

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 10, 1927

Number 2290

The Mother Job

*It really isn't hard to be a mother,
There really isn't very much to do.
The days are just exactly like each other —
You simply shut your eyes and wander through!*

*For six o'clock is time enough for rising,
And getting all the children washed and dressed,
And breakfast cooked — it really is surprising,
But mothers never seem to need a rest.*

*The lunches must be packed and jackets rounded,
And everybody soothed and sent to school.
To say that mother rushes is unfounded —
She's nothing more to manage, as a rule.*

*Unless it is to finish piles of sewing,
And cook and wash and iron and scrub and sweep,
To order food and keep the furnace going —
And then, perhaps, to hide herself and weep.*

*And when at last she's tucked them under covers,
And seen to doors that dad's forgot to lock,
Triumphantly, at midnight, she discovers
She's nothing more to do till six o'clock.*

Jane Burr.



THIS striking poster is bringing customers to your place of business. Thousands of these posters on highways and city streets are telling the public about this better insect spray. Every dealer in Michigan should stock KIP because—

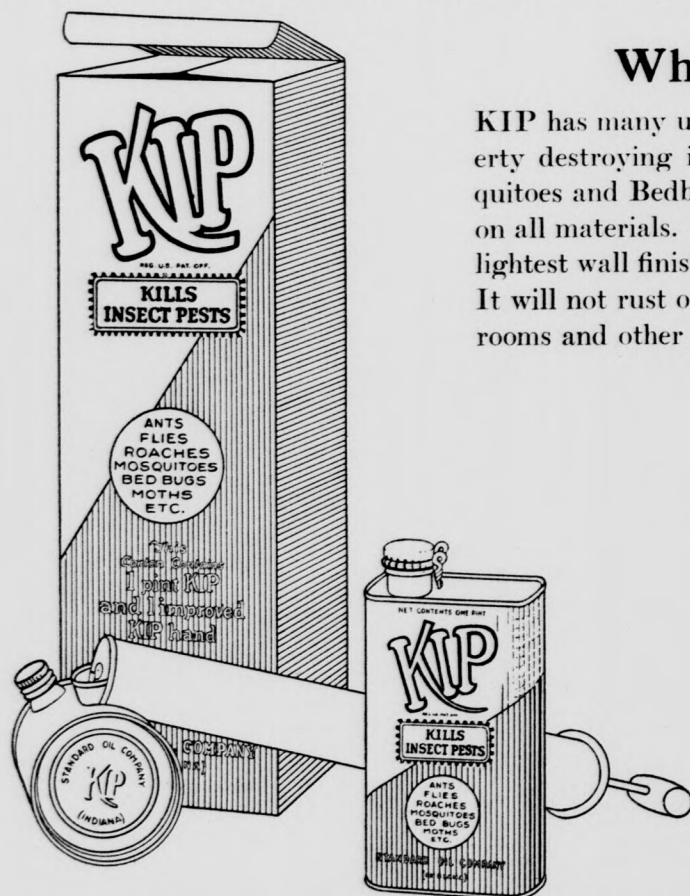
It gives the dealer more profit per sale than any other insect spray,

It is well advertised — Posters, Car Cards, Window Displays and other forms of advertising are telling the story of KIP,

Every day more and more people are reminded about KIP and are giving it a trial,

Convenient distributing points in Michigan enable us to make immediate delivery on a moments notice.

If you are not handling KIP, investigate its sales possibilities at once. Fill out the coupon and ask us to quote prices and explain why KIP brings customers back asking for more.



What it is and what it does

KIP has many uses. It quickly kills all disease spreading and property destroying insects such as Flies, Moths, Roaches, Ants, Mosquitoes and Bedbugs. KIP may be used freely throughout the home on all materials. For it will not injure the most delicate fabric or the lightest wall finishes. KIP is harmless to humans and household pets. It will not rust or corrode metal. It is excellent for deodorizing bedrooms and other parts of the home.

To Dealers

Standard Oil Company (Indiana)
910 S. Michigan Avenue,
Chicago, Illinois.

Please quote prices and explain why KIP brings customers back asking for more—why the profits from KIP will especially appeal to me.

Name

Address

Town State.....

STANDARD OIL COMPANY (INDIANA)

910 South Michigan Avenue—Chicago, Illinois

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GRAND RAPIDS, WEDNESDAY, AUGUST 10, 1927

Number 2290

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.

HONESTY AND WEIGHT.

We are continually discovering interesting things about ourselves. One of the latest set of discoveries to be made public relates to honesty. Fat men, it appears, are better risks for surety companies than thin men. It is found also that men who on occasion can do what is termed "a little light cussing" cause smaller losses to bonding concerns than the conspicuously pious, that married men are more trustworthy than single men and that women in general have a higher standard of honesty than men.

It does not follow, we take it, that there is any relationship between honesty and avoirdupois. It just happens that a larger percentage of fat men are honest than of thin men. Otherwise a thin man who was honest would deserve special commendation for overcoming a natural tendency in the other direction.

Thin men will argue that if obesity induces honesty it is merely because it increases inertia. A fat man thinks twice before he undertakes a scheme which would not arouse a qualm in the breast of a thin man. He thinks twice not because he is honest but because he is fat. It is more difficult for him to get away with something than it is for the man who is less heavily burdened.

In order to ascertain whether fatness has anything to do with honesty, the surety companies ought to make an investigation into the relative honesty of the same men at different weights. Are most men of thirty and 150 pounds poorer risks than the same men at fifty and 200 pounds? At all events, thin men have the satisfaction of knowing that they are not considered such poor risks inherently as to compel the imposition of a higher rate upon them.

THE MODERN MAGIC CARPET.

Progressive discovery has supplanted the old-time "dash" to the poles. Commander Byrd, although he flew to the North Pole and back, is planning a different procedure with reference to the South Pole. Admitting

that he is "very keen to make the flight," he insists upon letting common sense triumph over ambition. Hence there is to be careful preparation. After the portable houses have been erected and the primary base established at Discovery Harbor the Pole will be approached in a series of airplane jumps. Stores of food sufficient for six months are to be cached every hundred miles until there is a supply five hundred miles inland. These five sets of stores—really little camps—are to be carried from the base to their destinations by airplane.

This elaborate arrangement recalls the days when polar exploration was a protracted effort over the frozen snow and passage through the air was only a dream. Yet the airplane will simplify the matter of preparation, while giving the explorer a vehicle which to former scientists would have seemed like the magic carpet. Byrd expects to fly over a large part of the Southern continent and to carry his scientific associates to any uncovered areas that may be discovered. His aim is not merely a flight over the Pole, such as he made at the "top of the world," but the gathering of as much knowledge of the Southern Antarctic region as possible.

The expedition will mark the most extensive scientific use of the airplane yet attempted.

DIVORCE STATISTICS.

In regard to the 25,000 divorce cases which Judge Sabath claims to have settled in Chicago, the Bureau of the Census gives very interesting data concerning the divorce industry in that community. It would be instructive to have Judge Sabath's opinion as to how many of the 25,000 cases were "framed up," how many children were involved, to whom he gave the children, how much perjury existed, how many professional correspondents were employed, how many cases were undefended, how many were "repeaters," the gross amount of money involved, how many reconciliations he was able to bring about and how many men he sent to jail. If the average cost of each case was \$1,000, which is a low estimate, the activities of this one judge cost the litigants \$25,000,000, to say nothing of the cost to the taxpayers.

Of the total of 175,449 divorces in the United States in 1925 22,157 were contested, 146,069 uncontested and 7,223 not reported as to contest. As many as 101,941 uncontested divorces were granted to wives, while only 44,128 were granted to husbands. Illinois had 3,076 uncontested divorces granted to husbands and 8,797 uncontested divorces granted to wives, with only 1,860 contested actions. The census

has no figures for separation actions or foreign divorces.

During the years 1922 to 1925, inclusive, 420,158 American children were made either fatherless or motherless by divorces alone. Legal separations and other separations probably double this number. It is time that something other than talk was done about it.

THE COTTON MARKET.

The cotton market has been controlled more by facts than by fear during the past week, with a resultant decline of more than 2c per pound. There has been general liquidation on the part of both big and little speculative longs. Even with the decline that took place on this liquidation, we believe speculators have done well on this campaign. It took plenty of nerve and stamina to attempt it and carry it through. It seemed to us daring and far-fetched from the beginning and we congratulate the leaders in the movement. Securities of nearly every variety have reached prices so high that the average man will, or should, look for some other line of endeavor to satisfy his speculative desires. There is no commodity that will give him such scope for his action as cotton. A new era has arrived in cotton; the past season has broken nearly every record; consumption and production have vied with each other to make the past year a landmark; statistics are now known to all, and our only word of caution to friends and clients is not to imagine that all the cotton that has passed into yarn and cloth has been consumed—that is impossible. Therefore, it seems the wise thing to be shy of speculative commitments on the bull side until we see how the market will act when hedges begin to be sold in volume against the new crop.

SENTENCED CAR TO JAIL.

Judge Oliver Youngs, of Berkeley, Cal., believes firmly in the principle that the punishment should fit the crime. He has put into practical effect the childhood discipline which takes toys away from children when they don't play with them properly but insist upon using the new scooter in the dining room and scratching all the furniture.

When a prospective student of the University of California was found guilty of speeding with his new roadster Judge Youngs sentenced the roadster—not the student—to one year in jail. For twelve long months the youthful speeder must get along without his toy. In walking to his classes during that period he will have ample opportunity to reflect on the value of abiding by the rules of the game. The

wise judge, it appears, first contemplated sentencing the offender himself, but when told that he was about to enter college and could not go to jail he said: "Very well, the automobile can, so I sentence the roadster to jail for a period of one year."

There are many other cases in which we would advocate a similar procedure. It would certainly be more conducive to compliance with traffic regulations than fines, and in a great number of cases a year's sentence for the automobile would be a far greater deterrent to speeding than a week's imprisonment for the driver.

THE FIRST BIRD CENSUS.

What a lot of fun the humorists of twenty years ago would have had with the proposal to count any part of the birds of the air! The sane, practical men of that period would have thought it as futile and absurd as counting the fish in the sea. In those days, at certain periods in the year, vast flocks of waterfowl flew over the coast and lake cities to concentration points, and those living close to these placed looked upon the event merely as opening the hunting season. Then the supply seemed inexhaustible. But the flocks have been growing smaller in recent years and the need of conservation has become apparent. Without proper protection wild waterfowl will soon be nothing more than a memory, like the buffalo.

Within the month, however, the Biological Survey will begin the first census of migratory water birds ever attempted and by January 1, 1928, hopes to be able to tell within 10 per cent. just how many of these birds were in the country during the latter months of 1927.

The enquiry will add greatly to our knowledge of waterfowl as well as furnish a basis for general legislation regarding the conservation of migratory birds.

Nothing so helps to make a rising thermometer less endurable than to watch it go up and keep complaining about something you cannot help. Adopt the Coue method. Keep repeating to yourself that all the time, in every way, it is getting cooler and cooler. If you are thin, rejoice that you are better off than the fat man. If you are fat, be happy in the thought that you are losing superfluous flesh by the quart. Think how much better off you are than your grandfather was. He was forced to try to keep cool by imbibing such concoctions as mint juleps, gin fizzes and Tom Collins: drinks no longer sold in the land—at least, not openly. Regard the weather as a state of mind, and the idea will help you to endure the heated spell—maybe.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

A well-intentioned merchant of a Northern Michigan town recently wrote the Realm as follows:

"I have read about a lot of swindles in your paper, and I think about as big a one as any is the Durant Motor Co., of Flint, which back in 1922 sold millions of dollars worth of stock at \$15 per share and you can't get a reply of any kind now. I see the General Motors Co. has run ahead of the Steel Corporation for net earnings. They bought the Durant stock. Why don't they pay us poor cusses our money back and keep the interest if they want it? I think that each and every one who holds Flint six stock would be glad to just have his \$15 per share returned. I think it is about time our law makers at Lansing stopped this kind of business.

"Durant got our money, built his plant at Flint, sold it to the General Motors, and we, the little cusses, can sit back and whistle. I know there are a good many in Michigan like myself who would like to hear through your paper what you think of this matter."

To this letter the writer made personal reply as follows:

You have entirely the wrong angle on the Durant stock. In the first place the Tradesman refused to advertise this stock when it came out and warned everybody against buying it because we considered it then as a speculation pure and simple, and experience has demonstrated that it is worse than that, even though it got by.

In the second place, Durant did not sell any stock to General Motors. He sold a building to General Motors for cash. This cash should have gone to his own stockholders, but I suppose he absorbed it in private speculations of his own on the stock exchange, where it is said that he made many millions.

The General Motors are under no obligation whatever to the stockholders of the Durant Motor Co. Their business is conducted on a high grade plain with the sole object of serving their stockholders well and faithfully. If I had put \$14,000 into a hundred shares of General Motors stock a year ago I would now have stock worth \$34,000. In other words I would have made a profit of \$20,000 during the past year. This is true of nearly everything that Morgan and Du Pont and their associates take hold of. They are money makers for themselves and for their associates. Durant, on the other hand, is a wrecker. He ruins everybody he touches and waxes fat from his ill gotten gains.

I do not agree with you in the statement that the State of Michigan ought to interfere in matters of this kind. The State of Michigan cannot put brains in the head of any man who runs after any clap-trap arrangement that is presented to him. I did all I could in all the ways I could to keep my subscribers from jumping into this mess, because I knew it meant disaster and loss and disappointment. I am sorry that a single one of my readers was so unfortunate as to fail to avail himself of the information I gave out in such unstinted measure at such frequent intervals.

Rodney H. Speese, who has pretended to conduct special sales for merchants, has filed a petition in bankruptcy, showing \$550 assets and \$4,808.41 liabilities. He claims all of the assets as exempt. A man who could

make such a record would be a mighty poor chap to place in charge of a mercantile stock. He need not refer enquirers to the Tradesman hereafter.

A local collection agency is using a blank which has the appearance of being a court notice simulating legal process. The blank is sent out to alleged debtors to enforce collection. The Supreme Court of Minnesota recently suspended an attorney for six months, because he sent a notice in such form. A facsimile of the notice is reproduced in the opinion, and the case was *In re Davis*, 209 N. W. 627. The court said: "The purpose is evident. It was to simulate legal process; to give the impression that it was a legal document of importance; something in the way of a proceeding in court. Nothing resembling the practice will be tolerated."

What makes the offense all the more

"High Grade Special Steel," "Better Quality of Steel," "New Process Converted Steel," and "Semi-steel." The Commission said the facts were that none of these products contained steel, but were made of malleable iron, cast iron or a combination of the two. These firms, according to the Commission, agreed to cease and desist without further proceedings. One of the concerns make a number of small tools, particularly hammers, and another manufactured hammers, hatchets, axes, wrenches, punches and chisels. The former concern agreed to cease and desist, the Commission said, from the use of the word "steel" in the sale and distribution and advertising of its products. The other concern, the Commission said, agreed to cease and desist from advertising or labeling tools as "Cast Steel," "Belmont Steel," "Calumet Steel" and "New Process

der to cease and desist just issued by the Federal Trade Commission to David Jacoby and Morris Gottsegen, of New York, who do business under the names of Mills Silver Works and Mills Sales Co.

Under terms of the order Jacoby and Gottsegen are to discontinue use of the name "Mills Silver Works" or other trade names which would suggest that they are manufacturers unless and until they do become manufacturers.

The firm is ordered to cease using the words "ivory," "amber," "shell," "ebony wood," or "American pin seal" unless the articles advertised are actually made from these substances.

Unauthorized use of the letters "U. S." or of letters or words of similar import as advertising labels on shoes is disapproved by the Federal Trade Commission in an order to cease and desist addressed to the Commonwealth Manufacturing Co., of Chicago.

That part of the order having to do with the use of the letters "U. S." is worded as follows:

"That respondent corporation Commonwealth Manufacturing Co., its officers, directors, agents, servants and employes cease and desist from selling and distributing in interstate commerce any shoes which are branded or labeled with the letters 'U. S.' or with letters or words of similar import, or with a simulation of what is commonly recognized as the shield of the United States or any other device of similar import unless all of said shoes so sold and distributed were made for and under the supervision and specifications of the Government of the United States."

This order was issued as a result of an investigation conducted by the Commission in connection with this company's alleged misuse of the word "manufacturer" in describing to its customers its commercial function. It was found that the company purchased its products from the Indiana state prison then sold them to customers as coming from the manufacturer.

Shoes made in the Indiana state prison and sold to the so-called Commonwealth Manufacturing Co. were found to resemble in general appearance shoes which have for many years been used by and manufactured under the supervision and specifications of the United States War Department. Large quantities of such shoes were sold by the Government to the public following the close of the kaiser's war. They were surplus Government property. Such shoes have been and still are being extensively marketed as such and sold to the public. Such shoes sold as surplus Government property are in great demand by the consuming public and are generally considered to be of high quality, sold at low price and to have been made for and under the supervision and specifications of the United States Government.

Shoes sold by the Commonwealth Manufacturing Co. were never owned by or manufactured for or under supervision or specifications of the Government but were greatly inferior to such shoes in quality and workmanship, the Commission finds.

Such shoes sold by the Common-

ROYALTY IN RAGS

During nearly his whole life a poor sidewalk artist, day after day, pursued his humble calling of drawing with colored crayons upon the smooth flagstones on Euston Road, London, series of pictures, cartoons pertinent to the news of the day, landscapes, marines, many with such real artistic merit that the man in time gained some fame. He gained his living through the precarious offerings thrown down on the walk by interested passers by.

He lived and died in poverty, sharing his meager earnings with others poorer than himself. Each morning he would first erase what was left by the elements from his previous day's work, then he would map out his design for the work which he had in mind, but every day's picture would be headed with the motto written by Canon Farrar, which the man had adopted as his own life's motto:

"There is only one real failure in life possible; and that is not to be true to the best one knows."

contemptible is that such blanks are used with bogus claims placed in the hands of collection agencies by shysters who are shipping out unordered goods and then using illegal and unjustifiable methods to enforce collection.

Under the ruling recently obtained from the Postoffice Department by the Michigan Tradesman no one who receives bastard shipments need give the goods any attention whatever. Any firm or lawyer who attempts to enforce payment by threat or cajolery can be prosecuted in either the State or Federal courts and made to pay dearly for violating the law.

Two recent stipulation proceedings just announced by the Federal Trade Commission concerned manufacturers of iron or iron compound products, who described their wares in their advertising, letter-heads and sales literature with such phrases as "Cast Steel,"

Converted Steel," or designating the tools as "Semi-steel" unless they are composed of such material.

