLAVORING EXTRACT
Vanilla and Lemon
Same Price
1/2 oz. 1 25
1 1/2 oz. 1 80
2 1/2 oz. 3 20
3 1/2 oz. 5 00
2 oz. 3 00
4 oz. 5 75
8 oz. 9 60

- 50 Years Standard.

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

FLOUR

- V. C. Milling Co. Brands
Lily White ----- 9 90
Harvest Queen ----- 9 80
Yes Ma'am Graham, 50s ----- 3 40

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

- Ideal Glass Top.
Half pint ----- 9 00
One pint ----- 9 30
One quart ----- 11 15
Half gallon ----- 15 40



- AXLE GREASE
48, 1 lb. ----- 4 35
24, 3 lb. ----- 6 00
10 lb. pails, per doz. 8 50
15 lb. pails, per doz. 11 95
25 lb. pails, per doz. 19 15

BAKING POWDERS

- Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. ----- 95
Royal, 6 oz., do. ----- 2 70
Royal, 12 oz., doz. ----- 5 20
Royal, 15 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

Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

BEECH-NUT BRANDS.

- BLUING
The Original
Condensed
2 oz., 4 dz. cs 3 00
3 oz., 3 dz. cs. 3 75

BREAKFAST FOODS

- Kellogg's Brands.
Corn Flakes, No. 136 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 00
Pep. No. 224 ----- 2 70
Pep. No. 202 ----- 1 75
Krumbles, No. 424 ----- 2 70
Bran Flakes, No. 624 2 25
Bran Flakes, No. 602 1 50

Post's Brands.

- Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 9 5 00
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Postum Cereal, No. 1 2 70
Post Toasties, 35s ----- 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



**DRINK POWDER**  
**LEMON AND ORANGE**  
Just Add Water



Lemonade, 2 1/2 oz. pkg.,  
packed, 24s 1 80  
Orangeade, 2 1/2 oz. pkg.,  
packed, 24s 1 80  
Attractive Counter Display  
Carton.

**SURESET**  
**ICE CREAM POWDER**



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

**GELATINE**



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

**JELLY AND PRESERVES**

Pure, 30 lb. pails 3 30  
Imitation, 30 lb. pails 1 75  
Pure, 6 oz., Ass't., 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 13  
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, 720-1c 4 50  
Blue Seal, 144 5 60  
Reliable, 144 4 35  
Federal, 144 5 80

**Safety Matches**

Quaker, 5 gro. case 4 25

**MOLASSES**

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

**OLIVES**

Bulk, 5 gal. keg 10 00  
Quart Jars, dozen 6 50  
Bulk, 2 gal. keg 4 50  
Pint, Jars, dozen 3 50  
4 oz. Jar, plain, doz. 1 35  
5 1/2 oz. Jar, pl., doz. 1 60  
9 oz. Jar, plain, doz. 2 35  
20 oz. Jar, Pl. do. 4 25  
3 oz. Jar, Stu., doz. 1 35  
6 oz. Jar, stuffed, doz. 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 39  
8 oz., 2 do. in case 15  
15 lb. pails 27  
25 lb. pails 27

**PETROLEUM PRODUCTS**

Iron Barrels  
Perfection Kerosine 13.6  
Red Crown Gasoline,  
Tank Wagon 14.7  
Solite Gasoline 17.7  
Gas Machine Gasoline 37.1  
V. M. & P. Naphtha 19.6  
Capitol Cylinder 39.1  
Atlantic Red Engine 21.1  
Winter Black 12.1



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'f. 15 1/2@19  
Med. Steers & Heif. 18  
Com. Steers & Heif. 17  
Cows  
Top 15  
Good 14  
Medium 13  
Common 12  
Veal  
Top 21  
Good 20  
Medium 18  
Lamb  
Spring Lamb 31  
Good 29  
Medium 25  
Poor 23

**Mutton**

Good 13  
Medium 16  
Poor 13

**Pork**

Light hogs 12  
Medium hogs 12  
Heavy hogs 11  
Loins, Med. 20  
Butts 17  
Shoulders 14  
Spareribs 12  
Neck bones 06  
Trimmings 11

**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. @25  
Hams, Cer., Skinned 16-18 lb. @25  
Ham, dried beef @32  
Knuckles Hams @16 1/2  
Picnic Boiled Hams 20 @22  
Boiled Hams @39  
Minced Hams @19  
Bacon 4/6 Cert. 24 @35

**Beef**

Boneless, rump 28 00@30 00  
Rump, new 29 00@32 00

**RICE**

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

**ROLLED OATS**

Silver Flake, 12 New Process 2 25  
Quaker, 18 Regular 1 80  
Quaker, 12s Family 2 70  
Mothers, 12s, M'num 3 25  
Nedrow, 12s, China 3 25  
Sacks, 90 lb. Jute 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. cr. 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  
3 lb. pails 1 40  
Cut Lunch 1 65  
Roma-1, 10 lb. boxes 15

**Lake Herring**

1/2 bbl., 100 lbs. 6 50

**Mackerel**

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

**White Fish**

Med. Fancy, 100 lb. 13 00

**SHOE BLACKENING**

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

**STOVE POLISH**

Blackline, per doz. 1 35  
Black Silk Liquid, dz. 1 40

Black Silk Paste, doz. 1 25  
Enameline Paste, doz. 1 35  
Enameline Liquid, dz. 1 35  
E. Z. Liquid, per doz. 1 40  
Radium, per doz. 1 85  
Rising Sun, per doz. 1 35  
654 Stove Enamel, dz. 2 80  
Vulcanol, No. 5, doz. 95  
Vulcanol, No. 10, doz. 1 35  
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. 2 40  
Five case lots 2 30  
Iodized, 24, 2 lbs. 2 40



**SOAP**

Am. Family, 100 box 6 30  
Export, 100 box 4 00  
Big Jack, 60s 4 50  
Fels Naptha, 100 box 5 50  
Flake White, 10 box 3 80  
Grind White Na. 10s 3 85  
Swift Classic, 100 box 4 40  
20 Mule Borax, 100 bx 7 55  
Wool, 100 box 6 50  
Jap Rose, 100 box 7 85  
Fairly, 100 box 5 50  
Palm Olive, 144 box 11 00  
Lava, 100 bo 4 90  
Octagon, 120 5 00  
Pummo, 100 box 4 85  
Sweetheart, 100 box 5 70  
Grandpa Tar, 50 sm. 2 10  
Grandpa Tar, 50 lge. 3 50  
Quaker Hardwater  
Cocoa, 72s, box 2 85  
Fairbank Tar, 100 bx 4 00  
Trilby Soap, 100, 10c 7 30  
Williams Barber Bar, 9s 50  
Williams Mug, per doz. 48

**CLEANSERS**



80 can cases, \$4.80 per case

**WASHING POWDERS**

Bon Ami Pd, 3 dz. bx 3 75  
Bon Ami Cake, 3 dz. 3 25  
Brillo 85  
Climaline, 4 doz. 4 20  
Grandma, 100, 5c 4 00  
Grandma, 24 Large 3 75  
Gold Dust, 100s 4 00  
Gold Dust, 12 Large 3 20  
Golden Rod, 24 4 25  
Jinx, 3 doz. 4 50  
La France Laun., 4 dz. 3 60  
Luster Box, 54 3 75  
Old Dutch Clean, 4 dz 3 40  
Octagon, 96s 3 90  
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  
Sapoline, 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, Cochinchina @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**

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

**STARCH**

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

**Gloss**

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

**CORN SYRUP**

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

**Maple**

Green Label Karo, 5 19

**Maple and Cane**

Mayflower, per gal. 1 55

**Maple**

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

**TABLE SAUCES**

Lea & Perrin, large 6 00  
Lea & Perrin, small 3 35  
Pepper 1 60  
Royal Mint 2 40  
Tobasco, 2 oz. 4 25  
Sho You, 9 oz., doz. 2 70  
A-1, large 5 20  
A-1, small 3 15  
Caper, 2 oz. 3 30

**Zion Fig Bars**

Unequalled for  
Stimulating and  
Speeding Up  
Cooky Sales

Obtainable from Your  
Wholesale Grocer

Zion Institutions & Industries  
Baking Industry  
Zion, Illinois

**TEA**

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

**Gunpowder**

Choice 40  
Fancy 47

**Ceylon**

Pekoe, medium 57

**English Breakfast**

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

**Oolong**

Medium 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**

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

**WRAPPING PAPER**

Fibre, Manila, white 05 1/2  
No. 1 Fibre 08 1/2  
Butchers D. F. 06 1/2  
Kraft 07 1/2  
Kraft Stripe 09 1/2

**YEAST CAKE**

Magic, 3 doz. 2 70  
Sunlight, 3 doz. 2 70  
Sunlight, 1 1/2 doz. 1 35  
Yeast Foam, 3 doz. 2 70  
Yeast Foam,

**Proceedings of the Grand Rapids Bankruptcy Court.**

Grand Rapids, July 25—On this day was held the sale of assets in the matter of Clarence Clark, Bankrupt No. 3122. The bankrupt was not present or represented. One bidder was present in person. By agreement the sale was adjourned to July 29.

July 25. On this day was held the first meeting of creditors in the matter of Robert Inge, Bankrupt No. 3189. The bankrupt was present in person and represented by attorney John W. Powers. 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.

On this day also was held the first meeting of creditors in the matter of George L. Burgess, Bankrupt No. 3200. The bankrupt was present in person and represented by attorneys Hilding, Hilding & Tubbs. Creditors were present in person and by representatives. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. W. Moore, of Belmont, was named trustee, and his bond placed at \$2,000. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Ivan W. Welch, Bankrupt No. 3186. The bankrupt did business under the assumed name of Michigan Craft Shops. The bankrupt was present in person and represented by attorneys Dilley, Souter & Dilley. The petitioning creditors were present by Corwin, Norcross & Cook. Creditors generally were present by Boltwood & Boltwood; Travis, Merrick, Warner & Johnson; Laurence W. Smith; Fred G. Timmer and C. W. Moore. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. C. W. Moore was elected trustee, and his bond placed at \$1,250. The first meeting then adjourned to Aug. 4.