In making the announcements, the Commission said:

"Self-regulation in business wherever possible in place of Government regulation has been a policy of the Federal Trade Commission ever since this body started the practice of accepting stipulations instead of issuing formal complaints and orders to cease and desist. In all stimulations it is understood by the respondent that should the unfair practices complained of ever be resumed, the stipulation could be subject to use as evidence by the Commission in a further proceeding against the respondent."

Misrepresentation of their firm as manufacturers when in truth they are jobbers and misbranding of some of their products are indicated in an or-

wealth company contained branded and imbedded on their soles the letters "U. S." in large conspicuous type surrounded by an outline of what is commonly recognized as the shield of the United States, below which in smaller letters and less conspicuous type appeared the brand, "Munson Army Last," the Commission's findings reveal.

With the full knowledge and consent of the respondent company such brands and words were placed on the shoes under the direction of the warden of the Indiana state prison, Michigan City, Indiana, for the purpose of aiding in the sale of such shoes, the Commission reports. Furthermore, these shoes were invoiced and billed by this company to its customers as "United States Army Munson Last Work Shoes."

This use of these brands by the Commonwealth Co. is found by the Commission to be misleading and to have had the tendency to deceive the consuming public into believing such shoes were genuine army shoes manufactured under Government supervision. The Commission also finds that the company, in selling its shoes with these brands, placed in the hands of retailers the means by which they could, with or without further representations, pass off such shoes to the consuming public as genuine army shoes made under Government supervision.

Shall We Not Follow Baby Boy's Example?

Grandville, Aug. 9—I received a pleasant little picture a few days ago from a friend in Northern Michigan which showed a fat little tot of less than two years, feeding from her own tiny hand a big, black crow!

I could scarcely repress a shudder when I thought how careless the parents must be to permit a child such proximity to this bird of ill omen. However, when I learned that the crow was really tame, and gentle as a lamb I could understand how it all came about. The parents had doubtless not read of the ravages committed by this bird as pictured in lurid type by a publication issued by the Dupont Arms and ammunition company some months ago. What some people will not do for money is a caution.

Now this small child had no knowledge of what the crow had been supposed to represent as a dark, ill omened child of satan. The parents too were children of antiquated notions and rather enjoyed seeing their babe playing with this bird.

If one-half the malevolent devilry said to have been committed by the crow is true, the parents of this child risked their baby's life by permitting it to even look, much less feed and play with the crow.

Sensible humans, however, know that nine-tenths of all the evil attributed to this bird are absolutely false, since the crow is one of the gentlest most kindly disposed birds in our whole list.

Birds and animals of almost every description come in for much abuse by man. Now, if this little North Michigan girl is brought up to recognize the good there is in God's created wild life, she will become what nature intended, a woman in every sense of the word.

It has been said that a girl may learn what sort of a man she is dreaming one day of marrying by noticing how he treats his mother. The young man who is kind and loving in his treatment of mother is safe to entrust with the making of a home for himself.

It is equally true as to the sort of man or woman growing up in this land, when you take cognizance of their treatment of dumb animals and birds.

He or she who is kind to the lower creatures of God's universe may well be set down as among the salt of the earth. Furthermore, he or she who delights in torturing dumb creatures has the evil nature which makes of home a place for sad and exasperating bickerings which quite often lead to the divorce court.

Mark the man who hates a dog or a sparrow. Avoid him as you would a pestilence. The milk of human kindness has soured, and he is walking in evil ways, which too often lead to the lowest pit of human depravity.

Dogs can become nuisances. There is a place for everything, and no truer friend to man can be found than the dog when in his place. The old saw that "a woman, a dog and a walnut tree, the more they are beaten the better they be," has no application to-day.

I heard the cry of Bob White a few mornings ago, the first indication I have received since living in Grandville that a quail dared come within hailing distance of man since the ban on shooting them has been removed.

That cry awoke old memories of a little farm in the North where I had a splendid flock of these birds, that lived, called "bob white" almost daily, and enjoyed themselves at the top of their bent. This was true for several years, yet finally the ban for their safety was removed, a lot of city sportsmen came, overrun the back woods and slew all my quail. That was a dastard act which I shall never forget, and one of those sportsmen lives, I believe, in Grand Rapids, to-day.

What there is in human nature that delights in killing is more than I can understand; and yet some of our supposed greatest heroes were animal hunters and killers of the most pronounced type.

The agricultural folks are even now discussing the sad plight of many Michigan apple orchards because of scab and insect spoilation. They debate the spraying problem, seeming to think that if the farmer only works his spray pump early and often, giving the fruit plenty of poison dope all will be well.

This is an age of insects Billions of them, where fifty years ago there were but a few thousand. Cause, which is so foolishly overlooked, the wanton destruction of our birds.

Ah, there, I hear a reader exclaim, you are working that bird racket to death. Perhaps, and when that dies the whole human race will go with it. Insects will finally devour the earth.

How much better is the feeding and petting of that crow by those people with the baby bird lover, than the vengeful attitude of that farmer who slew all the crows in his neighborhood and hung up the dead birds along his fence, meant no doubt as a warning to all such birds to keep away.

Slowly but surely this question of bird conservation is to be worked out. Those farm papers, and this includes the most of them, that refuse to note the handwriting on the wall are making a mistake which serves to befuddle and mislead their subscribers into that slough of disaster which is as sure to come as that the sun rises to-morrow.

We need not be bird lovers to see the danger that lurks in the offering as the murder of the innocents goes on from day to day. Man's inhumanity to man makes countless thousands mourn. It will be found that his cruel and witless sacrifice of birds will in the long run lead to greater disaster than any war in our history.

Old Timer.

Business will never pick up while a merchant is playing checkers and neglecting advertising.

WORDEN GROCER COMPANY

The Prompt Shippers

YOU'LL AGREE
WITH US

IT'S GREAT!

WAIT!!

WORDEN GROCER COMPANY

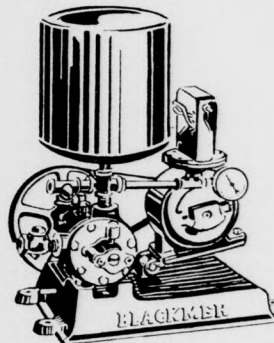
Wholesalers for Fifty-seven Years

OTTAWA at WESTON

GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

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

MOVEMENTS OF MERCHANTS.

Detroit—General Malt Distributors, 2935 Russell street, has changed its name to the Gold Star Products.

Alma—A modern front with plate glass windows is being installed by Earl C. Clapp on his hardware store.

Flint—The Merchants & Mechanics Bank of Flint, has been incorporated with an authorized capital stock of \$100,000.

Grand Rapids—The East End Fuel Co., Inc., 2160 Wealthy street, has increased its capital stock from \$6,000 to \$15,000.

Whitehall—W. D. Springer, dealer in flour, feed, hay and grain, has sold his stock to A. Staffer, of Montague, who has taken possession.

Ithaca—The Davis Co. is erecting a modern business block, the greater part of which it will occupy with its hardware and farm implement stock.

Owosso — The new Detroit sales-room and warehouse of the Owosso Casket Co., which will be built on Selden avenue, near Second boulevard, will cost \$100,000.

Detroit—Yale Roberts, Inc., 51 Cadillac Square, has been incorporated to deal in men's furnishings, with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in in cash.

Fowler—R. G. Pouch, recently of Perry, has purchased the Fowler bakery which he will remodel, installing modern bread making machinery, preparatory to conducting a wholesale and retail bakery.

Scottville—Mrs. Ralph Mellor and son, Raymond Mellor, have leased the Scottville hotel, refurbished and re-decorated it throughout and will open it to the public this week. It has been closed since early last fall.

Detroit—The Schultz Music House, 6333 Michigan avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Kibbie—Wallace Freestone, of Bangor, formerly associated with his father in the Freestone Pickle Co., at Pullman is opening a cider mill here, where he has purchased the cider mill formerly owned by Barrett & Barrett.

Detroit—The E. J. Hartman Co., 156 West Jefferson avenue, has merged its dry goods, etc., business into a stock company under the same style, with an authorized capital stock of \$25,000, \$16,000 of which has been subscribed and paid in in property.

Detroit—William M. Perrett, 2-214 General Motors building, automobile supplies, has merged its business into a stock company under the style of William M. Perrett & Co., Inc., with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—Johnson, Matt & Taylor, Inc., 981 Franklin street, has been incorporated to make, sell and deal in composition shoe heels, with an authorized capital stock of \$250,000, of which amount \$126,000 has been subscribed and paid in, \$1,500 in cash and \$124,500 in property.

Detroit—Bundt Laboratories, Inc., 1715 Hamilton avenue. has been in-

corporated to import, export, make and sell drugs, with an authorized capital stock of \$50,000 common and 5,000 shares no par value, of which amount \$40,000 and 5,000 shares has been subscribed and \$10,000 paid in in cash.

Flint—Herbert N. Bush, 504 South Saginaw street, has been incorporated to conduct a jobbing and commission business in dry goods, notions, etc., with an authorized capital stock of \$100,000 common and 10,000 shares no par value, all of which has been subscribed and \$100,000 paid in in cash.

Hastings—After a meeting of the officers of the Michigan Retail Dry Goods Associations held here, President A. K. Frandeen, of this city, stated that a series of group conferences will be held throughout the State this fall. The first of these meetings has been announced as follows: Grand Rapids, Sept. 13. Flint, Sept. 16; Jackson, Sept. 20; Cadillac, Sept. 23. All dry goods dealers are eligible to attend these conferences, which will consider the general subjects of merchandising and advertising.

Manufacturing Matters.

Escanaba—The Universal Magnesite Co. is enlarging its plant in order to care for its growing business.

Mt. Morris—The Industrial Foundry & Brass Works has been incorporated with an authorized capital stock of \$12,000, all of which has been subscribed and \$8,500 paid in in property.

Detroit—The Tire & Rim Lock Co., 12950 Lyndon avenue, has been incorporated with an authorized capital stock of \$9,000, all of which has been subscribed and paid in, \$1,000 in cash and \$8,000 in property.

St. Joseph—The St. Joseph Board & Paper Co. has been incorporated with an authorized capital stock of \$100,000, to take over the Mullin Bros. mill and engage in the manufacture of paper board and wood products.

Detroit—The Detroit Electric Water Heater Co., 3411 Book building, has been incorporated with an authorized capital stock of \$50,000, of which amount \$5,000 has been subscribed, \$300 paid in in cash and \$4,400 in property.

St. Joseph—The Litho-Paint Poster Co., of Chicago, will make its future home in St. Joseph. The company has been in operation since 1922. It has assets of more than \$130,000 and employs forty persons. A new plant will be erected for the company.

Detroit—The Triangle Folding Bed Co., 1317 Beaubien street, has been incorporated with an authorized capital stock of \$20,000 common and \$5,000 preferred, of which amount \$16,000 has been subscribed and paid in, \$3,100 in cash and \$12,900 in property.

Evart—Evart is to have a fiber furniture manufacturing company if present plans do not go awry. The company will occupy the old Trojan factory. Evart must raise \$2,000 to pay expenses of moving and the company is to have the factory rent free for two years.

St. Joseph—The former Mid-Lakes paper mill here has been purchased by M. L. Hurwich and C. E. Nicely, of South Bend, Ind., and operations

have commenced under the name of the St. Joseph Board and Paper Co. This firm is manufacturing paper and paper board.

INSIST ON THE DOLLAR.

Now that the Tradesman has secured a ruling from the Postoffice Department, holding that no person is under obligation to return unordered goods, no merchant need hesitate for a moment about refusing to touch goods received under such circumstances unless the shipper first sends him a good dollar for every shipment on hand before returning same. Threatening letters sent recipients of unordered goods are actionable and any merchant who chafes under such treatment can secure immediate and effective relief by appealing to the Federal District Attorney. The Postoffice Department is pledged to secure the abolishment of the criminal methods which have been practiced by shyster houses in their determination to force goods on people who will not submit to such indignity, injustice and tyranny.

The ruling obtained by the Tradesman is one of the best helps to good merchandising this publication has ever been able to contribute to the comfort and protection of the legitimate merchant.

The slow but sure rapprochement between France and Germany holds out the high hope that relations between the two countries may be firmly established on a basis of peaceful cooperation never before possible. The acceptance by Germany of the alienation of Alsace-Lorraine has removed the principal cause of friction which formerly embittered Franco-German relations, and the political horizon holds no clouds which should lead to new misunderstandings between the two nations. Definite progress is now reported in trade negotiations, and it is understood that a provisional agreement will be signed within the next two months. More symbolical, if less important, is the evidence of rapprochement seen in the decision that the study of German must be resumed in French schools as a required course. This move of former Premier Herriot, now Minister of Public Education, will in all probability arouse widespread opposition among French schoolboys, but their resentment against being forced to learn German is not wholly based upon patriotic grounds. In many other ways French and Germans are coming to realize that they must live in amity and that the economic interests of the two countries demand close association of both governments and peoples.

To a world dazzled by the amazing exploits of aerial travel and almost overnight dashes across the Atlantic and the Pacific there is solid comfort in the spectacle of an ambitious youth who has circumnavigated the globe on a bicycle in the comfortable time of two years and four months. We can contemplate his vigorous pedaling with the relief occasioned by the discovery that there is still a survivor of the Victorian era who scorns airplanes and finds the bicycle of his grandfather—

and grandmother—adequate for every occasion. The purpose of this rather unusual journey was to gather data for a thesis on history and geography. The bicyclist started from Stockholm, made his way southward and crossed to Northern Africa, passed through Morocco, Egypt, Turkey, India, China and whatever other countries are on the bicycle route across Asia, and finally sailed from Japan to the United States for the last overland lap to New York. Just how much such a journey may contribute to the world's geographical knowledge seems questionable, but any one who can draw an up-to-date bicycle map of Irak or Tibet should certainly be awarded a degree for original research.

In barring some fifty children from the schools for white pupils Richmond, Va., has uncovered a new racial distinction. These particular children are declared to be neither white, red nor black, but a mixture of all three. Under the racial integrity law of 1924 they are ineligible for instruction in the schools for Caucasians. Many of the families from which these children come are as proud of their descent from their Indian forebears as was John Randolph of Roanoke. In the earlier years of the past century the Indian reservations are said to have furnished a refuge for runaway slaves and free negroes. In this way, the State authorities contend, the red and black races of Virginia became inextricably mixed, so that practically no Virginian Indian blood subsequent to 1800 has remained free from a pronounced negroid strain. As the State will not permit the descendants of Virginian Indians to attend the white schools and their parents refuse to send them to the colored schools the city has decided to establish special schools for these racial outcasts. It is interesting to note that the children of Western Indians are allowed to attend the white schools of the State.

Grant's declaration against a third term came at about the same point in his second administration as Coolidge's. It was in 1875 that the sensational story appeared of Grant's scheming for a third term. The next year was the time for nominations to be made. So it is now. Jefferson's came a few months later, in December, 1807, the year preceding election. McKinley's and Roosevelt's were made immediately following their election—McKinley's election for a second term, Roosevelt's election for his term "in his own right."

W. D. Springer, dealer in flour, feed hay and grain at Whitehall, renews his subscription to the Tradesman and writes: "I sold my business but I must have the Tradesman to read."

J. E. Kirby, of the Citizens Co., of Grand Rapids, renews his subscription to the Tradesman, and says: "It is with a great deal of pleasure that I do this."

Maud Rea McNicol, of McNichols Department Store at Hillman, renews her subscription to the Tradesman and says: "I find it lots of help."

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.45 and beet granulated at 6.35.

Tea—While no broad buying has been noticed in the market for some time, and while the trade has been uniformly dull, some fair sized parcels of Congous have been sold. Aside from this little other business of any account has been reported. Word from Batavia lately reveals that this market has grown particularly strong due to the heavy Russian buying that has been in evidence. Russia has been a good market for the various tea producing countries lately.

Canned Fruits — The outstanding feature of the canned food market was the settlement of the California peach grower-canner controversy in a way which means slightly higher prices than were anticipated and as a corollary the effect of this situation on Hawaiian pineapple. It is generally believed that the peach pack will be in the neighborhood of 10,000,000 cases, some 4,000,000 cases less than last year, with a better average quality prevailing since more rigid inspection of canning operations will be made by outside officials and poorer grades will not be accepted by canners. What the trade will do when opening prices are placed before them is a question, but, judging from their procedure on other packs, there is apt to be conservative confirmations and a tendency to delay covering normal wants to see if some of the canners will not shade the market. Everyone looks for plenty of peaches and sees no real need for stocking up when the chances are that the market will not soon react upward to make action now the better part of judgment.

Canned Vegetables—Many of the staples are developing firmness at the source and while there has been scattered buying throughout the list it cannot be said that the local trade has contributed much to the firmer situation. There is enquiry for corn, peas and other items, but buyers are not ready to pay going prices and still are willing to run the chances of a higher market later on. There is enquiry for corn, but it is difficult to place business as many canners are not in a receptive mood. They have some business and do not care to assume commitments when they do not know how they will fare on their packs. While there is still a substantial block of carryover, it has been picked over and the grades suitable for the ordinary and better outlets are not plentiful. This is true of peas. Tag ends of indifferent packs remain in the hands of canners, but there is a stronger undertone on new peas and what remains of the comparable grades of 1926. Pea canning is about over and the consensus of opinion is that Wisconsin will pack less than 6,000,000 cases, against 11,000,000 cases in 1926. Other states did not have any big runs and a marked shrinkage in this year's production is predicted. Southern tomatoes are not the subject of much comment nor are they active in the market as to spots or futures. California canners have done more business than usual and have taken quite a block of it out

of this market. Stringless beans are causing trouble for quality packers because of the lack of the usual quantity of the top grade, and quotations on other types are being used to secure reductions. Most packers, however, are not meeting competition as high costs of production prevent them from doing so even if they were so minded.

Canned Fish—The tendency in salmon estimates is to reduce the output of red Alaska this season. Packers who made a \$3.10 opening price have withdrawn from the market on this variety as well as pinks. Spot stocks of reds and pinks are being reduced and there is a firmer market within a smaller range than has prevailed for some time. Chinooks are short of ordinary needs and they easily favor the seller. Tuna fish is one of the interesting items. So far the white meat catch has been an almost total failure and while there is a chance that fish may appear, there seems to be little prospect of a 30,000 case pack. All of the other varieties are affected and yellow fin has been prominent during the past few weeks. Spot stocks of ones and halves have been so reduced that goods to arrive are being taken. There has been no change in the Maine sardine market. Old pack keyless are being cleaned up and while they are on the bargain counter there is little opportunity for an improvement in the market in this style or in the others.

Molasses—The market has been moving through a dull summer, with little interest from buyers being noticed. Operations are expected to be on a broader scale toward the end of this month.

Nuts—There are no important developments in the nut market. Consuming outlets are at their lowest point and there is little buying for the early fall as traders are watching crop development and are interested in when the first shipments will be here and what prices will rule. Fortunately the California walnut crop is early and it is hoped that there will be early fall shipments on the spot to relieve the shortage which exists now. Tentative orders are being booked on new crop but there is no intimation what prices will be. As there is a fair sized crop in world producing centers a reasonable opening price is expected. There is also indefiniteness regarding almonds and other crops. Taken as a whole, the jobbing field is moderately stocked and from a statistical point the market is in excellent shape. A good fall business is in prospect but conservative buying will be practiced until there is an adjustment in values which will occur when new crop begins to appear.

Rice—A moderate amount of jobbing business has been done during the past week, but it is plainly to take care of gaps in stocks. Distributors are not inclined to carry large supplies of rice when new crop is appearing, nor are they ready to buy for their normal fall and winter requirements when the crop cannot be determined as to size and quality until a little later.

Kalamazoo—D. H. Rupert succeeds Charles M. Elkenberg in the grocery business at 120 South Edwards street.

Review of the Produce Market.

Apples—Transparents and Duchess, \$1.25 per bu.

Bananas—6@7c per lb.

Beans—Butter, \$2@2.50 per bu.

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

Butter—Jobbers hold fresh packed at 40c, prints at 41c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—Home grown, \$1.25 per bu.

Cantaloupes—In full supply on the following basis:

Jumbos ----- \$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, 40@60c per bunch according to size.

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 ----- \$6.35

Light Red Kidney ----- 7.00

Dark Red Kidney ----- 5.60

Eggs—Local jobbers pay 24c for strictly fresh.

Egg Plant—\$2.25 per doz.

Garlic—30c per string for Italian.

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

Green Peas—\$3 for Telephones.

Honey Dew Melons—\$2.50 per crate.

Lemons—Quotations are now as follows:

300 Sunkist ----- \$10.00

360 Sunkist ----- 10.00

360 Red Ball ----- 9.50

300 Red Ball ----- 9.50

Lettuce—In good demand on the following basis:

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

Outdoor leaf, per bu. ----- \$1.25

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

Onions—Spanish, \$2.50 for 72s and \$2.75 for 50s; 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 ----- 7.00

288 ----- 6.00

344 ----- 4.50

Red Ball, 75c cheaper.

Peaches—\$5 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 ----- 23c

Light fowls ----- 14c

Heavy Broilers ----- 25c

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

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

Raspberries—Red, \$4.50; black, \$4—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 \$1.75 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 — \$4@5 per 16 qt. crate.

Black Dresses in High Favor.

From present indications black dresses will dominate the Fall season in the medium-priced division of the trade to an even greater extent than they have in the past. Black is especially strong in all apparel lines at present, and sales of black dresses of the type mentioned were said yesterday to account for nearly 80 per cent. of the garments called for by the early Fall orders. As to materials satins are the reigning favorites, and in them black is supreme. Other materials now being taken well in medium-priced garments include crepe Romaine and crepe georgette. In the woolen fabrics jersey stands out, with sport and semi-sport models preferred in both woolens and silks.

Are Trading Up in Negligees.

There is a noticeably improved demand for the finer grades of negligees. While price is by no means an unimportant factor, it was said yesterday, the retailer has found an increasingly active consumer interest in the better types of garments. Quilted robes and dressing gowns of velvet, satins and crepes are being ordered now, both for immediate and later delivery. Indications are said to favor an exceptional holiday turnover of this merchandise. Both plain and highly ornamented garments are in demand. While black has been leading, the new tones of brown, blue and red are meeting with an increasing call.

Pertinent Epitaphs.

The widower had just taken his fourth wife and was showing her around the village. Among the places visited was the churchyard. The bride paused before an elaborate tombstone that had been erected by the bridegroom. Being a little nearsighted she asked him to read the inscription. In reverent tones he read:

"Here lies Susan, beloved wife of John Smith; Also, Jane, beloved wife of John Smith; also Mary, beloved wife of John Smith—"

He paused abruptly. The bride, leaning forward to scan the bottom line, read to her horror: "Be Ye Also Ready."

Clarksville—Lloyd Houghton succeeds D. E. Phettleplace in the grocery business.

DE GRAAF HEADED FOR JAIL.

Must Return Stolen Money or Serve Time.

Martin De Graaf has been granted one week's extension to return the \$2,272.22 he deliberately stole from the treasury of the Wolverine Metal Specialties Co., or go to jail for contempt of court. Judge Perkins is evidently pretty near the point of exhaustion, so far as promises, excuses, lying and perjury are concerned. De Graaf was evidently advised by his boy attorney that he could evade punishment for a criminal act by going into bankruptcy, but Judge Raymond held good that provision of the bankruptcy act that provides that bankruptcy does not release a bankrupt from debts created by fraud, embezzlement, imprisonment or defalcation. The opinion of Judge Raymond is as follows:

This matter is before the court upon petition of bankrupt praying that an order may be made herein staying certain proceedings in the State court. It appears that on June 24, 1927, an order was made in receivership proceedings pending in the Circuit Court for Kent County, Michigan, whereby it was directed that "Martin De Graaf, the treasurer of the Wolverine Metal Specialties Company forthwith turn over to the Michigan Trust Company receiver of the said Wolverine Metal Specialties Company, the sum of \$2,272.22, the cash of the said company which he had on hand at the time of the appointment of the receiver in this cause," and that on the return day of an order directing the said Martin De Graaf to show cause why he should not be punished for contempt for failure to comply with such order a petition in bankruptcy was filed in this court by the said Martin De Graaf. The question presented is whether this court should grant an order staying further proceedings on this order to show cause.

Proceedings in the State court are not stayed unless the debt upon which the proceedings are based is a dischargeable debt. In re Vadner, 259 Fed. 614; in re Northrup, 265 Fed. 4201; in re Arnao, 210 Fed. 395; in re Lawrence, 163 Fed. 131 and in re United Wireless Telegraph Co., 192 Fed. 238.

Section 17 of the Bankruptcy Act provides that a discharge in bankruptcy shall release a bankrupt from all of his provable debts except such as "(4) were created by his fraud, embezzlement, imprisonment or defalcation while acting as an officer in any fiduciary capacity." The term officer as used in this subdivision of the Bankruptcy Act is not confined to public officers but includes officers of private corporations. See in re Harper, 133 Fed. 970; Bloemcke vs. Applegate, 271 Fed. 595 and in re Gulick, 186 Fed. 250.

No question is raised as to the jurisdiction of the state court to enter the order of June 24, 1927. An examination of the order leaves no doubt that it is based upon the finding by that court that bankrupt had misappropriated cash of the Wolverine Metal Specialties Company which was in his possession at the time of appointment of the receiver. This was a question within the jurisdiction of the state court to determine and its determination must be accepted as binding upon this court.

In the case of in re Metz, 6 Fed. (2) 962, the Circuit Court of Appeals of the Second Circuit reversed the order of the District Court restraining the enforcement of a contempt order entered against the alleged bankrupt in the New York Supreme Court and in so doing used language clearly applicable to the situation presented in the instant case as follows:

"Section 17 of the Bankruptcy Act (Comp. St. sec. 9601) provides that a discharge in bankruptcy shall release a bankrupt from all his provable debts, except such as were created by his fraud, embezzlement, misappropriation, or defalcation while acting as an officer or in the fiduciary capacity. The findings in the state court in the equity suit conclusively show that the claim arose from the fraudulent conduct of the bankrupt in transferring the funds of the corporation, as an officer, to his individual account, and it is further found that it was done solely for the purpose of rendering the corporation insolvent and unable to pay the petitioner's debt. The findings of fact as to this fraud and its results will be accepted by us. Harper vs. Rankin, 141 F. 626, 72 CCA 320; in re Wollock (DC) 120 F. 516. Hill was the president, director and principal stockholder of the corporation, and the transfer of the property, made in a voluntary way, as held in the state court, was made while he was acting in such capacity. The judgment obtained in the creditor's action was not dischargeable in bankruptcy. It was based upon a liability of the bankrupt, created by his fraudulent misappropriation of the property of the corporation, and while he was acting as such officer of the corporation. He was an officer, as provided within section 17, for an officer there referred to includes within its meaning an officer of a private corporation. Harper vs. Rankin, supra; in re Gulick (DC) 186 F. 350; Eloemcke vs. Applegate (CCA) 271 F. 595."

An order will be entered denying the petition for stay of proceedings in the state court and dissolving the restraining order heretofore issued.

The report of the experts who went through the books of the company discloses that De Graaf embezzled about \$8,000 from the corporation the last year he acted as manager; that he betrayed the company at every turn, treating his position as a license to indulge in all sorts of speculation, thievery and skullduggery.

Among his speculations was the purchase of \$15,000 life insurance, payable to his wife. He paid the premium with the company check, charging the check to fire insurance on the plant.

He also spent several hundred dollars on repairs to his Buick car. When he went into bankruptcy, a few weeks later, he did not schedule the Buick car at all, but did schedule a \$35 ford.

He made three different affidavits regarding his stealing the \$2,272.22, all at variance with each other. He certainly committed perjury twice. Maybe all of the statements were false.

The sworn statements De Graaf made in his bankruptcy application are so much at variance with the signed and sworn statements he made to his creditors that he may find himself in Leavenworth when he gets through with the Kent Circuit Court. And he is not through with the Kent Circuit Court yet.

Utica Fleeced Lines Advanced.

The Utica Knitting Co. has announced an advance of 25 cents a dozen on men's fleeced shirts and drawers and boys' fleeced union suits, and also an advance of 50 cents a dozen on men's fleeced union suits and men's V-neck coats and windbreakers. The revised prices, which became effective at once, do not represent market values, and that a further advance may be necessary.

Being Honest Is Always the Best Policy.

Grandville, Aug. 9.—It seems that a certain portion of the French people lean to the idea that America is still indebted to France, and that it is the United States, rather than France, that is owing a debt of gratitude such as filthy lucre cannot satisfy.

It is held by some of the high ups over there that this country failed miserably in duty doing when it held off from entering the kaiser's war for over three years from its inception. This, at least, is the view taken by M. Andre Tardieu, a Frenchman of importance in his own country.

Because the allies were fighting to make the world safe for democracy is put forward as against any debt owing to Uncle Sam from France. No greater species of bunk was ever put forward than this. We Americans understand exactly how the situation lies. We did not enter the war thinking to make the world safe for anybody save honest citizens, regardless of democracy or monarchical interests.

In solving this dispute over debt paying, would it not be pertinent to understand exactly the position of this country at the beginning of 1914? We were absolutely neutral at that time, even though undoubtedly American sympathy lay with the allies. It was an unprovoked and wicked war forced upon the world by the Hohenzollern tyrant, whose unholy ambition seemed to be to make himself supreme ruler of the world.

He did not succeed; he fell by the wayside, and the United States contributed very much to that end.

Why did the United States enter the kaiser's war? Was it for love of France or Belgium? Go ask the ordinary schoolboy of the time and he will tell you quickly the reasons therefor—self defense on our part. We were assaulted on the high seas, our people murdered like sheep to gratify the fiendish malice of the German kaiser.

To defend the honor and lives of her citizens from famine and murder the Congress of the United States declared war against Germany, and carried it through to a conclusion with the aid of England, France and Belgium.

Let it not be forgotten that we did not enter the war because of friendship for any of the warring nations. We were their friends, of course, but that friendship would not have thrust America into the flaming fields of war had she been unmolested by the Huns.

It was a matter of self defense with us. We went across seas to fight our own battle and thereby aided the hard pressed allies to such an extent as to no doubt decide the issues of that war.

Speaking of gratitude, if there is such a thing, that surely is due from the allies to this country and not the reverse as our French chiefs seem to think. We had no personal interest in the war until Germany foully sank the Lusitania and soon thereafter made under sea war upon American shipping.

A Nation such as ours would have been imbecile indeed to suffer its shipping to be driven from the seas by any foreign power on earth. The descendants of our Revolutionary sires are made of sterner stuff.

We took up the gantlet flung in our faces by German outlaws and made war to the end that self defense is the first law of nature. Our loans to France were a matter of business and should be settled on a square-toed business basis.

Any nation owing a debt which attempts to crawl out of paying that debt is a disgrace to civilization, and France is, by her present actions verging very closely on the danger edge. For the good of honesty everywhere it is to be hoped that the French government will think better of the dishonest methods it is pursuing to escape being just to her big neighbor across the sea.

M. Tardieu and others seem to en-

ertain the idea that America entered the world war out of sympathy for the allies, more especially France. No greater fallacy could be advanced. Our people would have been shocked at thought of embracing a bloody war for the sake of friendship alone.

Even France, which has received so much fulsome laudation because she befriended the American colonies in our Revolution, has nothing to be over much proud of because of that transaction. She and Britain were enemies of long standing, and it was more for the purpose of weakening the power of her traditional foe that France gave aid to our people in the struggle for independence.

It is well enough to look truth squarely in the eye when debating this subject of debt-paying as between nations. The individual and Nation are very much alike when we come to the strict requirements of law and justice.

A nation which repudiates its debts will soon go into the discard. It is easy to call to mind the disturbance made by our own repudiationists after the close of the civil war, when the "bloated bondholders" came in for a scoring and when a large party emphasized its intention to repudiate the debt incurred by that civil strife. The loyal people of the country, however, repudiated the repudiators, and paid every cent of the billions of debt incurred in saving the Nation from disruption.

Repudiators are persona non grata in all parts of the world. It does seem as though the sober second thought of the French nation would come to its senses and make short work of these dishonest sticklers for "gratitude" rather than an honest settlement of an honest debt.

Time will soon tell which way the cat will jump. — Old Timer.

The Tradesman cheerfully gives place to Old Timer's arraignment of France, but feels that it should register a protest against some statements made therein.

The Tradesman believes that M. Tardieu is right in the statement that we should have gotten into the war three years sooner than we did. Our name was signed to the treaty which guaranteed the protection of Belgium from invasion by Germany or any other nation. If Cleveland or Roosevelt had been President when the kaiser invaded and despoiled Belgium, America would have done her duty and lived up to her pledged faith and signed agreement, instead of shrinking away from our duty, like a poltroon. We lost the respect and confidence of every civilized nation in the world when we cowardly defaulted in this matter.

We were not absolutely neutral, as stated by Old Timer, when the kaiser declared war. Americans were forced to assume a neutral attitude because of the infamous proclamation of neutrality promulgated by President Wilson, but every patriotic soul in the United States rebelled against the embargo placed on him by the autocrat who occupied the highest position of authority in the country at the time.

The kaiser's representative in Manila warned us in 1898 that "in about fifteen years his master planned to invade and subjugate this country," so when he started his saturnalia of bloodshed and conquest sixteen years later every thinking man in the world knew that he would not stop with the destruction of France, Belgium and England, but fully intended to destroy

this country also. He even had men selected in every city in America, including Grand Rapids, to administer those cities as soon as the Teutonic invasion was successfully accomplished.

The allies bled and suffered to save America from the fate which the kaiser had planned for us and succeeded in holding the monster at bay until our rulers consented to involve this country in the war. In the meantime they did nothing to prepare for war, although knowing that war must come and that we must get into the war sooner or later or descend to the level of the hun.

The allies were fighting quite as much for America as they were for themselves and the Tradesman would have been entirely satisfied to forgive every allied nation the money we loaned them to buy goods of us at ridiculously inflated prices.

The Tradesman does not like the use of the term "repudiator" in connection with the default of debt ridden France to meet her obligations more promptly. If ever a nation repudiated its own obligations to its associates and violated its pledged faith, the United States did this in not getting into the war in July, 1914.

In Doubt Over the New Hunting Law.

Nashville, Aug. 9—One of the most favored pastimes for hundreds of Michigan people is hunting. It is one of the most favored sports the writer has on his list. The Conservation Department should be commended on its wonderful work and I fully believe the one buck law and the protection of spike horns will be a Godsend to Michigan hunters.

I have hunted considerably in Southern Michigan and just once in the Houghton Lake district. We find the ring neck pheasants very plentiful and wonderful sport. There are very few rabbit and squirrel hunters in our district, especially during the bird season.

The hunters in most cases are quite loyal to the laws and we are very proud of our conservation work in our particular locality. There is considerable talk, however, among the hunters about the new law requiring the hunter to get permission from every land owner where he chooses to hunt. I like to do this where it is convenient, but it is very inconvenient sometimes to go hunting and possibly ask two farmers and then not be sure where the boundary line is and trespass on someone else.

Personally, I do not believe there is a farmer in our locality who, if properly approached, would not cheerfully permit anyone to hunt on his farm. However, some of the farmers think this is O. K., as they can shoot their own pheasants and keep anyone else off. The game is meant for the public, but if this law is enforced it will put us on a par with England and Germany. The rich hunt on their own land and the regular ordinary fellow is out of luck.

Now if a man wishes to turn his farm into a game preserve, I think it is fine and keep every one off, including himself, so far as shooting is concerned, but it is a lop sided affair for us to pay a license to help the Conservation Department add to our list of game for private individuals to benefit. The writer hunted deer for three days in the Houghton Lake district last year and saw eight deer in three days. However, he wasn't fortunate enough to get one. Upon our vacation I drove into this same district, which I think is privately owned, and found it flooded with signs for hunters to keep off.

I am not positive, but nearly so, that

it is owned by a man who is worth several millions of dollars. He owns seven thousand acres of land in this district and has a half million dollar home there.

It is all right for him to make that into a State game reserve if he wishes. It is generous of him, but I do not believe it is fair to keep other sportsmen out in order to make hunting better for himself.

I have hunted small game for fifteen years and never have seen anything damaged by a hunter as yet. Only two years ago the writer found a sheep standing in a river just over a steep bank, and no way to get out, and I took off my clothes to get the sheep back on solid land.

However, I am sure there is some damage done and the farmers under the old law had a right to post his land and keep the shysters off, if he cared to. I and most of my friends try to be good sports and live up to the general law of the land, but I am very sorry and really disgusted to see this law go through.

If I have the wrong interpretation of the new law I am very sorry for these words and would like to be told the right angle of it.

I understand that several sport writers and people who have direct knowledge of these things state that 70 per cent. of the does in Michigan are dry this year and say that the spike horn protection will save the big loss we are now having in our deer population. I hope they enforce this law. C. H. Dahlhouser.

The Tradesman is in hearty sympathy with the new law and hopes to see it rigidly enforced. What right has a hunter or fisherman to go on another man's land? Of course, the fisherman can traverse navigable streams unmolested, but they have no right to use the banks of streams if the land is privately owned. There are plenty of places for hunters to hunt and fishermen to fish without encroaching on the rights of land owners.

Late News From Charlevoix the Beautiful.