On this day also was held the hearing on composition in the matter of Specialty Dry Goods Shoppe, et al., a copartnership, alleged Bankrupt No. 3141. The copartnership was present by Mr. Simkins and Mr. Stoll and represented by attorneys Linsey, Shivel & Phelps. Petitioning creditors were present by Hilding, Hilding & Tubbs. The creditors generally were present by Corwin, Norcross & Cook; Charles E. Ward; Butterfield, Keeney & Amberg; Wicks, Fuller & Starr and C. S. Johnson, of the Michigan Trust Co., for the State Court Receiver. Claims were proved and allowed. Mr. Simkins and Mr. Stoll were sworn and examined, with a reporter present. The hearing then adjourned to Aug. 2.

On this day also was held the hearing upon the report of the trustee of the compromise offer of First State Savings Bank. The bank has offered the trustee \$1,350 in full settlement of any claims the trustee may have and in addition the bankrupt has offered to waive any and all claims against this estate. The attorney for the bankrupt was present. One creditor was present. The offer of compromise was accepted and the hearing adjourned without date.

July 26. We have to-day received the schedules in the matter of O-So-White Products Co. The schedules show assets of \$17,835.10 with liabilities of \$9,017.07. This was an involuntary case. The bankrupt concern is located at Grand Rapids. The first meeting will be promptly called and note of the same made herein. The list of creditors of said bankrupt are as follows:

Charles Donovan, Grand Rapids \$ 500.00  
Francis L. Williams, Grand Rap. 396.92  
Corwin, Norcross & Cook, G. R. 633.05  
R. G. Dun & Co., Grand Rapids 175.00  
Charles Donovan, Grand Rapids 3,000.00  
Richards Mfg. Co., Grand Rapids 4,250.00  
Independent Printing Co., Greenville 38.00  
Peter Johnson, Grand Rapids 25.00

July 27. We have to-day received the schedules, reference and adjudication in the matter of John A. Post and Bert Post, individually and as copartners doing business as Post Brothers, Bankrupt No. 3211. The bankrupts are residents of Grant, and the court has written for funds and upon receipt of the same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt are as follows:

Ray R. Porter, Bynum, Mont. \$165.50  
H. Collins, Pendroy, Mont. 325.00  
St. Anthony & Dakota Elevator Co., Bynum, Mont. 160.00  
Lewis Erickson, Bynum, Mont. 100.00  
Conrad Hospital, Conrad, Mont. 45.00  
Dr. Mainerd, Chonta, Mont. 30.00  
First Nat. Bank of Valier, Mont. 800.00  
Richard Saur, Valier, Mont. 400.00  
George Seaman, Bailey, Mont. 38.00  
E. Harris, Bynum, Mont. 25.00  
Teton county, Mont. 285.00  
C. Echo, Pendroy, Mont. 120.00  
Power & Patterson, Conrad, Mont. 75.00

July 27. We have to-day received the

schedules, reference and adjudication in the matter of Edwin S. Pierce, Bankrupt No. 312. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$215 of which the full interest is claimed as exempt, with liabilities of \$1,320.16. The court has written for funds and upon receipt of the same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt are as follows:

Fox Jewelry Co., Grand Rapids \$135.50  
Cole & Erwin, Grand Rapids 11.00  
National Discount Corp., So. Bend 165.05  
Hotel Pantiind, Grand Rapids 7.50  
Hotel Morton, Grand Rapids 56.65  
Dr. Paul M. Torres, Grand Rapids 20.00  
Dr. Clyde I. Green, Grand Rapids 15.00  
Dr. Frank G. Kinsey, Grand Rapids 4.00  
Pope & Heyboer, Grand Rapids 20.00  
Van Den Berge Bros., Grand Rap. 18.00  
Kent State Bank, Grand Rapids 25.00  
Goudzwaard, Grand Rapids 8.68  
L. F. Maloney, Grand Rapids 12.50  
Acme Lumber Co., Grand Rapids 70.45  
Mrs. L. B. Stanton, Grand Rapids 118.45  
Oakwood livery, Grand Rapids 338.30  
Dr. Charles V. Crane, Grand Rap. 26.00  
Perkins & Waters, Grand Rapids 30.00  
National Clothiers, Grand Rapids 40.00  
Collins Northern Ice Co., Grand R. 6.23  
G. R. Gas Light Co., G. R. 11.75  
Groskopf Bros., Grand Rapids 30.00  
Hoesleys Market, Grand Rapids 14.00  
Dr. Max Lewicke, Grand Rapids 25.00  
G. R. National Bank, Grand Rap. 50.00  
Shellman Optical Co., Grand Rapids 4.00  
Adam Brown Co., Grand Rapids 56.00

July 27. We have today received the schedules, reference and adjudication in the matter of Leo W. Spencer, Bankrupt No. 3213. The matters has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a grocer. The schedules show assets of \$100 of which \$450 is claimed as exempt, with liabilities of \$1,877.81. The court has written for funds and upon receipt of the same the first meeting will be called and note of which will be made herein. The list of creditors of said bankrupt are as follows:

Henry Hyman, Grand Rapids \$829.60  
H. S. Korey, Grand Rapids 9.25  
National Grocer Co., Grand Rapids 129.00  
Plakinton Packing Co., Grand Rap. 134.33  
Abe Schefman & Co., Grand Rap. 15.80  
VandenBrink & Son, Grand Rapids 12.23  
Hekman Biscuit Co., Grand Rapids 59.48  
Thomasma Bros., Grand Rapids 19.47  
Rademaker & Dooge, Grand Rapids 69.79  
Moon Lake Ice Co., Grand Rapids 74.50  
McLaughlin Coffee Co., Chicago 4.40  
Hoekstra Ice Cream Co., Grand R. 48.50  
A. VandenBerg, Grand Rapids 51.15  
Boot & Co., Grand Rapids 6.50  
Besteman & DeMeester, Grand R. 3.00  
M. J. Dark & Son, Grand Rapids 13.58  
Specialty Candy Co., Grand Rapids 27.65  
C. W. Mills Paper Co., Grand R. 28.44  
Smith Flavoring Extract Co., Grand Rapids 2.25

W. E. Roberts, Grand Rapids 29.40  
Wilson & Co., Grand Rapids 98.60  
Rasmussen, Grand Rapids 8.60  
George Cross, Grand Rapids 87.50  
Menter Co., Grand Rapids 28.50  
Albert Dainning, Grand Rapids 55.55  
Miller Hospital, Grand Rapids 18.00  
Dr. Duiker, Grand Rapids 13.00  
C. R. Wosner, Grand Rapids 43.08

July 27. We have to-day received the schedules, reference and adjudication in the matter of Erwin C. Burt, Bankrupt No. 3214. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Belding, and his occupation is that of a merchant. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$1,513.40. The court has written for funds and upon receipt of the same, the first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt are as follows:

Shotwell Metzgar Auto Co., Belding \$225.00  
Charles LaLande, Grand Rapids 80.00  
E. A. Prange, Grand Rapids 18.25  
Ernest W. Burt, Belding 320.00  
A. A. Biferno, Grand Rapids 107.00  
Dr. Bouwer, Greenville 45.00  
Dr. Price, Belding 25.00  
Haight Brothers, Belding 5.00  
Fristoe & Rummeler, Belding 5.00  
Mrs. Lincoln, Belding 17.50  
Willard Johnson, Belding 10.00  
Dr. Smith, Belding 16.00  
Murphy Anderson, Belding 17.00  
O'Connor & Dailey, Belding 3.50  
Herpolsheimers, Grand Rapids 10.50  
Charles Comstock, Grand Rapids 40.00  
A. L. Joyce, Grand Rapids 50.00  
Holland Cigar Co., Grand Rapids 28.50  
X Cigar Co., Grand Rapids 30.50  
Vandenberg Cigar Co., Grand Rap. 21.50  
McCarty Candy Co., Grand Rapids 41.50  
Ellis Brothers Co., Grand Rapids 40.50  
Shotwell Metzgar Auto Co., Belding 27.50  
Lewellyn & Co., Grand Rapids 31.15  
Edwin C. Burt, Belding 16.50  
Morris Plan Bank, Grand Rapids 281.00

July 26. On this day was held the final meeting of creditors in the matter of Chan Hoy, Bankrupt No. 2904. The bankrupt was not present or represented.

Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no funds for the payment of dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of James C. McMaster, Bankrupt No. 2835. The bankrupt was not present or represented. Claims were proved and allowed. The trustee was not present. The final report and account of the trustee was considered and approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend of 100 per cent. and interest on claims proved and allowed. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

July 27. On this day was held the final meeting of creditors in the matter of James Criswell, Bankrupt No. 3196. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. The creditors were present by Rodgers & Rodgers, attorneys. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined by the referee and by Mr. Rodgers, without a reporter. No objections were made to the discharge. The meeting then adjourned without date and the case has been closed and returned to the district court as a no-asset case.

July 26. On this day was held the final meeting of creditors in the matter of Lawrence W. Boozer, Bankrupt No. 2867. The bankrupt was not present or represented. The trustee's final report and account was considered and approved and allowed. Claims were allowed. An order was made for the payment of expenses and for the declaration and payment of a first and final dividend to creditors of 18 per cent. No objections were made to discharge. The final meet-

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

July 30. We have to-day received the schedules, reference and adjudication in the matter of John C. Trumble, Bankrupt No. 3216. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$455.12. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt are as follows:

Commonwealth Loan Co., G. R. \$112.50  
Robert Ruschmann, Grand Rapids 11.48  
Peter VanDerZand, Grand Rapids 15.00  
Oakland Motor Car Co., Grand Rap. 26.50  
Costlows Cash Credit Store, G. R. 47.90  
Heymans Furniture Co., Grand R. 34.00  
Winegar Furn. Co., Grand Rapids 30.00  
A. B. Knowlson Co., Grand Rapids 24.00  
Dr. John Wright, Grand Rapids 85.00  
Dr. Vernon Moore, Grand Rapids 15.00  
Pranges Credit Dept. Store, G. R. 17.00  
W. B. Jarvis Co., Grand Rapids 14.00  
Dr. J. N. Holcomb, Grand Rapids 2.00  
Quint Bros. Garage, Grand Rapids 6.90  
Liberal Credit Clothing Co., G. R. 6.84  
Herpolsheimer Co., Grand Rapids 3.90  
Grover Second Hand Store, G. R. 5.60

July 30. We have to-day received the schedules, reference and adjudication in the matter of William Languis, Bankrupt No. 3217. 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 tool maker. The schedules show assets of \$250 of which \$220 is claimed as exempt, with liabilities of \$1,114.50. The court has written for funds and upon receipt of the same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt are as follows:

Musk. Hts. Bank, Muskegon Hts. \$ 88.00  
C. W. Mullen, Muskegon 26.90  
Muskegon Citizens Loan and Inv. Co., Muskegon 80.95  
Regina Vacuum Co., Muskegon 34.75  
Pranges Clothing Co., Grand Rapids 29.50  
Spiegel, May, Stern Co., Chicago 20.00  
Straus and Schram, Chicago 15.45  
Bishop Furniture Co., Muskegon 226.12

**Howe, Snow & Bertles**  
Incorporated  
announce a change in corporate name  
to  
**Howe, Snow & Co.**  
Incorporated  
60 Monroe Avenue, Grand Rapids  
NEW YORK CHICAGO DETROIT  
SAN FRANCISCO MINNEAPOLIS  
July 28, 1927

**Class Mutual Insurance Agency**  
C. N. BRISTOL H. G. BUNDY A. T. MONSON  
"The Agency of Personal Service"  
INSPECTORS, AUDITORS, STATE AGENTS  
Representing The Hardware and Implement Mutuals—  
The Finnish Mutual—The Central Manufacturers'  
Mutual and Associate Companies.  
Graded dividends of 20 to 50% on all policies accord-  
ing to the class of business at risk.  
**FIRE - AUTOMOBILE - PLATE GLASS**  
305-06 Murray Building Grand Rapids, Mich.



Dr. Thornton, Muskegon	141.00
Dr. Edward Fooss, Muskegon	51.00
Mercy Hospital, Muskegon	32.50
Hartsma Coal Co., Muskegon	23.85
Dr. Prangle, Muskegon Hts.	11.00
Abe Harsma Grocery Co., Muskegon	44.58
Laheys Clothing Co., Muskegon	17.95
Woman's Home Companion Co., Grand Rapids	14.40
Fredricks Lumber Co., Muskegon	2.93
Sanitary Dairy Co., Muskegon	6.27
Muskegon Citizens Loan Co., Muskegon	247.50

July 30. We have to-day received the schedules, reference and adjudication in the matter of James Ten Eyck, Bankrupt No. 3218. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedules show assets of \$300 of which \$250 is claimed as exempt, with liabilities of \$1,495.25. 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: Boyd Auto Co., Muskegon Hts., \$184.00; Dr. Frank Garber, Muskegon, 127.00; Dr. R. G. Olson, Muskegon, 90.00; Hackley Hospital, Muskegon, 17.00; Muskegon Trust Co., Muskegon, 120.00; Geo. Thornton, Grand Haven, 44.00; N. G. Vanderwerp, Muskegon, \$667.25; Dr. P. S. Wilson, Muskegon, 10.00; St. Mary's Hospital, Muskegon, 20.00; Nat'l. Salesman Training Ass'n., Chicago, 120.00; Dr. Buzzard, Muskegon, 6.00. In the matter of Rodney H. Speese, Bankrupt No. 3204, the funds for the first meeting have been received and such meeting has been called for Aug. 15.

**The Spirit of Service Involves Proper Salutation.**

(Continued from page 20)

top of my head. It was so loud that it startled me. I looked up and explained that I was examining the hook and why. I asked what it was called. The man—well along in mature years—said: "That'll grip the chain anywhere." "Yes, I know that," I said; "but what's it called? What is the name of that kind of hook?" "Why, it's just a hook—a chain hook." "No, that cannot be it," I answered, because there are chain hooks of various other shapes. This one must have a name. Well, he did not know any name; yet I found out from his boss that he had been in the machinery business for forty years, and the boss told me it was a heart hook. And so it goes.

Who can tell anybody how to greet a customer? If you try to follow out the prescription now handed to everybody, "Meet 'em with a smile," chances are your face will wear a fixed grin. What is accepted for a smile on many faces turns out to be a sort of smirk about as expressive as the face of a wooden Indian. And it is even more impossible to say what words you should use except "Yes, sir," and its equivalent, "Yes, Ma'am," should be discarded at once.

But there is a recipe that is unailing. Let everybody go forward to meet a customer with the feeling—the genuine, real, honest feeling—that he wants to do something worth while for that customer. Let the sales person feel a real, true, genuine interest in the customer. Let his thought be utterly unselfish. Let it not be, "Now I'll sell a lotta stuff." Let no thought of your side of it enter at all. Let the only idea be that you want to make that customer happier for having come to your store.