Charlevoix, Aug. 9—Mr. and Mrs. Maier B. Finsterwald, Vice-President of the C. A. Finsterwald Co., wholesale dealers in carpets, rugs and linoleums, with headquarters in Detroit, are enjoying their stay with us. Mr. Finsterwald is of the opinion that the outlook for fall trade in their line of business will be very much improved over the past spring season, which was rather dull, owing to the slump in the automobile industry in Detroit.

M. Schoenthal, of the Morris Woolf Silk Co., Chicago, and myself took a trip to the Charlevoix tourist camp, which is in charge of H. L. Brady, who was very much pleased to meet me again and remembered the time of last year's Indian camp meeting at the same place. Their camp is one of the best regulated ones in Northern Michigan. A great number of tourists camp there and enjoy the sanitary conditions which prevail.

After leaving the camp we entered Boulder Park, which is a new subdivision of Charlevoix the Beautiful and which is laid out with care and thoroughness. Great work has been done there since last year when I visited this section and a number of modern boulder cottages are being erected there. Several flowing well sare in evidence and artificial ponds are supplied with fresh water day and night. One of the most attractive cottages has been built by Mr. and Mrs. Hutchinson, of Haines City, Florida. They have a lot which has an unobstructed view of Lake Michigan and the building is one of the most modern boulder cottages in this section of the country. L. Winternitz.

Hard on the Parrot.

An old lady kept a parrot who was always swearing. In order to keep him from swearing on Sunday she placed a hood over the cage, removing it on Monday morning.

On Monday afternoon she saw her minister coming toward the house and she again placed the hood over the cage. As the minister was about to step in the parlor, the parrot remarked: "This has been a d--d short week."



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GOVERNOR GENERAL WOOD.

The sudden death of Governor General Leonard Wood comes as a shock to the country. While he was known to be in poor health when he arrived home a few weeks ago, his recent declaration that he intended to return to the Philippines shortly led to the belief that he had recovered and the hope that he would be able to complete his work there.

Few men have led so strenuous a life as that of Leonard Wood. He was only 25 when he gave up his plan to practice medicine to become a contract surgeon in the army. Fighting his way from the medical list to the command of a company of infantry, he won the Congressional Medal of Honor for gallantry in the campaign against the Apaches. In the Spanish War, as colonel of the Rough Riders at San Juan and Las Guasimas, he gained the respect of the entire country as a soldier.

General Wood will be best remembered for his services in re-organizing the army along modern lines and as an efficient colonial administrator. At the beginning of the great war in Europe in 1914 he clearly foresaw that sooner or later we should be involved. Despite the wretched complacency of the Administration, he launched the Plattsburg idea and had the satisfaction later of seeing 4,000,000 men trained under the rules he established at the civilian camps. By his own selection he was assigned to train the Eighty-ninth Division, but in spite of his work and ability he was not allowed to lead the division to the fields in France, due to the action of the President in refusing to permit a friend of Roosevelt to go to France in an official capacity. Wilson's despicable action was a bitter disappointment to a great soldier who sought and deserved the opportunity of serving his country on the firing line, as well as to the men he had trained.

As a proconsul Leonard Wood will always stand high upon the list of those who have been called to that duty. When the difficult problem of establishing self-government in Cuba confronted President McKinley he selected him for the task. Many serious-minded men at the time contended that it was a work for which we as a nation were peculiarly unfitted, and the conditions then seemed to justify this belief. In a few short years General Wood brought order out of chaos and placed the island on a sound foundation. Subsequently he added to his reputation by his government of the Moro Province.

On assuming office President Harding found the administration of the Philippines woefully entangled through the ineffable administration of affairs there and called upon the former chief of staff to perform a service similar to those he had rendered in Cuba and Moro. At the same time the University of Pennsylvania offered him the provostship. At sixty years of age—an age when most men begin to think of retiring—he refused the life of ease, comfort and service as the head of a large university for the more difficult and thankless task of rescuing the

Philippines from bankruptcy, corruption and political instability. To him the restoration of good government in the islands was a paramount duty. The work was nobly done, but the labor, the toll exacted by years in the tropics and the necessity of having a third major operation performed caused him to return to this country for treatment and rest.

Governor General Wood died in the midst of a great public duty. To paraphrase the words of a distinguished Southern soldier: Many Americans have died in that way and there has been much glory, but none has died with more glory than Leonard Wood.

ABOVE ITS FRETS AND FEARS.

Common culture was the Greek idea, common law the Roman, and common brotherhood is the modern idea. Perhaps we are not succeeding so well at it, but we are trying to reach that end, just the same. Unification of the human race should be based, not on biological similarities, but on divine sanction. Civilization is a composite, collective achievement, a common heritage, and a joint responsibility.

Think how much better such a conception is, than to consider the achievements of the Kingdom of God as the work of one group of folk. Civilization, as such, is just tuning up in preparation for the great symphony of life.

Millenniums after Plato we are enjoying the fruitage of Greek discussion, forgetting, perhaps, that the very word for democracy comes directly from the Greek. Our laws came from the Romans, and our religion came from the Hebrews. We owe something to all these past eras. The finest man in the world to-day is he who can build a bridge of appreciation across the chasms of prejudice. We are the heirs of the ages; let us always remember that civilization is a composite achievement.

Above all the bitterness that clouds our understanding and puts acid on our tongues, we must remember that this business of living is a mutual responsibility. Surely there is a better method of articulating the world than that which has been in vogue in the past. We do not draw a racial line when it comes to wealth; all sorts of money pour into this country; in commerce, there are no national distinctions. In carrying out the business of the world, we don't speak of Nordic supremacy or Latin inferiority.

Why is it that to-day Paraguay takes umbrage at something that has been done in Massachusetts, that in Paris the police must quell disturbances over that same case? Unless the grace of God reaches down and wipes out the pathological reactions that prohibit international understanding, there is little good in moralizing. Then, and only then, can the world be lifted above its frets and fears.

WEAKENED BY GREED.

The spirit of greed has weakened the spiritual and political life of our people. In our diseased political life, intellect and honesty are no longer a requisite for office. Money is the powerful force which accomplishes the desires of politicians. Not only among

candidates for office do we find corruption, but in other branches of our Government. We need a Christian spirit which will manifest itself in war against the crooked politician and of-five holder.

As soon as our flag was raised in the Philippines liquor was dumped there worse than it was under Spanish rule. Missionaries went in to convert the people to righteousness and were followed by barkeepers and prostitutes who fastened vices upon them. The desire for gold caused the English to force a vice upon the Chinese which it will take centuries to overcome.

We need fighting Christians to suppress these evils. Ours is a religion of love, but it is also a religion of warfare. Paul, who wrote the greatest hymn of love ever penned, told Timothy to war a good warfare. Love degenerates into diffuseness if not coupled with the fighting instinct. The Buddhists believe in peace and goodwill, and we see where it has led their people in India. There is a priest in Benares who sits and meditates upon the ways to salvation, but he has never lifted his hand to counteract the evils which his people suffer.

The religion of Christ is positive, completing love with the fighting instinct. Jesus ran the money changers out of the temple where they were degrading themselves and a holy place. He was not the "pale Galilean" which Swinburne called him. He fought a good fight.

We cannot afford to be idle, avoiding evil. The moon is an example of idleness. It has ceased to turn on its axis, so that one side is in perpetual day and the other in perpetual night; and because of its idleness it is a dead thing on which is no life, animal or plant. Let us gird on the breastplate of righteousness and the helmet of salvation and war a good warfare.

THE RESORT TO VIOLENCE.

There may be no connection among the bomb explosions which took place in New York, Philadelphia and Baltimore late Friday night and Saturday morning, but the natural inference from their almost simultaneous occurrence is that they were the work of sympathizers with Sacco and Vanzetti. The fiery language used by many of these persons and the outrages which have been threatened or committed by them in several countries justify the most searching examination of this possibility by the police.

The level-headed men and women who have formed a sane center in the unreasoning mass of Sacco-Vanzetti adherents have not been so prompt or so emphatic as they should have been in repudiating the violent talk of many of these men. They should have made it plain, even in their bitter disappointment over Governor Fuller's decision, that they would not countenance any variation from peaceful methods of procedure.

This they did not do. On the contrary, their own comment upon the decision was so harsh as to encourage the angry resentment of the multitude of Sacco-Vanzetti sympathizers—persons who are less deeply concerned

over the guilt or innocence of the two condemned men than they are over striking a blow at the existing economic order.

The resort to violence, by whomsoever it may have been taken, will avail nothing. Fortunately, no one was killed. The damage will be repaired. Neither the authorities nor the public will be intimidated by the explosions. We shall continue to make changes in our laws and in our general governmental processes by constitutional methods.

The only effect of the outrages will be to strengthen the instinctive feeling of Americans against any economic or political philosophy which includes violence as a legitimate weapon of success.

RETURN OF BATTLE FLAGS.

Without the slightest protest from any source, Governor Brewster, of Maine has given six tattered battle flags once carried by the troops of six Confederate States during the Civil War to Governor Richards of South Carolina. Maine's cabinets are now stripped bare of the trophies which the soldiers of the Pine Tree State brought back from the war. The State furnished a good example for all the states which took part in that conflict. The return of these battle flags, however, recalls the effort of President Cleveland to forward an era of good feeling when, in 1887, he returned similar trophies that were held by the National Government. The President was in advance of his countrymen. His action aroused a bitter controversy. In the North and West he was roundly denounced. Gatherings of old soldiers vied with one another in the severity of the resolutions they passed. Cleveland's political enemies—and he had many—made much of his "treachery." The newspapers of the day were filled with the opinions of Senators, Congressmen and other public men, and for the most part they were against the President. But forty years sometimes makes a great difference. To-day we read the story of that furious outbreak with a smile.

VISION WILL BECOME REAL.

In nature many things can happen to disappoint us. The frosts, the cold rains, the caprice of an off year, a withering drought, a deforming blight, may leave us with an empty basket. In life, too, there is the element of uncertainty, much that is illusive and vanishing, much that is frosted in the bud, blighted in growth, failing of maturity. Nevertheless in nature one cannot neglect either the ground or growth; whatever happens the care must go on, the effort made, the harvest hoped for, and sometime the favorable year will come. Live on then and take no season's failure as final. Our hearts and minds must cherish both the mirage and the desert, for the one will some day become a pool and the other will sometime rejoice and blossom as the rose. The vision will become real, the promise a possession, and a recompense of reward shall follow work.

SELF DETERMINATION PLAN.**World Has Paid Severe Penalties For Wilson's Theories.**

Written for the Tradesman.

I have decided that the tour which I am now finishing in Ireland will be my last to this side of the Atlantic (it is the twelfth one since 1887.) This being so, I was anxious to re-visit as many of the old familiar places as possible and to see some which I had never seen before. Then, too, I wished to call on the relatives I have left and to visit all of the old friends who are still in the land of the living. In order to accomplish my purpose, it has been necessary for me to cover a lot of ground, so that it is only now that I have a little quiet time to myself in which to write you the letter I promised, giving my impressions of conditions on this side of the water, as I see them.

May I premise by saying that it is much easier to be critical than to be correct. The most natural thing in the world for us Americans is to make invidious comparisons. I have heard a great deal of this. While some of it is justified, yet to indulge in this kind of thing freely does not get one anywhere and in many instances it creates ill-feeling. Besides, the general run of tourists are not competent to pass judgment on what they find over here in these old countries with histories, customs and traditions running back for centuries.

I will try to give you my views about a few things, which you can take for what they are worth.

Because of my numerous visits to this part of the world, and the close touch in which I have kept with affairs over here, by reading and correspondence, I think I may be permitted to say that I am a little better equipped than the majority of American visitors to express an opinion regarding general conditions on the continent of Europe, and more especially in Great Britain and Ireland.

My first objective was the eighteenth annual convention of Rotary International at Ostend, Belgium, June 5-10, to which I was accredited representative from the Battle Creek Rotary Club. The other delegates from Battle Creek were George W. Michem, Fred E. Sherriff and E. C. Nettels.

The convention, which was opened by King Albert of Belgium, was successful; 6,700 Rotarians from forty different countries were registered.

The discussion of such subjects as "What does Rotary International mean?" "How far can the program of Rotary International be made truly International in Scope and Character?" and addresses upon the broad general principles—service before self, fellowship, clean business and international peace—have made the Rotary movement, in a little more than twenty years, a force in the world to be reckoned with.

Rotarian R. J. Kroepfel, New York, in a description of the "Historical Evolution of Rotary Ideas," said that Rotary came into existence to fill a human longing. A plain man was lonesome for fellowship, and from his desire to enlarge his business contacts,

Rotary was born. Everything that had followed had been the evolution of this simple thought.

While I am in complete accord with the objects of International Rotary, I hold that the future success of the movement lies largely with the English speaking peoples.

Rotarian Verkode, of Amsterdam, told about the difficulties encountered in Holland. He said that after five years they were still engaged in translating the rules, by-laws, etc., because the value that one club attached to certain words differed from the value attached to it by others.

Well thought out objects, when translated literally, do not awaken in

I visited a number of Belgian cities, of which Bruges is by far the most interesting. One could spend a week in this beautiful old city to advantage, every street and every building of which has a history. As the author of the *Delices des Pays—Bas* truly said, "Nothing can be compared to Bruges." I finished my tour of Belgium at Brussels, the capital, which has a population of 650,000 and is the principal residence of the King, and the seat of government. I greatly enjoyed my visit to this remarkable city. I was deeply touched on visiting the place where Nurse Edith Cavell was murdered by the brutal German soldiers.

My tour of the Belgian battlefields,

is a marvel to me how nearly 9,000,000 of them eke out an existence in a country not quite so large as Western Michigan. Every possible acre is cultivated and, unlike Ireland and England, large areas of land are not wasted by hedges and ditches. For many of the Belgians it is a hand-to-mouth existence. On an early morning in Brussels I saw a number of men and women picking over the garbage cans and ash heaps near the hotels and boarding houses for scraps of meat and small pieces of coal which had slipped through the grate bars.

I was in Holland for a very short time and had little or no opportunity for observing conditions there. It looked to me, as a casual observer, that Holland is better off than Belgium. One did not notice the poverty which seems to be prevalent in Belgium.

I have spent almost half of my vacation in Great Britain and Ireland.

England is slowly but surely recovering from the effects of the war. It has been an up-hill struggle and the English people deserve great credit for the progress that has been made.

The Board of Trade figures for June, 1927, contain the assurance that the future of Great Britain and Northern Ireland is brighter than some people would have us believe.

The exports for this month reached a higher figure than has been touched since March, 1926. They are less than \$5,000,000 below the total of two years ago. Imports are considerably less, which is another good sign. The balance of trade is being adjusted. I do not believe there is any other country in the world, with the possible exception of the United States, whose industrial convalescence could have been so short, or whose return to the highway of prosperity could have been so rapid and so sure.

Production, except in the case of a few industries, shows signs of growth. The Board of Trade returns show conclusively that trade with the British empire is the largest and most important section of England's overseas commerce.

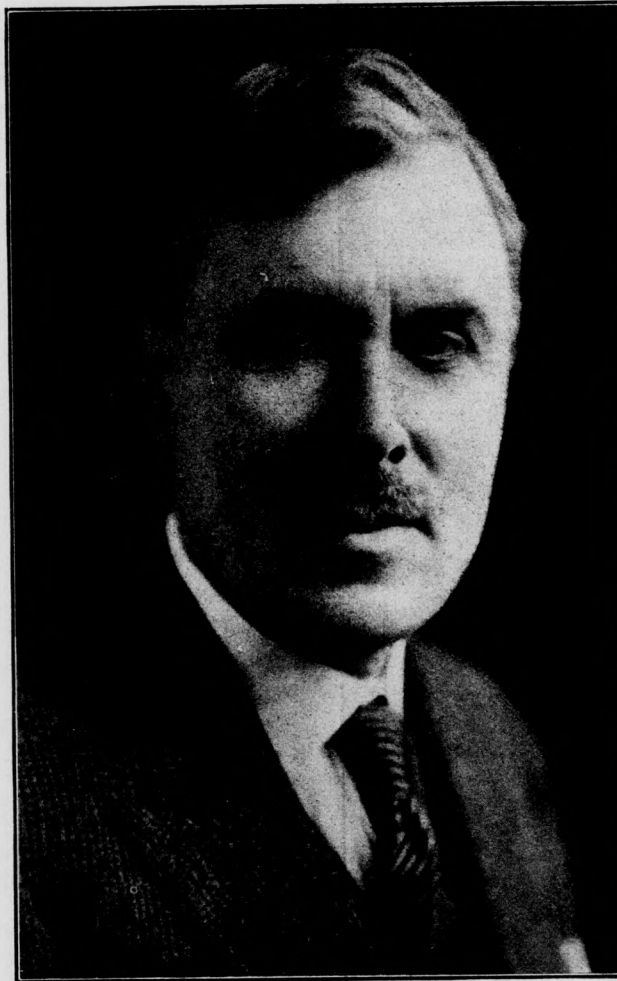
The disastrous effects of the general strike has had the result of curtailing the power and influence of the labor unions, but if the radical elements are again permitted to dominate any considerable section of the British industrial worlds, no improvement in method or organization will avail for long.

Had I the time I would like to say something about the dole, the temper of the people, and the charm and beauty of the country.

I thoroughly enjoyed my visit to Britain. John I. Gibson. Belfast, Ireland, July 28.

C. L. Glasgow, dealer in hardware, implements, paints, plumbing and heating at Nashville, renews his subscription to the Tradesman and says, "Missing a copy of the Tradesman is like missing a meal after a week's fast."

A man, like a match, is of little use without a head containing the right ingredients,



John I. Gibson.

the minds of the inhabitants of European countries the emotions which they have created in the minds of the inhabitants of English speaking countries. There is a great difference between European and American mentality. The Europeans are more inclined to philosophise on life and are suffering from super-culture and intense nationalism. As a result, real friendship between European nations is not very prevalent. The well-intentioned, but illy-informed Woodrow Wilson did great harm to Europe and to the British empire with his self determination theories. The creation, at his behest, of so many separate nationalities has been a mistake for which the world has paid bitterly, and may still have to pay even more severe penalties.

while it was intensely interesting, on the whole, had a rather depressing effect on my mind. This was markedly so at Ypres while looking at the Menin Gate, which is a monument to the hundreds of thousands of British soldiers who passed through this gate during the kaiser's war. Almost a quarter of a million of them lie in the cemeteries near Ypres.

The Menin Gate is engraved with the names of over 58,000 British soldiers who lie in unknown graves. Ypres is the greatest name in all British battle history. It is greater than Verdun, because from almost the first moment of the war until the last it was a principal objective of the German armies.

The Belgians are a thrifty people. It

SHOE MARKET

How To Succeed in the Shoe Business

Success is easy, interesting and pleasant.

Business success does not require a college education or an extraordinary mind.

For the young man who wants to start a retail shoe store, I will briefly submit below, a few suggestions, which if followed, will lead to success and prevent expensive, if not fatal errors.

Go through high school, also business college, if you can, taking a book-keeping course including typewriting, not to become a bookkeeper, but for additional practical education, as a foundation for your business. Keep a complete set of shoe store books, if possible, not less than six months nor more than twelve to get the practical side.

Select the town or city in which to spend the balance of your life. Carefully select the best, most successful shoe store—one whose policy is honesty, fairness, a square deal and diplomacy. Here get your position, even if you have to wait for it or accept less salary. Let nothing interfere with your duties. Be prompt, absolutely honest; study your merchandise continually; don't worry about the other clerk; be patient; full of increasing energy; and success will crown your efforts.

Don't fail, while clerking, earning, and learning, to take a salesmanship course, through correspondence or otherwise; take an advertising course, not to write our own advertisements, but to better criticize the advertising prepared for you. Take a public speaking course, thought and memory course, window dressing course, that you may better know when your windows will bring business.

The above courses can be successfully taken through correspondence or at night school. I recently paid for and complimented one of my grown sons with a scholarship in an Eastern correspondence school on salesmanship, which proves my faith in such a medium.

Your salary will increase so long as your services become more valuable and you are worth more than you are getting.

You will become manager of a department, then assistant manager of the store, then manager, partner or owner, according to your ability, and as opportunity presents itself.

The trip is easy and exceedingly interesting. Now you have started business for yourself in the same city in which you expect to spend the balance of your life, and where you have already made thousands of friends, who will patronize and help to support your business.

Keep faith with your bank and all with whom you deal. Don't go on your best friend's bond or security, lest your credit be impaired.

Buy often, so as not to overbuy and to turn your stock three or four times per annum. Watch all leaks and you will be surprised at the saving within five years.

A comparative record of each de-

partment should be kept from year to year, that you may prevent decline by knowing of it before it is too late.

Asking you in advance to pardon personal reference, I will give you some of my experiences.

At the age of 23, I went off the range, green as grass, so far as merchandise is concerned, and got a job in a retail shoe store in Nashville, Tenn., as button boy, fire maker, "roustabout" and would-be salesman, where I worked from 7 a. m. to 9 p. m. every day and Saturdays until midnight, for the small salary of \$5 per week. I paid \$4.50 per week for keep in a cheap boarding house. But I didn't give the salary any concern, for I was interested in my work, was happy, learning the shoe game, and looked forward to better days. Within two months I secured a position with a wholesale shoe company in the same city, and went on the road as traveling salesman on commission paying all my expenses. The first day I sold a small bill, which was never paid for, then traveled three weeks at enormous expense for me, without selling a shoe. Before the end of three years, I became the leading salesman, having won a handsome diamond as a prize on largest sales among thirty-two salesmen of greater experience.

At the age of 27, I was taken off the road and made vice-president of the company, becoming its employer, manager, buyer and had charge of the traveling force.

I speak of the above timidly and far from boasting or feeling my importance then or now, but they are absolute facts, and I hope may be of value to young men. My success was due to honesty, morality, energy, sobriety, "sawing wood" while the other fellow played games or slept, and opportunity that comes to every one who is willing to accept it. It was not rich relatives inheritance or so called luck.

Twenty-six years ago, I sold my interest in the company, and came to Los Angeles, the City of Angels, one of the fastest growing, and most prosperous cities in the United States, combined with a wonderful and glorious climate. A. S. Van Degrift.

Offers Plan For Aircraft Cloth.

A skeleton organization to produce special aircraft fabrics that can rapidly be enlarged to meet wartime or other emergencies has been proposed to the Government by members of the National Association of Cotton Manufacturers. In the interest of greater efficiency and economy the manufacturers are urging the allocation of Government requirements, both for the army and navy, among the mills with proper equipment. They contend that a few looms in each plant, run steadily, would develop a trained group of workers, which, in an emergency, could be used to instruct others. It is pointed out that the requirements of aircraft cloth are such that it takes some time to train weavers to make them properly. With no real commercial demand for this type of merchandise, the further point is made, the mills must depend upon the Government's co-operation if the skeleton organization is to be carried out.

New Pacific Fabrics Introduced.

A new line of 36 inch linen-finished fabrics, which are said to be fast washing and to be suitable for use in daytime dresses, smocks and children's garments, has been introduced by Pacific Mills. Two types of the new goods are offered. One shows gayly colored designs on white grounds, the patterns embodying two, three or four shades, and the other has the decorations on colored grounds. Both geometrical and floral effects are included in the designs, which have been worked out in an extremely attractive way.

Brought Good Luck.

"Do you believe a rabbit's foot ever brought good luck?"

"You bet! My wife felt one in my pocket and thought it was a mouse."

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

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

Our stock is always complete. We are awaiting your orders.

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



Today

25,000 men in Michigan wear the TORSON SHOE shown above.

Why?

500 retailers find this shoe a big help to NET PROFITS.

Because

the TORSON SHOE is made in Grand Rapids. Always in stock (A to EEE), always in style, sells at \$6 to \$7 retail, always repeats. Made high and low, black or brown, for the style, fit and wear man.

Herold-Bertsch Shoe Co
Grand Rapids, Mich.

Manufacturers of Quality Footwear since 1892.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

**Organized for
SERVICE
not for Profit**

We are Saving our Policy Holders
30% of Their Tariff Rates on
General Mercantile Business

□

for

Information write to

L. H. BAKER, Secretary-Treasurer
LANSING, MICHIGAN

Pleasure Resorts and Real Estate Agents.

Written for the Tradesman.

Admitting as a basis for our declarations that Michigan's reputation as a resort State is well established, and that there is abundant room for the extension of this feature, we believe that these facts are being used to further dishonorable real estate agents' schemes.

If the agents, good and bad, could carry out their projects it would not be long before every desirable lake and river frontage in Michigan would be owned by rich men for their own pleasure or for financial revenue or held by speculators for future sale, and nearby farmers and villagers would be entirely shut off from former outing privileges or compelled to pay tribute to the new owners.

This may be legitimate business and these men may be commended for their foresight and enterprise, but where for generations a lake has been the only outing place for a whole community, it is no small grievance to be denied the privilege of bathing, boating and picnicking, as individuals, as families, or as a group. The lane is fenced, the gates closed and signs posted against trespassing. The refreshing times for men and boys after a hard day's work in the hot sun can no more be enjoyed. For community picnics all must seek a city or State park at a distance. It never ought to have become legally possible to rob the home people of that water.

Fortunately, real estate men have not enough funds to purchase all the

desirable locations, nor can they find enough wealthy men to back them in every project. But if reports are true, here and there, desirable lake and river frontages are passing from the hands of farm owners at two or three times the price the land is worth for farm purposes. This fact is being widely proclaimed and farm owners are awake to the situation and ready to sell at an exorbitant price. This prepares the way for unscrupulous real estate men who are seeking victims.

They go from farm to farm, large or small, and tell the owner that they have a rich client who wants to buy just such a place as theirs for a country residence. They tell him his place is worth \$200 or \$250 per acre and they try to get him to say he will sell at such and such a price. If he says he will, then his place is listed for sale with the agent, and the farmer begins to count the time until he will retire with a bank account sufficient to live on Easy street the rest of his life.

The agents first want a big list of farms for sale for the inspection of prospective buyers. The next step is to seek buyers in the city. Of course, there are always some city men who do want to buy farms for themselves. But their number is altogether too few for the agents' purposes. It seems to us that only by misrepresentation and exaggeration could men of means be induced to buy of these agents. Then there are the city workers with rosy dreams of farm life who have a few hundreds saved. They must be found and induced to buy on contract, putting in their all. Having accomplish-

ed this, the agent collects his commission on an exorbitant valuation.

The speculator may soon despair of making a profit and the farm is again listed for sale. The workingman eventually fails on his contract; the owner gets back his farm, at a decided loss, considering all in all.

Another scheme is to make a small payment on a farm and give a contract to pay for it in annual payments. The farmer is told he may stay on the farm and work it and have all the proceeds if he will keep insurance and taxes paid.

We were told of another case where the agent offered to pay one-half down if the farmer would remit the interest on unpaid balance, using the farm and having its proceeds as above stated.

Beautiful plan to tie up the farmer and prevent him from selling his farm outright and reaping the profit if the anticipated power project became a reality or the resort was opened up or the village became a suburban residence for city people.

In some cases an option is taken, perhaps \$100 or \$150 paid, and the farmer at once throws up all his plans and gets ready to vacate; has an auction and sacrifices thereby, only to find at the end of a number of months that the option has expired and he has no legal recourse.

What is the explanation? The man whom the agent had persuaded into paying an option on the farm had concluded he would rather lose that money than pay double what the farm was worth.

When we ask a farmer to whom he

has sold his place he says he does not know; he only knows the agent's name.

It may, in some cases, be like the game played in by-gone days: When a genuine railroad project was well under way other parties would pretend to start a competing line, survey a route, buy land on the right of way, do some grading and keep the real railroad promoters guessing until they finally bought out the pretenders' holdings.

So there are various locations which in time will surely become the basis for industrial enterprises, and this class of real estate men are trying to get control of as much nearby property as possible, holding it with little or no expense to themselves until they can sell to bona fide purchasers and reap all the profit. E. E. Whitney.

Neckwear Orders Show Up Well.

Orders for men's Fall neckwear are growing in volume, according to manufacturers, and salesmen's bookings for delivery after Labor Day and during the holiday period are described as "up to last year." Indications are that the holiday business is likely to exceed that of 1926, which the trade rated as very good. Stripes and small-figured, Jacquard and neat check effects are selling well. Colors are bright, but not extreme. Cut silks of many types are being used.

An Apt Answer.

"Why were you late to Sunday school this morning, Tom?" asked the teacher.

"Why, the bell rang before I got here," the little fellow explained.

Continuing - this season!

Nation-wide advertising on CALIFORNIA CANNED

Asparagus

The World's Most Popular Salad and Vegetable Delicacy

Asparagus advertising is going right on—full pages in color—backed by black and white advertisements in the leading women's magazines. Reaching more than 11½ million readers—and that means nearly half the families in this country—this new series will deliver 98 million asparagus messages. Every one is a strong selling talk on the delicacy, convenience, economy and healthfulness of California Canned Asparagus.

Here is a really tremendous effort to help you sell more asparagus. Take full advantage of it, display canned asparagus—both tips and long spears—in your window and on your counter. Talk asparagus to your customers. Remind them of the many ways they can serve it. That's the way to make this advertising produce more business in your store.

CANNERS LEAGUE OF CALIFORNIA—Asparagus Section
451 Montgomery Street, San Francisco, California

FINANCIAL

Cotton Market Is Nervous After Swift Decline.

The maximum decline from the high range of July 26 to the lowest quotations reached at the close on Wednesday amounted to between 220 and 225 points. October contracts here then sold at 16.95 cents, December 17.18, January 17.23, March 17.47 and May 17.62.

There was a good rally from those prices Thursday, but it did not hold. It amounted to about 60 points, but most of it was lost late yesterday afternoon on renewal, scattered local liquidation and Southern selling. October closing at 17.10 cents, December 17.37, January 17.46, March 17.66 and May 17.83.

The market is now in a nervous and unsettled speculative position owing to the uncertainty over the Government's first crop report, to be announced at 11 o'clock our time Monday. The trade is expecting it will make the average condition for August 1 about 73 per cent., against the five-year average of 68.2 and 69.1 the last ten years, and the indicated yield about 14,500,000 bales without linters against last year's bumper crop of 17,911,000.

If the report comes out as good as these expectations it would be in line with the average of eight private reports issued this week. Such a crop would be considered as ample yield, with the world's spinners having absorbed more than eighteen million bales in the last season on actual exports of 11,200,000 bales and American mill consumption of 7,200,000 bales, both being new high records by about 300,000 bales.

It is therefore questionable whether foreign or domestic spinners would be willing to take much new cotton at present prices, with the new crop outlook as good as 14,500,000 bales and having stocks of manufactured cotton goods still to dispose of over the next six months.

It therefore looks now as though a revival of bullish activity in the cotton contract market is wholly dependent on the current level on either extensive boll weevil damage or disastrous weather over the next few weeks to cut the present prospective size of the crop.

The cotton market this week was under the pressure of heavy liquidation from the start, the same conditions prevailing at Liverpool and New Orleans. Indications in all three markets had been that prices advanced unduly the previous week.

The high prices of the season had carried October contracts up to 19.15 cents, December, 19.39; January, 19.47; March, 19.65, and May, 19.80 by July 26. That level represented an advance of between 35 and 40 dollars a bale from the low prices reached on the last season's crop on December 4, or equivalent to between 7 and 8 cents a pound.

The record-breaking year's exports of 11,200,000 bales and American mill consumption's new high record of 7,200,000 bales for the cotton statistical year closing at the end of July had been discounted in that advance. When

the trade demand for actual cotton subsided with the fulfillment of the end of July shipments and the profit-taking movement developed the cotton markets at Liverpool and New Orleans as well as here, were found to have been both overbought and overbullied to such an extent that there was nothing left for the trade bulls to liquidate.

Their heavy selling and the rapid decline at the close of last week brought in liquidation from scattering continental Southern and other outside speculators, precipitating the heavy break this week. Some have attributed it to the sentimental influence of President Coolidge's statement.

The Failure at Geneva.

As had seemed almost inevitable for the past two weeks, the Geneva Conference was brought yesterday to an unsuccessful conclusion. The Three Powers represented were unable to reconcile their divergent interests. The failure to reach an agreement extending the principle of naval limitation to auxiliary vessels leaves the question of disarmament where it was before President Coolidge proposed the meeting at Geneva.

An amicable agreement to disagree was more advisable than an eleventh-hour effort to frame a face-saving treaty. The difficulties in the way of further limitations along the lines of the settlement adopted at Washington were shown by the conference to be so fundamental that further study of the question and prolonged negotiations among the various Governments concerned are absolutely essential. A temporary or partial agreement at this time would have had the effect of shelving the whole problem. The admitted failure of the conference emphasizes the necessity of further action.

In its final joint declaration the conference expressed its "trust" that the measure of agreement reached at Geneva would make possible consultations among the Governments "to find a basis reconciling the divergent views." We do not believe that this statement represented either a "pious hope" or a "pious fraud." The principle of disarmament has not been questioned. It has clashed with the principle of security.

The dramatic success of the Washington Conference had blinded us to the difficulties which an extension of its provisions to auxiliary vessels would have to face, and we have learned a sorry lesson. But as our hopefulness previous to Geneva was not based upon realities, so would undue pessimism at this time fail of justification in view of the facts.

We have vigorously—and we believe with ample cause—criticized the attitude of Great Britain. But Anglo-Saxon friendship can survive even such a disappointment as Geneva. The task of America is not to reproach England but to persuade her of the error of her ways. Naval rivalry between the two countries, with the inevitable friction it would engender, is unthinkable.

From aviators we can learn at least this; the importance of control.

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

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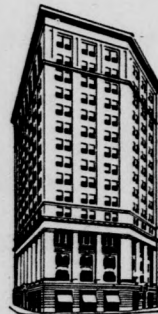
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Federal Reserve Banks See Farm Pickup.

The monthly bulletins of the different Federal Reserve banks for August now at hand portray a brighter outlook for the agricultural sections.

"The inflow of new crop money, starting in June with early marketings of wheat," says the Federal Reserve Bank of Kansas City, which last week surprised Wall Street by cutting its rediscount rate from 4 to 3½ per cent., "brought improvement to the agricultural sections and strengthened the position of country banks through increased deposits and the payment of loans. Instances were reported where loans were paid off before maturity and interest rebated." This interior bank comments upon the material improvement in recent weeks of conditions for farm production throughout the Tenth Federal District "under reasonable summer temperatures, sunshine for the harvesting of small grains and rains for the growing crops."

A similar note of cheerfulness is struck by another interior bank, the Federal Reserve Bank of Dallas, which says, "The marked improvement in the crop conditions and the upward trend of prices for agricultural commodities have generated a spirit of optimism and have created a brighter outlook for business and industry in this district. The general rains greatly benefited the growing crops and the present indications are that the yield will be satisfactory. The district's corn crop which is now nearing maturity will be the largest in several years and other feed crops are in good condition." The bank admits that the yield of small grain is smaller than a year ago but figures that the rising trend of prices this year "will to some extent offset the lower yield." Substantial damage from the boll weevil is expected should weather conditions continue favorable to the propagation of the insect.

Even the Federal Reserve Bank of Chicago, which finds reduced operations in many of the leading manufactures, sees instances of broadening activity and "agricultural prospects responding to the seasonal weather prevailing." From far off San Francisco the Federal Reserve Bank there reports that "agricultural areas of the district have, on the whole, experienced a favorable season."

No serious change in the general flow of business for the country as a whole is seen but the Federal Reserve Bank at New York, which writes the national summary each month for the Reserve banks and for the Board at Washington, reports that the "output of industry declined substantially in June to a level close to that of a year ago, reflecting reduced activity both in mines and in factories." Notwithstanding the somewhat slower pace in business recorded for June the rate of activity maintained for the country was satisfactory.

Good retail sales were reported by the New York institution for the Second District but the volume of wholesale trade, doubtless because of lower prices, fell.

From the bank at Philadelphia comes the report that the seasonal

quiet in most lines of business in that district "has been more pronounced this summer than in 1926," and the bank at Boston finds business activity lower for the sixth consecutive month.

Paul Willard Garrett.

[Copyrighted, 1927].

Put Official Stamp on Easy Money.

The cut in the Federal Reserve rediscount rate at New York to 3½ per cent. from the 4 per cent. level established just a year ago and a simultaneous reduction at Boston, places the stamp of official approval, in a sense, on easy money.

That the bank here desired to assist London in the search for a more comfortable money position the financial district concluded when France began to frighten Lombard Street by heavy gold withdrawals from that British quarter. The increase in the foreign holdings of the Bank of France from less than 5,000,000,000 to more than 24,000,000,000 francs since late last year, in its effort to arrest the rise of the franc, has brought into French coffers a vast amount of foreign exchange which that Republic can use as a powerful weapon in the money market if it so chooses.

In launching its plan to lower the general level of rediscount rates here the Federal Reserve authorities naturally were aware that this country would encourage a position of greater comfort in London where, at this time, it is so much needed. Bankers in Wall Street generally sympathize with the delicate situation of the London money market and approve the action of the Federal Reserve System in reducing during the last week the rates at Kansas City, St. Louis, New York and Boston.

At no time in recent history has the financial district been so thoroughly prepared for news of a change in the rediscount rate as on this occasion. All during July the rate on bankers' acceptances fell. By a series of steady declines the spread between the rate for ninety-day bills and that for rediscounts had widened to ¾ of 1 per cent. Not in three years had the margin been so broad. It was a plain sign that if money remained so cheap a change in the rediscount rate must follow.