Do that and you need think nothing whatever of your words or manners. Automatically you will do and say the right thing and convey good will to your customer. But be ready with genuine information—"Yes, sir."

Paul Findlay.

**News Notes From Charlevoix the Beautiful.**

Charlevoix, Aug. 2—It gives me the greatest pleasure to express to you my heartiest congratulations over the great success you have had in editing the Michigan Tradesman. I well remember when first we met in Grand Rapids on my arrival there in October, 1884. I was as green as a greenhorn could be and you took me under your wing and gave me a helping hand in the business world, which at that time was new to me. I began reading the Michigan Tradesman then and have done so every week for the past forty-three years, deriving the greatest benefit from it. It has followed me ever since wherever I traveled in this and foreign countries and even now, since I am retired from active road work, I enjoy reading your peculiar style of handing out sense and nonsense in solid chunks. I hope your wish to round out fifty years editing the Michigan Tradesman will be granted by the All Wise Creator.

I called on Louis S. Orłowski, wholesale and retail grocer at 802 South Bridge street and had a very interesting visit with him. His place is immaculately clean and well arranged to display his wares. The main store is 80x44 and contains all classes of groceries and goods pertaining to that trade. He informed me that he started in this location thirty-four years ago with \$500 investment and was compelled to increase his facilities from year to year until he now occupies four stores, which contain not only groceries but roofing material, mineral waters, etc. He has the necessary refrigerator facilities. Some time ago he met with an accident and is now anxious to sell out.

After leaving his place my friend, G. A. Wali, of Grand Rapids, and myself, visited the Charlevoix hospital and were nicely received by Miss Bertha S. Larsen, the Superintendent of the establishment. She has been in charge of the place for the last four years and informed us they can easily accommodate twenty-five people. They have six private rooms, three public wards and the necessary operating rooms, etc. Drs. R. B. Armstrong, G. W. King, and F. F. McMillan, of this city, Dr. W. H. Parks, of Petoskey, and Dr. Bucher, of East Jordan, make use of this institution at will. They have a very large flower garden and potato patch, raise their own chickens, which supply fresh eggs for their patients. The surplus is sold to the local trade to help pay for groceries, etc. I was well pleased to note that some pictures which I gave them last year decorated their walls and I presume I will have to donate some more of my work before I leave here.

L. Winternitz.

**A Laugh.**

A laugh is just like sunshine,  
It freshens all the day,  
It tips the peaks of life with light  
And drives the clouds away.  
The soul grows glad that hears it,  
And feels its courage strong,  
A laugh is just like sunshine  
For cheering folks along.

**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.

**Case of Mistaken Identity.**

At a recent fair there was a balloon ascension and parachute leap. An old negro miles away and knowing nothing about this, was plowing his field when he looked up and saw in the air a man coming from the sky in this umbrella arrangement. He was so scared he couldn't run. He just stood there.

The man came right down and landed almost at the old negro's feet. The parachute jumper didn't say a word, and the old negro just looked at him, dropped right down on his knees, and looked up into the man's face and said:

"Lord, I'se glad you come at last."

The sentiment which prompted a Georgia legislator to propose a new law providing severe penalties for flogging, or even for threats to flog, is most commendable, but there are ample laws on the statute books of all the Southern states to put an end to the displays of brutal cruelty that have recently been described on first pages of newspapers the country over. No more laws are needed; what is essential is an aroused public sentiment that will force officials to make arrests, help juries to make convictions and stand behind judges who impose sentences. Lawbreaking of this kind ends when a citizenry wishes it to end.

**Business Wants Department**

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

WANTED—A SMALL SUMMER HOTEL IN NORTHERN MICHIGAN. WILL TRADE A FINE RESIDENCE IN CITY CLOSE TO LANSING ON same. Address N. 626, c/o Michigan Tradesman. 626

Shoe Store Fixtures For Sale—Will sell CHEAP, complete set shoe store fixtures. Rugs, mirrors, shelving, inside and outside display cases, fitting stools, etc., Fleming Shoe Co., Evart, Mich. 639

For Sale—Bazaar stock in one of the best cities in Michigan. Store is well located, and not one empty store in the city. After years in business owner wishes to retire. Stock will inventory about \$2,500. A snap for some one. For particulars, write No. 640, c/o Michigan Tradesman. 640

FOR SALE—Or exchange for improved city property, twelve pairs of registered silver black foxes. Interested parties address Geo. L. Jones, Hale, Mich. 641

BUSINESS OPPORTUNITY — Fully equipped steel stamping works. Large buildings. Plenty of machinery. Private R. R. spur. Where there is plenty of labor and low wages. Write Spears & Chesnut, Vassar, Mich. 642

FOR SALE—At inventory, up-to-date grocery in the heart of Muskegon's business district and close by select residential section. Private camp trade in summer, and have large telephone business. Other business interests taking up time. Address No. 633 c/o Michigan Tradesman. 633