Except for the danger that action might have stimulated further speculation in the stock market the authorities doubtless would have allowed New York to lead the movement to a lower rate base. The interior banks at Kansas City and St. Louis were in this instance chosen so that the financial district might see what lay ahead. President Coolidge's unexpected announcement, by turning the attention of the stock market more seriously to the distant future, gave the authorities an opportunity to proceed with their program more promptly perhaps than they had anticipated.

The outstanding observation on business in connection with the present decline in money is that no widespread contraction in industry has produced a plethora of funds. A lively pace in business has been maintained since the beginning of the year and the best authorities believe trade will continue ac-

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HAVE YOU SAFEGUARDED YOUR ESTATE against the losses which may be caused by business inexperience or mismanagement?

By appointing The Michigan Trust Company trustee under your Will, you place in our hands the management of the property and money you may leave. We will pay the income and principal as you direct.

Your property will be as carefully managed as if it were our own and only such investments as meet our rigid requirements as to safety and desirability will be made with the funds you leave.

This arrangement is the best protection for your Estate and your heirs and the cost is small and no more than is allowed inexperienced people for the same service.

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that is what we supply through our Commercial Department.

Ever since the GRAND RAPIDS SAVINGS BANK was established 56 years ago, our service has kept its original high standard of quality. Generous intelligent co-operation and facilities that meet your needs are its outstanding characteristics. Let us tell you about the helpful service of WESTERN MICHIGAN'S OLDEST SAVINGS BANK.

Resources over \$25,000,000.00

GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 Convenient Offices

tive and strong right up to the end of 1927. Certainly the presence of money in large volume at cheap rates can do business no harm and those who felt before that production would hold up this autumn now will be even more confident. Paul Williard Garrett.

[Copyrighted, 1927].

Good Credit Risk Is Good Insurance Risk.

Does the credit manager realize that his anxiety about a business enterprise which is beginning to slip, is shared by the fire insurance underwriter? The credit manager wants to ship goods to the merchant debtor whose business is going ahead. The fire underwriter thinks twice before permitting insurance to be written on the property of an enterprise which shows signs of decay.

A neglected automobile, a neglected bank account—yes, a neglected wife—each of these may bring trouble. And so with neglected property. Carelessness is associated with vacant property and carelessness leads to fires.

As every credit manager knows, the head of a business that is going ahead has a strong incentive to look after his business. If a man owns a battery station, for instance, and it is thriving and flourishing, with cars being serviced in droves—he naturally does not want anything to happen which will interrupt his good business. So he constantly looks around to make certain there is no waste or accumulated material which might lead to or encourage a fire. He and his employees are on the alert every minute to protect the property very carefully for his own business as well as that of the insurance companies. But should his trade decline, he may be a little less careful. Although he has no intention whatever of forcing any fire insurance company to finance his losses through property destruction by fire he does not have the same vital and naturally protective interest as when his business is humming. Nothing succeeds like success and nothing fails like failure.

Knowing this, the fire insurance underwriter is cautious about approving policies for either vacant properties, or for properties of businesses which are slowing up. The losses following such conditions are not always the result of arson but rather part of the peculiar bad "breaks" to which declining businesses seem particularly liable.

The moment the tobacco warehouses in Connecticut became overloaded with broadleaf tobacco, valued in millions, which could not be sold, one warehouse after the other began to burn. But most of the fire insurance companies had already cancelled their policies. Why? They did not suspect that most of the warehouse owners would burn up their property. They knew of course that a certain percentage of dishonest owners might do so. But the underwriters, aware of the peculiar psychology of fire loss "runs" which follow a declining market, were a jump ahead. Only one case of arson was suspected.

As the chain stores became more firmly entrenched and successful, a number of the individual selling units—country stores, neighborhood butch-

ers and the like—had to go out of business. As they found themselves facing this severe competition, the fire loss ratio on these enterprises began to climb. Likewise soon after the leather business began to suffer depression, tanneries were found to be bad fire insurance risks. The diminishing demand for blacksmith shops, breweries, knitted underwear mills, silk mills, have made these classes very doubtful—in fact some fire insurance companies will not consider such risks at all. Also belonging to this list are livery stables, many of which were converted into make-shift garages which hurt the class as a whole by their susceptibility to fire.

Any kind of property or business which does not have the personal interest of some individual owner, or group of owners vitally and earnestly concerned in making a go of it, is a class of risk of which the fire insurance underwriter is suspicious.

The large, palatial, but "orphaned" country club houses are thumbs down from the fire underwriter's viewpoint. "Orphaned" because no one is more than ordinarily interested. A country club is not like one's own home. If it burns it's hard luck, of course, but no one person has to stand the loss. Country clubs burn up right along. There is no particularly marked moral hazard: club members aren't burning up these club house purposely. Why then do they burn? As a rule they are built in unprotected districts where the fire companies cannot reach them quickly, and can do little when they do arrive. Then the property is controlled by a governing board, and while everyone is interested, no one is responsible to the extent he would be if he owned the entire club himself. The result is that it is a different matter to get fire insurance on such club houses even at the high rates demanded.

Of course, such industries as paper box manufacturing do not win the applause of the fire insurance underwriter. It is realized that such industries need fire insurance, and the promulgation of adequate rates has attention at all times. The fire insurance underwriters take such risks when they can, but they know that when a paper-box factory once catches fire it is likely to go up almost in a puff and even the quickest responding fire apparatus finds it difficult to preserve any of the property. Likewise a straw hat factory spells danger. There is hardly any way of stopping a blaze once it starts. Fur hat factories and window shade plants are in this category. Broom corn stocks are subject to quick fire consumption; also celluloid factories, cotton gins, wool carding processes and so on. Farm properties are always begging fire insurance protection. Cotton in bales, in compresses, or better in yards or in the open, is not so bad when it is firmly packed, for then it would take a raging fire to consume it. Baled cotton will become seared on the outside but can be worked over, with large salvage. Chemical plants are not extended any cordial welcome, as the possibility of

INVESTMENTS

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	Coupon	Maturity	Price
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Pantlind Hotel Co. -----	5 1/2%	1946	100
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Grand Rapids Body Corp. ---	6%	1928-31	100
Grand Rapids Show Case Co.	6%	1941	100

Write for Complete August list

or

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GRAND RAPIDS TRUST CO.
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Class Mutual Insurance Agency

C. N. BRISTOL

H. G. BUNDY

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"The Agency of Personal Service"

INSPECTORS, AUDITORS, STATE AGENTS

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

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

FIRE - AUTOMOBILE - PLATE GLASS

305-06 Murray Building

Grand Rapids, Mich.

Uncle Jake says -



"The ladder of life is full of splinters but they always prick the hardest when we are sliding down."

Most of the splinters we encounter in business are caused from rubbing the wrong way of the grain. Any product wrapped in

K V P DELICATESSEN

presents such a neat and sanitary appearance that trade resistance is overcome, the customer pleasantly reacts and so once more you are forced to vote that appearance really does count for much.

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

fire and ensuing explosion always exists.

The "big house upon the hill" owned by Millionaire Jones is also to be tabbed in the "turn down" fire risk class. Certainly a millionaire wouldn't purposely burn his home? Nevertheless the fire insurance underwriter doesn't like palatial homes. Very frequently the owner who can construct a \$200,000 or \$300,000 home finds that in time his family tires of the place. He builds another in Florida, or goes abroad to live; and the first house becomes an orphan. No one is particularly interested in it and sooner or later, through neglect, it burns. This is particularly true in cases where the head of the family, who produced the millions, dies and the heirs with a \$300,000 or \$400,000 house on their hands are no longer interested in it. It becomes neglected property. Sooner or later it "blows," which is the common term among fire insurance men when property burns up. Any homes valued at \$100,000 up are written cautiously by the underwriter, and only in nominal amounts.

Household furniture, (which depreciates quickly) while stored in frame warehouses, or on the upper floors of a furniture store are offerings the fire insurance underwriters check rather carefully. Once a fire starts in such storage it is pretty hard to stop without sprinkler protection. Summer hotels, often in isolated sections, are among the danger risks. If the vacation season happens to be unprofitable—summer hotels are likely to burn.

One would think a fire insurance underwriter would insure an ice house with his eyes shut. But ice houses have proved bad risks. As a rule they are of flimsy frame construction, they burn very quickly, and in burning, they also damage any ice stored therein. In the summer time, boys in swimming sometimes smoke cigarettes and set ice houses on fire. The accumulated sawdust adds to the hazard.

The properties mentioned are only a few of the classes of risks which are not looked upon favorably by the fire insurance underwriter, who also dislikes property that is too heavily mortgaged, property owned by people in involved financial circumstances, property involved in litigation of any kind, property located in sections where there is marked congestion, or where there is "exposure" to classes of property also likely to burn rapidly.

These industries or classes need fire insurance consideration, it is to be admitted and there is generally some company which will issue the needed policy. The more progressive of these danger industries are constantly improving their plants, and eliminating their fire hazards as fast as possible. For instance, to-day, dyers and cleaners are introducing proper ventilation to take off gas fumes and adopting precautions which will make their places of business less liable to fire damage than before. They use a new liquid too, which is not nearly as hazardous as naphtha or benzine, and the hazardous cleaning processes are in a separate building or cut off by

fire walls from the other section of the business.

It is only through the co-operation of property owners and fire insurance underwriters that fire hazards can be minimized and rates can be decided upon which will give both sides a fair chance. C. T. Hubbard.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Dearborn Homesite Co., Detroit. Climax Tractor Starter Co., Climax. Standard Varnish Works, Grand Rapids. Harry H. Field & Co., Detroit. National Gas Governor Co., Detroit. Fullerton-Powell Hardwood Lumber Co., Benton Harbor. Hecla Iron Works, Detroit. Dress Well Shoppe, Alpena. Weldon Manufacturing Co., Grand Rapids. Detol Co., Detroit. Muskegon Farmers Co-operative Dairy Muskegon. Bradford Paper Co., Kalamazoo. Iron Mountain Electric Light & Power Co., Iron Mountain. Rogers-Woodward Co., Hamtramck. Loretto Light Co., Loretto. R. G. Johnson Co., Pittsburgh-Detroit. Loewenthal Co., Detroit. Store at Your Door Co., Detroit. Converse & Chick, Grand Rapids. Commercial State Savings Bank, Detroit. Codde Brass & Aluminum Co., Detroit. Forman Shoe Co., Port Huron. Central Stamping Co., Detroit. Central Land & Trust Co., Three Rivers. Grand Haven Sanitary Dairy Co., Grand Haven. Industrial Co., Grand Rapids. Johnson Belting Co., Inc., Detroit.

Uses a One Price Plan.

A prominent silk firm has established a one price basis for its fabrics, regardless of the quantity purchased, and the plan is said by the sales manager to be working out to the advantage of all concerned.

"From the buyer's standpoint," this executive said recently, "the plan serves to eliminate any chance of one purchaser's being able to buy his silks at a lower price than another. Too often a silk buyer has placed an order for goods and then found that his competitor down the street had been able to obtain the same merchandise for less. Such a situation leads to an unsettled market for retailers, garment manufacturers and the silk mills.

"At the same time, the one price idea keeps the selling staff of the mill on its mettle. The salesmen know that all buyers will be treated alike, regardless of the size of the order. Accordingly they now spend no time in the sales manager's office endeavoring to get concessions for their accounts, but are out in the trade seeking new business. The salesmen were opposed to the plan at first, but a trial convinced them of its merit and they are now supporting it enthusiastically."

Down in Piedmont, Missouri, there is a versatile preacher who advertises in the Piedmont Banner as follows: "I preach Christ crucified, sell monuments for your dead, and auctioneer your property. Please let me serve you."

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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WILLIAM N. SENE, SECRETARY-TREASURER

Affiliated with THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

An Association of Leading Merchants in the State

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

STRENGTH

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**MICHIGAN MILLERS MUTUAL
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Combined Assets of Group

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20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The oppressive heat Saturday precluded the idea of a long trip, so we decided to explore the new pavement which has been opened on U S 131 from Cedar Springs to within a mile of Howard City. The new highway parallels the G. R. & I. all the way. The cement is apparently twenty feet wide and looks like a good job, as cement pavements go. I was told that within a day or two the contract would be awarded for the construction of seven miles additional pavement, reaching from the cement roadway now completed to Morley. I have always felt that the State road department should have done more for U S 131 when it was M 13 than it did; that the thoroughfare should have been improved as rapidly as M 11 was developed; and I never was able to understand why this was so until I came to understand that the construction of improved roads during the Groesbeck administration was due altogether to the whim or caprice of the executive and had no bearing on the merits of each project.

In leaving the city I could not fail to notice the gradual growth of Comstock Park, which is expanding rapidly along the river road. New stores and homes are appearing at frequent intervals.

The same is true of Belmont, where new homes are in evidence in all directions and several recently recorded village plats are now being exploited by the owners. For over fifty years I have regarded Belmont as a most available location for a suburban town. The level plateau on a high elevation, which ensures good air, good water and salubrious surroundings is capable of almost indefinite development.

The drive North and East to Rockford is replete with beautiful scenic effects which are in evidence every mile of the way.

Every approach to Rockford is beautiful, no matter which point of the compass one faces in making the approach. The Rockford hills are in a class by themselves. I cannot imagine a person who was born and raised in such an environment removing to a flat country without feeling very uncomfortable. One of the finest residence locations in the vicinity of Rockford is the beautiful home of Adolph Krause on the high hill just South of the town, but I never pass that estate without wishing that Eugene Goebel, the famous landscape artist of Grand Rapids, could be given an opportunity to embellish the surroundings along the lines he has employed with such magical effect in several other situations. He would make the grounds so attractive that people of artistic temperament and a love for the beautiful would travel hundreds of miles to admire the result of his genius and handiwork.

En route to Cedar Springs, I drove a mile West of the pavement to call at Edgerton, which burst into fame fifty-one years ago as the home of Julia A. Moore, who in a brief period achieved the most remarkable reputa-

tion ever enjoyed by an American woman. Her Sentimental Song Book, published in 1876, contained about twenty poems on various topics. The poems were so utterly bad that they were actually works of art. Every newspaper in the English speaking world played up her poetical efforts and she became the butt and jest of the world for a year or two, when interest in her subsided. In January, 1878, nearly fifty years ago, I was commissioned by the Chicago Inter-Ocean to go to the home of the Sweet Singer of Michigan to secure an interview, which I did. I described my trip to her home in the Chicago paper as follows:

A desolate country railroad station, with four rough buildings and a road, hemmed in by wooded hills and a leaden sky, in sight. A sharp wind is blowing from the East, and there are wandering flakes of snow in the air as we alight from the train and stand for a moment on the rough platform.

The railway building is not much to look at, nor yet are the two country stores—one deserted long ago—but the air is fresh and sweet, with all its frost and chill. An hour's ride left Monroe street far behind, and changed the voices of a growing city to the voices of a country "corners." A rough wagon, drawn by two demoralized looking horses, jolts over a frozen road, and that is all. Even the inevitable "oldest inhabitant" sits with still tongue and a clay pipe and refuses to talk. Your correspondent learns, however, between long whiffs of most villainous tobacco smoke, that the one residence in sight is the domicile of the House family, and that within its sacred borders the child life of "Little Henry"—made so pathetic by the hand of genius—passed away. Just such a day as this, with snow in the air and a bleak wind blowing over the Edgerton hills, it must have been when Henry died. I quote one stanza from Julia's latest edition:

It was the eleventh of December,
On a cold and windy day;
Just at the close of evening,
When the sunlight fades away;
Little Henry he was dying,
In his little crib he lay,
With the soft winds round him sighing,
From early morn till close of day.

The reality was before us. Those who, in far-off homes, have built brain pictures of the surroundings of genius and wondered over the things touched by their pens and glorified by their fancies, will know how every nerve of our being thrilled at that moment. The very earth I walked on had been touched by her feet; the underbrush that swept my garments as I passed boasted a nearer friendship than mine.

A few enquiries informed me that the road leading West was the one we must take to reach the home of Mrs. Moore. There were no conveyances in sight, so I buttoned up my overcoat more closely and set out on foot. The distance is only a mile and I am not long in making it. Half way between the station and the corner, where I turn to reach the house of the famous poetess, I cross the Rogue river. It is a small stream, and the country bridge is as small as it is rude. Like the strains of the sweet singer who dwells upon its banks, the river flows with many an eddy and ripple and many a touch of woodland nature through commonplace scenes made bewitching and sweet by its own simple existence. Here many of the inspirations which have given Mrs. Moore a world-wide reputation were doubtless conceived. Here her childish feet wandered in life's young morning. Here the great facts of nature, of which she has become so true an interpreter, were first revealed to her wandering eyes. One of Julia's most successful efforts is dedicated to this stream. I quote:

Down the banks of a clear flowing river
Oft-times I have wandered in the days

of my youth;
Early in the spring time bright flowers
I have gathered,
As I wandered alone on the banks of
the Rogue.
Time it may change, but it cannot change
my memory,
My mind will wander back to the days
of my youth;
My father and mother, my sister and
my brother,
And my dear beloved husband I married
on the Rogue.

I am soon in sight of the four corners and the house, which stands upon a hill at the left. The residence itself is by no means an attractive one, its principal charm being its location, a fine view of the surrounding country being had from the yard. It is a small structure, built partly of logs and partly of lumber, the whole being rough and unpainted. The upright is about twelve by sixteen feet, with low roof and ragged eaves, which can almost be touched by the hand. It is hemmed in on three sides by rough "lean-to's," each of which has its domestic use. One contains the family cookstove and is in reality the family kitchen; a second is inhabited by a colony of hens, while the third serves the double purpose of a playroom for the children in the summer, and a pen for the sheep in the winter.

Opening the complaining gate, I toiled up the hill by a winding path, evidently bordered with flowers in summer, and rapped at the home-made door. I did this in the full consciousness that it would fall down if I rapped too hard and therefore expended very little strength. The first knock brought no response, but a second drew forth, in a fretful voice, the query, "Wait till I change my dress, won't you?" I waited. In a moment, however, the door opened and the "Sweet Singer of Michigan" was a myth no longer. Clad in a calico dress and a halo of renown, she stood before me. She is a lady on the sunny side of thirty, with an abundance of black, uncombed hair, half braids, half curls, but evidently all her own. She has large, winsome eyes of some indescribable color, a clear, dark complexion, bordering on olive, and a mouth so full—of everything but teeth—so fresh and red, it might well belong to a babe of six months, instead of a woman approaching thirty. She is slight in figure, decidedly inelegant in appearance, and about five feet in height.

How shall I record the interview which followed? Some one has said that the personality of great people should never be known. In this case, however, the readers of the Inter-Ocean demand to know of the life of the woman whose songs have been so much to them, and I submit, not even attempting to deny, that I did not find an ethereal being, with heaven-lighted eyes and inky fingers, at the residence of Mrs. Julia A. Moore. I found a woman with strong likes and dislikes, with a frank soul and a warm heart—a woman showing all too plainly the marks of her narrow younger years and the hard touches of the unromantic life of the farmer's wife. During the entire interview she remained standing behind a large home-made chair, with her hands, brown and stained with toil, on its broad back.

The Sentimental Song Book was so highly esteemed by the owners that large sums were offered for stray copies. Eugene Field wrote me from London that he would give me \$50 for a copy. I could not accommodate him, but I can now obtain \$50 for his letter, which is one of my most prized possessions.

Twenty-five years after the original edition appeared, C. M. Loomis, the Grand Rapids printer who had published the original book in 1876, conceived the idea of getting out a duplicate edition and palming it off on the public as the original printing. He had

special type cast and special paper made to imitate the original, but he made the fatal mistake of fastening the cover on the books by wire stitching instead of sewing it on with linen thread. As wire stitchers were not invented until after 1876, the deception was easily discovered and the bogus edition fell flat.

My first call at Cedar Springs was at the drug store of J. A. Skinner. I was informed that he and his family and Dr. Perley Pearsall and his family left Cedar Springs the last day of June for the Pacific coast and that they were not expected home before the middle of August. They traveled by automobile and the trip has been replete with enjoyment.

The only merchant now active in Cedar Springs who was in business there when I started the Tradesman in 1883 is Howard Morley, who is certainly a marvel of endurance, shrewdness and vision. He must be pretty close to the eighty year mark, but he has evidently made up his mind to round out 100 years of usefulness to himself, his friends and the community. His investments are so numerous and his interests so widely scattered that no one but himself has a realizing sense of his actual worth. If it is one penny short of a million dollars I am not a good guesser.

One town has become entirely extinct since I started the Tradesman. It is Lockwood, which I believe was located a few miles North of Cedar Springs on the G. R. & I. I recall the only merchant there back in the eighties—T. J. Sheridan—who, I presume, has gone to his reward long ago. He was a shrewd trader and always had an infectious smile and a hearty hand shake for every caller.

Sand Lake appears to have taken on a new lease of life since the opening of the new pavement. It struck me as being brighter and more chipper than it has been for several years.

I never pass through Sand Lake that I do not recall the memory of J. V. Crandall, who conducted a store many years at Crandall Corners, and George F. Cook, who must have been engaged in trade at Grove nearly or quite forty years. They were close personal friends and thought much of each other. J. V. was a ready speaker and enlivened the meetings of the old Michigan Business Men's Association with many witty dissertations. George F. was not much of a speechmaker, but he was remarkably successful as a merchant and good citizen. His accidental death a few months ago at Cedar Springs, where he had gone to attend the funeral of a friend, is greatly to be deplored.

At Pierson I learned that Karl Kraas, who recently sold his general stock to Paul W. Garbow, has removed to Greenville and engaged in the variety store business. The success of Mr. Kraas in the mercantile business at Pierson was beyond expectation. He came to the store fresh from the farm and, with no previous experience in trade, rapidly acquired the rudiments of the business. I hope he repeats his Pierson success at Greenville.

Pierson won wide notoriety many years ago through the possession of

the champion checker player of the world, O. H. Richmond, who was one of the queerest geniuses Michigan has ever produced. He also won renown as an astrologist. He could tell the exact time if he could see the stars without referring to his watch and he foretold many events months before they happened with remarkable accuracy. He subsequently removed to Grand Rapids, where he engaged in the drug business on South Division avenue. During the world's fair in 1893 he took up his residence in Chicago and made a handsome fortune in a single season by initiating people who were attracted by his knowledge of the occult into an alleged secret order which enabled them to read the stars also. He subsequently became enamored with an unworthy woman and lost his fortune.

I recall another worthy citizen of Pierson in the person of J. D. F. Pierson, who left his home town many years ago to engage in business at Kenton. He wrote me recently that he would soon be obliged to remove to California on account of his wife's health.

Howard City merchants are a pretty solid set of fellows. They are averse to failure and seldom die or retire from trade. One exception to the latter clause is T. G. Prout, who devoted most of his life to the milling business, burned out, engaged in the bread baking business and has now sold his bakery and become a gentleman of leisure. How he can manage to do this after living a life of tremendous activity is more than I can understand.

Besides being a life long subscriber to the Tradesman, I owe much to Mr. Prout for having gotten me in touch with the Baker brothers, who are about as high type of men as I ever had the pleasure of meeting in this world. Mr. Prout had met a loss by fire as the result of the upper structure of his mill being struck by lightning. He was insured in the Michigan Millers Mutual of Lansing, which has achieved a wonderful record of usefulness under the keen eye and adroit management of Arthur D. Baker for the past forty years. I happened to be in Howard City while repairs were in progress and asked my friend and customer what kind of a settlement he received at the hands of his insurance company. He said an adjuster was on the ground the day after the fire and enquired if local mechanics were able to replace the building. He was informed that such was the case, whereupon he stated that Mr. Prout should proceed with the rehabilitation, pay the men who furnished the material and the wages of the mechanics weekly and send a memorandum of same to the company, which would honor his drafts promptly. That was a new method of settling fire losses to me and I lost no time in relating the circumstance to my readers. The recital naturally brought me in touch with A. D. Baker, who was then managing the Millers Mutual and who had just organized the Mills Mutual, and L. H. Baker, who was soon to become the manager of the Shoe Dealers Mutual. This relationship has continued many years and, I trust, has been mutually helpful and

profitable. God may be able to make better men than the Baker brothers, but He never has up to this time.

I heard much Saturday about the disastrous effects of the August frost, but I saw but one place where the demon had done any damage en route from Grand Rapids to Howard City. That was in a low spot in a bean field. The beans on the high level were untouched.

With the advent of cooler weather and the prevalence of less dust on the gravel roads, I hope to resume our 100 and 150 mile trips on Saturday, instead of confining our observations to a fifty mile radius. I hope soon to cover several towns I have never visited and invade localities which possess many loyal Tradesman patrons on whom I have never had the pleasure of calling.
E. A. Stowe.

Rules For Retail Dealers In Granting Credit.

The following suggestions to retail dealers to be observed in opening up new consumer credit accounts are worthy of careful study:

Get a report on every applicant for credit.

Have courage to refuse doubtful accounts.

State your terms definitely. Don't let the customer dictate terms to you.

Have everything definitely understood before credit is extended.

Remember — an account properly opened is more than half collected.

Do not hesitate to deal quickly with customers who ignore requests for payment or who break promises.

Don't hesitate to lose a few customers who do not pay promptly.

Prompt collection increases your sales. The fellow who owes you a past due account goes elsewhere to buy.

Check up all slow accounts through your credit office, then get in touch with the customer and insist on compliance with terms.

Business Philosophy.

A friend relates that he asked a young man, still in high school, what was his greatest ambition.

The youngster replied that he wanted to be the private secretary to a great man.

"Why not aim to be the great man?" asked my friend, and the youngster replied that he didn't like to aim too high.

The trouble with most of us is that we don't aim high enough.

When I was a boy every lad was taught that he might some day be the President of the United States.

I don't know whether this ambition is instilled into the minds of the youth to-day, but to me it always seemed very laudable.

The chances for realizing this ambition are about one in four million. But even though a boy does not become President of the United States, he will at least develop into a better citizen through having cherished the ambition.
William Feather.

Nothing will ever be attempted if all possible objections must first be overcome.

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Junior Sport Togs Are Smart.

Sports coats for children are developed in small checks with fur trim and have matching hats. Shawl collars are expected to be good as well as chin collars trimmed with fur, braid or tucking. Simple lines are best for children's clothes, but seaming, tucking and original treatment of collars and pockets provide variety. Sometimes elaborate seaming diversifies a coat back; or the back may be perfectly plain with all adornment confined to the sides. Smocking, which is so good on Summer dresses, appears on velveteen coats for winter. One excellent model shows a front panel smocked solidly to the waist, where the fullness on being released forms a rippling overlap. Sports coats will be seen in checks and broken plaids. Tweed and kasha will also be good. Coats for dressier wear will be developed in broadcloth, velveteen and suede cloth.

Among the furs that will be popular as trims are krimmer, opossum, nutria and certain varieties of fox. Sometimes these furs not only edge the collar but continue down the front of the coat, thus adding a slight touch of elaboration. Fur coats lined with leather are very smart for children. One such model was in baby calf, lined with brown leather, which also made collar, revers, pipings and pocket trims. The same type of coat was seen in a white fur stenciled in black with red leather lining and trim.

Children's shoes remain, as always, square of toe and of heel. Sturdy brogues and one-strap slippers remain the popular models for Summer. The tendency to trim footgear appears in an occasional slight ornamentation on the front of the shoe. Brown leather, gray suede, patent and white buck have been seen this Summer. Some of the sandals were hardly more than soles with a few straps to hold them in place. An occasional straw sandal was seen, but in general they have not been so popular for children as for adults.

Between the passion for Americana and the quaintly patterned cottons that are being used for tub frocks, there seems to be an intimate relation. These make pretty, fresh little dresses for morning and for the country, and are ideal as play dresses for children. The colors are authentic reflections of the old-fashioned percales and prints in gentle shades of green, gray and lavender as background on which are printed small, prim designs of posies or figures in other colors.

The Gigolo or dancing man has a new role. He appears as a carved figurine serving as a handle to the new long-handled powder puffs. Women's figures also are used in the same decorative and useful fashion. These figures are elaborately carved and painted. Other powder puffs feature flowers in a new way. The puff is

oval. The handle represents the stalk of the flower which sends its bloom across the puff. Sweet peas, violets, buttercups and other small blossoms are favored for this model.

Shoes continue to echo the new note of ornateness. One sees heels bearing patterns worked in brilliants or sequins. Plain gold or silver evening sandals are worn, while pink brocade and a kidskin of a bluish silver tone are also good. Even tennis sandals come in for trimming. One sees them barred with scarlet or blue, the colors being repeated in the sweater or head band worn by the player.—N. Y. Times

Skirts May Be Longer.

Cables concerning the latest openings of the Paris couture, showing the apparent agreement of its members in regard to longer and fuller skirts for Fall, have supplied the best news the fabric interests of this country have received for many a day. A marked change in silhouette by the French designers had been hoped for by them—and also by makers of women's ready-to-wear garments—for the scanty yardage of feminine outer apparel during the past several seasons has worked considerable hardship on the textile mills on this side of the Atlantic.

The big question now is whether American women will accept longer skirts. There seems to be no doubt that fuller skirts will not be objected to, but there is a feeling in some quarters that longer ones may not meet the fate they did when a half-hearted attempt to bring them back was made a season or two ago. One well-known apparel manufacturer had this to say yesterday:

"It is my opinion that the last attempt to bring back long skirts failed because the younger women were not ready for them. At the time 'flapperism' was still rampant, and the more grotesque a garment could be made the better it seemed to take with the younger element. Exceedingly short skirts were the result.

"Things are different now. In the larger cities, at least, the 'flapper' is disappearing and, while many of the younger women and misses are still wearing very short skirts, it is because nothing else has been provided for them. It is my candid opinion that they are now ready to accept a vogue for garments of more reasonable length.

"Paradoxical as it may seem, I also think that the strongest opposition to short skirts is going to come from an unexpected source—women of middle age or beyond. Many of these women revelling in the thought that short skirts give them an air of youth that cannot otherwise be obtained, are not going to give them up without a struggle. On the face of things this seems silly, but, after all, can a woman really be blamed for wanting to appear young as long as she can?"—N. Y. Times.

Colorful Handbags Shown in Variety.

Handbags in the new showings are sumptuous. One flat envelope purse for evening wear has its surface almost entirely covered with strass. Another bag set in a glittering frame was all rhinestones. The extreme popularity

of velvet for all uses is seen in the many handbags of various shapes and sizes. For evening wear the pastel tones are featured. Elaborate frames of marcasite or enamel, sometimes jeweled, add further beauty to these gorgeous trifles. Perugia shows fascinating bags of reptile skin, which match evening slippers. He uses lizard and water snake in delicate pastel colors for the body of the bag and slippers, and then employs plain kid in a harmonizing tone for trimming. In his exhibit held several weeks ago at the Plaza he featured an envelope purse of pink lizard with matching slippers. Pink kid bound the edges of the slippers, formed the heel and made the elaborate trimming on the toe.

A veritable craze has spread among the younger women for elaborate handbags. One debutante carried for dancing recently a particularly lovely model made entirely of white velvet petals. The sparkling trimming of the young woman's white georgette frock was repeated in the form of diamond dewdrops which formed the center of each petal of her bag. Older women are carrying evening bags of velvet and brocade, designed to match or harmonize with the gown worn. Petit point adorns other evening bags of brocade, and gold and silver bags show sun ray designs worked in brilliants.

Among the smart hand bags for warm weather are some of a knitted straw, so supple and soft one could scarcely believe they were not made of silk. Yet they had that cool feeling against the hand which no material except straw could give. They were squarish in shape and came in dark blue, yellow and white, with composition mountings to match. They would be an ideal complement for the sheer Summer frock.

Retail Stocks Are Poor.

According to a well-known knit goods manufacturer, from eight to ten men call at his office daily and ask to be sold sweaters of the better kinds. When asked why they do not buy at retail, the invariable answer is that the stores do not carry what they want.

They further complain that stores visited by them carry only a poor assortment of seamless, badly fitting garments, which they will not buy.

It frankly puzzles this manufacturer, he said yesterday, why stores which can sell a man an overcoat at \$75 to \$100 and a suit from \$50 to \$75, can't sell sweaters priced proportionately. "From \$4.85 to \$6.50," he added, "seems about as high a bar on their gate as they can leap over."

The manufacturer went on to say that the sweater stock in the average men's store is a joke, yet the owners wonder why they can't get business. "If they have anything to offer at higher prices than those I have mentioned," he continued, "it is very likely to be a foreign garment made on a circular machine or raschel loom. The circular machine makes only the poorest sweaters, and the raschel loom was originally built for the manufacture of shawls. If similar goods were made in this country they could be sold for one-third of the price that is asked for them.

"There is really more style in sweaters than in anything else in the men's apparel field, but store buyers must look for where it originates. That is right here in the United States."

Flannel Makers in Good Shape.

Buyers of flannels coming into this market for additional merchandise as a result of recent advances are finding that the manufacturers have the situation much more firmly in hand than was generally supposed. Although there is still quite a little of these goods to be sold, stocks in first hands are extremely light and there is no guarantee that jobbers and cutters who hold off much longer will be able to fill their season's needs. This applies to practically all lines of napped goods, for the mills have not been running looms on them much beyond the actual orders on their books. The setback in cotton, if continued, will probably bring some recession of demand, but with production as well covered as it is there is said to be little possibility of a price reduction this season.

Wall Case Units For Sale

The Rosenthal Company of Flint, Michigan have some very fine wall case units for sale. They are described as follows:

12 sections of wall case units suitable for ladies or gent's furnishings, each section 50¼ inches long, 84 inches high, 28 inches deep, built of interchangeable construction of the most modern design and in good condition. The exposed woodwork is quartered sawed oak, finished in silver gray. The total length of the twelve units is 50 feet 3 inches if in one straight line. They can, however, be separated into as many groups as necessary to meet requirements in store. These units were built by the Grand Rapids Show Case Company and are strictly modern in every way. For further details we will be pleased to send a blue print showing the exact line up.

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

David E. Spencer, of St. Johns, Mich., was employed at different periods of former years in the capacity of superintendent of furniture factories located in Grand Rapids, Sparta, Indianapolis and Atlanta. With my wife I spent a month in Atlanta a score of years ago. Mr. Spencer and his family kindly entertained us from time to time. Mr. Spencer had acquired the friendship of one Dr. Turner, President of the Atlanta Cotton Mills Co., which operated a factory in the production of coarse cotton cloth for the Chinese markets. Not having had an opportunity to witness the operation of such a plant, Mr. Spencer offered to confer with Dr. Turner and ask his permission for an inspection of the institution by ourselves. Dr. Turner cheerfully granted the request and named the day and the hour when he would meet us at his office in the factory. The doctor was late in keeping his appointment. When he arrived he explained that he had spent the night at the bedside of an old black mammy. "She is very sick and may die," the doctor explained. The mammy had been a slave in the Turner family from childhood, passing under legal process from one generation to another, she was the property of Dr. Turner. She had nursed, fed, fondled and trained the doctor in infancy and childhood and the doctor was deeply attached to her. Lincoln's proclamation meant nothing to the woman. She had been a member of the Turner family from babyhood to old age and nothing that might be said or done would ever separate her from those she loved.

After an inspection of the plant had been completed, Dr. Turner excused himself and hurried back to the bedside of his mammy.

During our stay in the factory we noticed that many little white children were employed in tending the machines. They were barefooted, dirty and clothed in rags. Their little bodies were greatly emaciated. Seemingly cheerfulness had never entered their lives. Their condition was pitiful. Dr. Turner's interest in the welfare of old black mammy was commendable. Can it be claimed that he lacked interest in the condition of the little white slaves who attended the cotton company's machinery?

Seated in the lodge room of a fraternal order, seventeen visitors representing as many states of the Union witnessed the conferring of secret work on a class of candidates in Atlanta. The business and work of the lodge having been disposed of, the visitors were asked one by one to address the lodge. One of the speakers, Mr. Bailey, was a former Lieutenant Governor of the State of Georgia and a prominent member of several secret fraternities. Later in the evening the writer met Mr. Bailey and in the conversation that followed the writer learned that Bailey's home was in Albany. A young negro of our town killed his uncle. He has been tried, convicted and sentenced to death by hanging. I came here to meet the governor and the pardon

board and ask that sentence be commuted to imprisonment. The boy was at work in a field with his uncle. He had been wild and quite ungovernable. The uncle had tried to persuade the boy to reform and a quarrel ensued which resulted in the death of the uncle—a very good negro. The death of that uncle was a severe blow to our people. I might say to the State of Georgia. He was a peaceful, honest, industrious, thrifty and respected negro. We shall miss his powerful influence for good with the negroes of our community. He would feel very much disgraced if he could learn that his nephew had died on the gallows.

The writer learned from a newspaper issued a day or two later that the Governor had commuted the penalty imposed on the young negro to death by the rope to imprisonment for the remainder of his life.