FOR SALE—Stock in Grand Rapids Wholesale Grocery; or will trade for vacant lot. "Q" Grocer Co., 990 Pine St., Muskegon, Mich. 634

FOR SALE—House and lot on main street of Conklin; or will trade for Grand Rapids or Muskegon property. "Q" Grocer Co., Pine St., Muskegon, Mich. 635

FOR SALE—DRY GOODS AND millinery store. College and industrial city, 16,000 and growing. Stock, \$14,000. Cash business. Floreth Co., Jacksonville, Ill. 637

FOR SALE—Hotel. Sacrifice. High class workman's. Worth \$40,000. Sell for \$30,000, with \$6,500 cash. Three story, cement, forty-four rooms. Full basement dining room. House filled with high class mechanics. Absolutely money maker. Thos. McGrail, 752 Baker St., Flint, Mich. 638


**CASH For Your Merchandise!**

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSOHN, Saginaw, Mich.

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 656

**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 Shortning  
HONEY—Horse Radish  
OTHER SPECIALTIES  
Quality-Service-Cooperation

**HART BRAND**  
CHOICE OF THE LAND



Look for the Red Heart on the Can  
LEE & CADY Distributor



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.

### Prison Managers a Law Unto Themselves.

"In its anxiety to see even handed justice meted out to all criminals, either of high or low degree, the Tradesman is likely to be led into forming erroneous ideas regarding prison methods," remarked a legal gentleman in discussing the Rouse case and the nauseating consideration shown by the management of the Ionia prison.

"As a matter of fact," he continued, "the Rouse case finds a counterpart in every professional criminal who is sentenced to a penal institution. Man proposes and God disposes. Judges inflict sentences to include hard labor and prison officials minimize the sentences by favoring criminals who happen to have a pull.

"Fred French stole several hundred thousand dollars from the City Trust and Savings Bank and was sentenced to hard labor at Jackson for a long term. French never slept in a cell or ate with the other prisoners. He is now on the road, selling goods produced by the prison. I met him in Big Rapids a few days ago. He was in fine fettle and full of talk of the things he proposed to do as soon as he was released. Evidently he is not aware that a Federal indictment hangs over his head which will possibly land him in Leavenworth instead of a State institution.

"I saw Bill Haan on Monroe avenue the other day, driving a big automobile. I remembered that Judge Verdier recently sent him to Ionia and specified hard labor. He told me he was a chauffeur for the warden and was in Grand Rapids with the warden's family to do some shopping.

"The same condition prevailed in the cases of Carl Palmer and L. L. Skillman. Both received hard labor sentences, but neither of them ever saw the inside of a cell. They both were given clerkships and slept on sumptuous beds in private rooms with all the comforts of home.

"Judges have no jurisdiction over prisoners after passing sentence on them. They then pass from the judicial to the executive department of the State government. The only person who can force the prison management to obey the letter of the sentence is the Governor, and I do not now recall a single case where the Chief Executive has ever reproved a warden or forced him to do the fair thing by the people and the courts. Wardens appear to be a law unto themselves. They will continue to occupy this position until the Legislature enacts a law prohibiting prison managers from mocking the courts and repudiating the sentences of judges."

### Radio's Gift To Electric Power Industry.

The greatest single factor that holds out a promise of stimulating the use of electricity in the next five or ten years is the radio.

A radio attached to the light socket—which appears certain to supersede in the not distant future instruments operating on batteries—will use about \$11 worth of electricity a year, it has been estimated. When it is considered the average domestic consumer buys

only \$29.24 worth of electricity annually now, it may be realized what an increase of \$11 a year by a large proportion of customers would mean.

As a matter of fact, the increased use of electric appliances in homes already wired would result in a substantial gain in demand for current. The most widely used appliance, the electric vacuum cleaner, is found in only 37 per cent. of wired homes. Only 26 per cent. have electric toasters and about the same number have electric washing machines. Fewer than 3 per cent. have an electric refrigerator or range, while only about 1½ per cent. have electric ironing machines.

Consumption of electricity increased 10 per cent. last year in the average home to 400 kilowatt hours, according to a recent survey and the daily cost to domestic consumers averaged about 8 cents—half the price of a package of cigarettes. The possible annual consumption of the average residential customer is placed at 5,754 kilowatt hours by the Electric World, holding out the possibility of a gain of almost fifteenfold.

For a growth in business a majority of public companies must depend on their present customers, according to B. M. Fast, manager of the new business department of the Associated Gas and Electric System. A survey by the company several years ago showed between 80 and 90 per cent. of the homes wired. New business, he pointed out, could be expected from less than 20 per cent. of the homes in the territory, and, "as they say in the utility business, 'the last 20 per cent. is the hardest.' This meant the future growth of the company depended largely on the development of present customers."

"With the increasing sales activities of central stations has grown the problem of whether or not a power company is justified in selling appliances at a merchandising loss to obtain the greatest possible added revenue from the appliance loan," Mr. Fast continued.

"Many utility executives hold to the view no part of the revenue from appliances should be used to help defray the expense of securing this type of load, yet they justify expenditures up to six times the annual revenue to obtain other classes of business. This has been the underlying reason for stagnation of some utility commercial organizations. Their hands are tied, and yet they are expected to produce results in the face of this discrimination against appliances sold."

William Russell White.  
[Copyrighted, 1927].

### The Penalty of Leadership.

In every field of human endeavor, he that is first must perpetually live in the white light of publicity. Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work.

In art, in literature, in music, industry, the reward and punishment are always the same.

The reward is widespread recognition; the punishment, fierce denial and detraction. When a man's work becomes a standard for the whole world, it also becomes a target for the shafts

of the envious few. If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a-wagging.

Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting.

Whatever you write, or paint, or play, or sing, or build, no one will strive to surpass or to slander you, unless your work be stamped with the seal of genius.

Long, long after a great work or a good work has been done, those who are disappointed or envious continue to cry out that it cannot be done.

Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced argued angrily that he was no musician at all.

The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by.

The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership.

Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant.

There is nothing new in this.

It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass.

And it all avails nothing.

If the leader truly leads, he remains—the leader.

Master poet, master painter, master workman, each in his turn is assailed, and each holds his laurels through the ages.

That which is good or great makes itself known, no matter how loud the clamor of denial.

That which deserves to live—lives.

### Shift in Ownership of Electric Interests

Boyer City, Aug. 2—The old Boyne City Electric Co., and Boyne River Power Co., which were created and maintained for many years through the energy and aggressiveness of E. A. Stowe and C. C. Follmer and served this community for over twenty years, are no more. Boyne City is not an independent any more. It is just a way station on a system which takes in all the West coast from Muskegon to Cheboygan and down the center to Grayling. June 1 saw the demise of the old regime, after the transmission lines from Ludington to Elk Rapids and to Pellston were completed and in operation.

During the spring the Michigan Public Service Co. acquired the Boyne Falls Power Co., connected the Wildwood Harbor line to Walloon Lake and Clarion and connected the power plant at Boyne Falls with the main transmission line at Boyne River dam. The transmission line from Boyne River dam to Boyne City was entirely rebuilt, its capacity being more than quadrupled. In all, more than twelve miles of new line have been constructed. During the same time improvements in the main transmission line have gone forward until Boyne City is

receiving a thoroughly dependable adequate service, something it has not before enjoyed for some time. The Michigan Public Service Co. is now in a position to furnish Boyne City territory a very much increased service, which should help materially in attracting industrial plants in need of our very superior facilities. When we strike oil, we will be made again.

No, sir! I can't believe it. I look at 'em and look at 'em, but it don't add up. They certainly ain't growed up women. Their slim legs and narrow hips, their little apologies for shoes, their short, skimpy dresses. Why, they look to me as if they just forgot their dresses and had on their pinafores or something—not undies. Still the legs are not all slim, nor are all the hips narrow. And then when one stands beside me, she comes up to my shoulder or my ear, just where she came fifty years ago. And once in a while I catch a look or a smile—not meant for me—which says just what her grandma meant to say in just the same way. But I can't make sense that they are grown up. And then their heads. Their hair don't stay put. Eternally they are fussing with it, and it is a cinch that ninety per cent. of them would look better, be more sure of themselves, and a good deal more comfortable, with a good secure band than with hair looking like a window brush.

No, sir; I can't make it add up.  
Charles T. McCutcheon.

### "Worth a Life Subscription."

Petoskey, July 30—Your open letter to Henry ford on the front cover of the Michigan Tradesman this week is worth a life subscription to any red blooded American. Your fearless write-up of your old time friend (Guy W. Rouse) when you found he was an impostor and thief and your attitude and fearless letters to the Apple Hat Co. and other such concerns must meet with the approval of every reliable merchant as well as every law abiding citizen who wishes to see right and justice prevail.

Were all editors of the same type of writer as the editor of the Tradesman, officers would not hesitate to do their duty, fearless court decisions would be upheld, and at least three-fourths of our crime eliminated. Unfortunately, this is not true and many papers cover up or soften the disastrous effects of a crime, thereby helping to increase it.

The apologies of Henry ford were very humiliating, to say the least, but the way he has been held to account for such utterances is justifiable and cannot help but make men of that type more careful of their utterances.

John A. Lake.

### Removal To Larger Quarters.

Detroit, Aug. 2—The Hotel Linen and Towel Co., 335 Jefferson avenue, East, Detroit, announces its removal to new quarters at 23 Jefferson avenue, West, about Sept. 1. The Hotel Linen and Towel Co. was organized a few years ago by Julius H. Epstein, who made a marked success in that field as selling representative for a local jobbing firm. Through Mr. Epstein's wide acquaintance with the hotel trade and the manufacturing plants in Detroit, the new business received immediate impetus and to-day has become an important factor in the distribution of hotel supplies in the territory served by the Detroit market. Mr. Epstein plans to increase the sphere of his company's activities and will reach out for a National distribution of its products. Associated with Mr. Epstein in the business is a son, Edward A. Epstein. Besides acting as distributors for manufacturers of hotel linens, towels, blankets and kindred supplies the Hotel Linen and Towel Co. carries a stock of textiles used by industrial plants.