During the month spent in Mobile the writer witnessed the cruel and unwarranted flogging of a poor old negro by a pair of young hoodlums, sons of an eminent judge of one of the State courts. The negro had been engaged in painting the outside of a house. Suddenly the hoodlums seized the man, trussed him with ropes, led him to a tree, to which they tied him, and then proceeded to beat him unmercifully with clubs. A young woman, the daughter of a man named Robertson, recently engaged in the manufacture of furniture in Jamestown, N. Y., and a Southern mother, denounced the flogging, which she considered an outrage, and was driven away before the muzzle of a pistol. A crowd, assembled in the vicinity of the flogging, raised voices in protest. A revolver in the hands of one of the hoodlums served to drive the crowd away.

The flogging was such an outrageous proceeding that the prosecuting attorney of the county felt obliged to cause a warrant to be issued for the arrest of the young men. Their trial a few days later was a farce. None of the crowd who witnessed the flogging were called to testify in the case. There was no support to the testimony reluctantly given for fear of the evil consequences that might follow by the negro, and in the end a verdict of acquittal was rendered.

"He insulted my mother," was the only explanation given by one of the hoodlums in justification of the outrage. Arthur Scott White.

Has New Style Hand Bag.

A new style of handbag for women, the principal feature of which is a novel snug-fitting gusset that prevents articles from falling out, is now being offered to the trade. The new gusset, on which a patent is pending, keeps the stay in shape and protects the bag's contents regardless of the position in which it is carried. The bag is offered in velvet and moire, and also in suede, calf and goatskin. The calf and goat bags are available in all grains, while those in calf and suede are set off with beauvais embroidery. The available colors include, among others, black, blond, brown, blue and green. Prices range upward from \$24 a dozen and the bags will be ready for delivery in two to three weeks.

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It Is Always the Man That Counts.
Written for the Tradesman.

H. Gordon Selfridge is now the owner of Whitley's great London department store, in addition to his own immense business. And thereby hangs a tale of personal reminiscence. For I have personally known and followed the career of Selfridge for more than twenty years.

Here was a man who began as errand boy in a Jackson, Michigan, general store at \$1.50 per week. About that time he formed an attachment for E. A. Stowe, who was then conducting an amateur paper at Big Rapids under the name of the Northern Amateur. Selfridge contributed to Stowe's paper and I understand the two men have kept up a pleasant acquaintance and correspondence ever since. How Selfridge got into Marshall Field's, Chicago, I do not know, but after he got there he was one of those young men whom Field was said to have "made." That means that Field furnished the opportunity and Selfridge made himself.

Anyway, at the early age of 43, Selfridge had more than a million dollars cash capital and decided to retire. But he was too young and liked business too well. At that time there was in Chicago the famous department store of Schlesinger & Mayer—long established, rich and proud of its record. Another similar store was Carson, Pirie, Scott & Co., whose lease had just been sold from under it. Carson-Pirie wanted to buy Schlesinger & Mayer, and S. & M. wanted to sell, but personal jealousy prevented the two coming together.

So Selfridge—then, as always in America, known as Harry G.—bought S. & M. and changed its name to Selfridge's. He ran the place for a year, then sold to Carson-Pirie, probably at a fair profit to himself.

Again, at 44, he was out of business, still young and going strong. Rumor soon was busy with a tale that he was going to London to disturb the staid Britons with an American department store. He did. He leased a store in Oxford street, the heart of London's famous shopping district. Apparently he knew what he was about, for he was immensely successful from the start, upsetting all traditions. But he fell in with London's ways, as, for example, the change in his own name.

When I was in London in 1924 I learned something about Whitley's. It was established in 1863, interesting to me because that was the year my father came to America from Scotland. The store was 24 by 45 feet and the "staff" was Whiteley and two girls. The aim was to be a "universal provider" for the people. That was some ambition when you think of the start.

In 1924 I heard the managing director tell a few points about the business. It then covered more than twelve acres of floor space, had 6,000 employees and had recently been sold to a new corporation for over \$10,-

000,000. The five dollar share, which is a popular share price in England, was then quoted at around \$6.25, or say 25 per cent. above par.

The talk being given at a banquet a little fun was mixed with it, but also much seriousness. It was noted that on January 1, 1863, Lincoln had freed our slaves. It was also noted that Wanamaker had started in 1861, "but he dealt only in clothing;" that Stewart had started the same year, but he sold "only laces." Whiteley started to build the first department store, to provide everything that man, woman, child or animal might need.

It was stated that Whiteley "did everything." He provided best men for weddings, men guests for dinners and dancing partners. It was told that Mark Twain came to London about 1908 and reported that on his previous visit Whiteley had done everything for him from landing his baggage to putting him back on his boat. He wanted a country home. Whiteley found him a beautiful place, furnished complete and equipped with efficient service, which he was sorry to leave. He said that "Whiteley was the most wonderful experience I had." Twain added that the newspapers reported on the day he arrived two big news items: "Mark Twain Arrives" and "Ascot Gold Cup Stolen." Twain asked: "How about it?"

Whiteley always gave value. He said he was the pioneer in Truth in Advertising. The Scotch, he said, drank honesty in with their mothers' milk and that "you Americans are a bit slow about that."

But now along comes Selfridge, who has built an American business within twenty years, which is in itself a great achievement. I saw it and I know how big and pushing it is. I know I had but to show a new San Francisco product to secure an order of generous proportions for it; and the re-orders have been coming ever since.

With the absorption of Whiteley by Selfridge the new Selfridge store will be a \$50,000,000 group of stores with 13,000 employees, a mile of shop windows in London and one of the four largest business organizations of its kind in the world. And all this is done by a man less than three years older than the writer. Does it not demonstrate that it is still the man who counts?

Selfridge is, of course, an American advertiser. He spreads his offerings over the papers in generous space. All the advertising folks who visited London in 1924 were welcome at Selfridge's. He gave me an interview five minutes after I knocked at his door.

On one of our nights he kept open house for the advertising men at his residence, which is Lansdown House, one of London's palaces. His home is one of the most brilliant centers of London's social life. One of his sons-in-law is a Russian prince and two are French viscounts. He owns a huge yacht, the Conqueror, in which he cruises at times far and wide. He has a stable of race horses. For one hobby he raises orchids. For another he collects rare books and engravings.

Again it is the man that counts. For

(Continued on page 31)

Don't Say Bread

— Say

HOLSUM

HEKMAN'S

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

COOKIE CAKES AND CRACKERS ARE MOST DELICIOUS AND WHOLESOME.

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

MASTERPIECES of the Bakers Art



Hekman Biscuit Co.
Grand Rapids, Mich.

M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST - FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

GROCERY STORE MANAGER SAYS:

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

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

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

FLEISCHMANN'S YEAST

Service

MEAT DEALER

Value of Federal Inspection of Meats.

The greater part of the meat supply consumed in the United States to-day is inspected by officials of the United States Department of Agriculture. This inspection system assures consumers that what they eat is free from disease and wholesome at time of branding. The meat so inspected is identified in various ways, but always with some means that is plain to anyone who looks for it. One means that is used on carcasses and large parts of carcasses is a purple stamp carrying the Inspection Legend and several of these impressions are placed on carcasses. In the case of small pieces of meat and certain sausage that cannot be branded a label is used on the container. It is in the interest of consumers that the work is done and they should look for the stamp or brand when buying meat in markets. Many concerns who are subject to this inspection system advertise the fact that in their publications and insert a statement to the effect that their meat has been U. S. Inspected and passed in advertisements. It is a general belief among dealers that all consumers do not know of the protection they get through Federal Inspection, and that more publicity should be given to it until all know of it. Besides this protection another kind of service is given to the public through grading and stamping of Prime and Choice steer and heifer beef. This latter service is in an experimental stage and has for an object better marketing and more general satisfaction. When a carcass of beef carries a stamp identifying it as Choice or Prime the public may buy it with confidence as to grade, and since only U. S. Inspected and Passed meat is graded double protection is assured. At the present time only a small percentage of all beef slaughtered is stamped for grade and no other kind of meat but beef is considered. The perpetuity of this service, as well as its expansion, depends largely on consumer demand, so all consumer-buyers who wish to receive the benefit of the service should ask for graded meat. Any comments by consumers as to the value of this service may properly be addressed to the U. S. Department of Agriculture in Washington, addressing letters in care of the Meat Division. This is not the complete name of the Division, but will be easy to remember and letters so addressed will be sure to reach the proper officials. It should be borne in mind that the Government is trying to help consumers, and co-operation is desired.

Cross Ribs of Beef.

When housewives learn the different cuts of meat and ask for them by name and grade it is quite probable that there will be less dissatisfaction. This is not meant to imply that dissatisfaction is general at the present time and, while many we have talked to claim they are looking for better qualified meat and more particular selections, there are any number of persons who seem to feel that their dealers are

using them all right and see no reason to complain. To those who are receiving good treatment we have no message, but to others who are not so fortunate we would like to help by what we consider practical suggestions. It is quite easy to recommend selections that are acknowledged to be preferable by most consumers, but since these cuts usually carry a relatively high price tag, we can be of greatest benefit when we tell of some cut or selection that is not very costly and yet will give good satisfaction on the dining room table. When a shoulder of beef is lifted from the forequarter of a steer or heifer carcass, or from any other beef carcass, for that matter, the bone is in and it contains considerable rather tough meat called shank meat, and which is best utilized for soup making. When the bone is removed and the shank meat left on the bone the result of the operation is a cut that is called cross rib in the section of the country in and around New York. It is called by different names in other sections, but this name will suffice for most readers of this message. When this cut is from Good or Choice heifers and steers it will be found juicy, quite tender, and flavorful. It is economical, since there is no waste, and highly suitable for pot roasting, boiling, braising, or even for oven roasting. In some sections steaks are made from it and they are not at all bad. Some housewives think it one of the best cuts they can buy for the uses named and, if it has not been tried in your home in the past, it is high time to become acquainted with it. The method of preparation is not essentially different from other cuts of meat that have been similarly used, but to get the best results slow cooking with moist heat is necessary. If it is oven roasted you may expect it quite as tender as the rib. We highly recommend it for trial. It will be a surprise for many persons.

President Gets Tub of Butter Made By Champion.

Rapid City, S. D., July 29—Encouragement of dairying as a method of solving the agricultural problem of the Middle West was discussed with President Coolidge on Tuesday, when South Dakota's success in this industry was explained to him by members of the State Dairy Association and representatives of the National association.

F. A. Layton, of Sioux Falls, headed the delegation. With him was Joe Jorgenson, of Huron, National champion butter-maker in 1926. The visitors presented Mr. Coolidge with a 25 pound tub of butter, made by Mr. Jorgenson.

The President, tasting the butter and praising its high quality, was told that the tub cost 35c. He remarked that the price used to be 20c.

Paint Blush on Peaches To Sell Them.

Paris, July 20—"Gilding the lily" has been applied to peaches as a commercial proposition. It took the public some time to discover that the beautiful bloom on a great deal of fine looking fruit here was put on with a brush. Complaints were made to the police, but the police unofficially replied that their eyes were not any better than those of customers who buy the fruit. The fraud squad has been instructed to stop the practice,

It's getting hot!

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

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

American Sugar Refining Company

"Sweeten it with Domino"

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



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.

Interior Decoration and the Hardware Store.

Written for the Tradesman.

While paint, oils and varnish are recognized staples in the hardware store, and while recent years have seen a steady growth in the trade in interior finishes and flat wall paints, there are some lines regarding which hardware dealers seem to be in two minds.

One of these lines is wall paper. It is a moot question whether it pays better to put all your energies behind flat wall paint, as an alternative to wall paper for interior decorating; or whether it is a better policy to handle both lines, present the merits of both quite dispassionately, and leave the customer to make his choice.

Flat wall paints are under existing conditions the recognized requisite of the hardware dealer and the exclusive paint store. Wall papers have in most communities been handled by the stationery and dry goods stores. The line of demarcation between what is and what is not legitimate hardware is by no means clear, and as time goes on it seems to become more and more uncertain.

Quite a few hardware dealers are, however, handling wall paper successfully; and it is a line which can be made to fit very neatly into the paint department.

As a rule, it is worth while to have a special department separate in some way from the rest of the store, for wall papers. A majority of the customers will be women; and it is advisable to have the stock so placed that they will be able to look it over at their leisure. A plan often used is to show a few striking lines on the front of the store and to direct customers to a wall paper room, in the rear of the store or perhaps upstairs, where the entire stock is kept and display facilities are provided.

In many cases, hardware dealers hire girls to act as clerks in the wall paper department. If there is not always enough work to keep the girl steadily busy, it is not difficult to procure sufficient other employment to warrant her addition to the staff. One small town dealer with a brisk but not too large business had for some years been desirous of securing a book-keeper; but had felt that the size of the business hardly warranted the expenditure. It finally occurred to him that if he could get some other work which the book-keeper could handle, as well as the books and correspondence, he would be able to add her to the staff. He accordingly put in a stock of wall paper and hired a girl to keep the books and act as saleswoman in this department. The experiment proved so successful that eventually the dealer found it necessary to secure a saleswoman to devote her entire time to wallpaper while he retained the first as book-keeper.

In handling wall paper, it is necessary to do a certain amount of advertising. People cannot be expected to find out for themselves that this new

line has been added to the store stock. It is advisable therefore, to inaugurate the department with a brisk publicity campaign. Care should be taken to select lines likely to be popular; in fact, if the dealer is taking on the line for the first time it will usually be found worth while to visit the manufacturers, study the manufacture and sale of wall paper, and get the experience of dealers in other communities who have handled the line. In this way, quite a few of the pitfalls besetting the path of the inexperienced dealer may be avoided.

Wall paper will always be a popular line; though in recent years marked changes have been made in the designs for all coverings, and new ideas are constantly being developed. Flat oil paints have to a certain extent crowded in; and in this connection burlaps have also come into vogue among decorative wall coverings.

Unusual and original effects in interior decoration are now striven for; and it is the adaptability of burlap for this purpose that has made it a popular material with architects and householders.

While burlap may be satisfactorily used in many kinds of buildings and in rooms of different sorts, it is now most usually found in dining rooms, living rooms and dens; also in bathrooms. It is also very extensively used in club houses, hotels, churches and other public buildings.

It will, therefore, be seen that there is a very considerable field for the sale of decorative burlaps. The hardware store is the logical place to sell burlaps; the line dovetailing very neatly into the paint department. But the line will not find a large market in any locality until trade is stirred up by the dealer. As with many other lines, you have to go after the business. You can't wait for the business to come to you.

Nor will it be sufficient for you to simply advertise that you are carrying burlaps in stock, or that you are agent for a manufacturing firm. The people need to be shown how and where burlap can be used, and its special advantages for certain purposes. In other words, the line must be pushed.

The dealer who enters upon a campaign for the sale of decorative burlaps should, in addition to his newspaper advertising, compile a list of good prospects, and make a special effort to sell them. It should be the work of only a few moments to write down the names of prosperous and progressive citizens who could readily be interested in an article which would help to make their homes attractive and distinctive. Lawyers, doctors, manufacturers, bankers and merchants would be the most likely people to approach in the first instance.

A personal interview with the mistress of the house will often start the ball rolling. Once convince Mrs. Lawyer that her dining room and library would really reflect class if decorated with burlap, and it is safe to say that she will bring strong influence to bear upon her husband in favor of the new scheme of interior decoration.

Once the burlap idea gets started in

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

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

a town, a general demand will gradually develop. People who see their neighbors' homes thus decorated will feel inclined to treat their own walls in the same way. In the meantime this demand could undoubtedly be hastened and stimulated by some instructive advertising.

One feature of the burlap trade which makes it appeal with especial force to the hardware dealer is that it helps to sell paints. Burlap appears to best advantage when treated to a coat of flat oil paint. Burlaps have the advantage that they may be repainted as often as desired so that it is an easy matter to keep them always looking fresh.

A line which offers good opportunities in many localities yet which comparatively few hardware dealers have taken up is linoleum. There are many hardware stores where linoleums and oilcloths are handled in large bulk; but for every one where this is done, there are several which have not touched the line at all.

Oil cloths are nevertheless a logical part of the hardware stock. Practically everything required for kitchen equipment is sold through the hardware store. Why not make the list complete by offering suitable coverings for the floor?

The hardware dealer has good opportunities to sell linoleums. If he were to take advantage of these opportunities, he could outsell competing merchants in any other line. Thus, during the months of October and November, more stoves are sold perhaps than during the other ten months of the year. A splendid opportunity is thus presented for the sale of linoleums and oilcloths. It is a pretty safe bet that every home which installs a new range or coal heater will also need a new oil cloth for the kitchen floor. The old oil cloth is apt to be left so long as the old stove interferes with its removal; but when the old stove is moved out to make room for a new one, the tendency is strong to discard the old floor covering and replace it with something better. That is the psychological moment to sell a new linoleum. And the hardware dealer has the first information as to the psychological moment. If he has the linoleum to sell, he can usually sell it.

The argument is obvious. "Do you intend, Mrs. So-and-So, to cover the kitchen floor with new oilcloth? Now is a splendid time to do so. Get the new oil cloth down before the new stove goes in and you'll save yourself a lot of trouble later, and have everything looking spick and span."

Some of the larger hardware stores maintain separate departments for the sale of floor coverings and find that the demand fully warrants them in so doing. This plan is advisable wherever possible, as it is necessary to carry a considerable stock. Where a separate department is maintained, the stock can be shown to best advantage. The salesman has a better opportunity to display his goods.

Where this is not done, linoleums and oil cloths can be made a part of the stove department. One dealer devoted the rear of his stove department to a stock of floor coverings. Here

there are seats for customers, a comfortably large space of floor for displaying the patterns, and every facility for expert salesmanship. When a customer comes in to see a stove, after being shown the stove stock she is always shown the linoleums as well. "Stove and linoleum sales go together in almost every case," says the manager. "We have found the position we give our linoleums ideal for purposes of salesmanship."

Linoleums readily lend themselves to window display; and are bound to attract a lot of attention, especially from feminine passers-by. Quite often linoleums can be worked into the stove display. Thus an ideal kitchen, showing a new range and household equipment, should logically have linoleum on the floor.

The complaint is sometimes made that the profits on linoleum and oilcloth are reduced materially by losses incurred through damage in handling.

There is a certain risk of damage; which, however, can with a little care, be avoided. Many dealers, and more salesmen and delivery men, are not aware that linoleums will break readily as glass if handled when frozen. Manufacturers have endeavored to prevent trouble of this kind by placing labels on the outside wrappers and tickets inside the rolls, giving warning. These precautions, however, are frequently disregarded. Rolls are often damaged in winter by the cartage people allowing them to drop.

To avoid trouble of this kind, the dealer should see to it that his own drivers and those employed by the transportation companies are advised of the danger and instructed how rolls are to be handled. After a roll of goods has been received, it should be allowed to remain in a warm room at least twenty-four hours after it has been exposed to the cold before any attempt is made to unroll it. This rule should apply to goods received at the store and shipments sent to customers as well. When a sale is made, the customer should be warned of the danger and advised to observe the precaution of thoroughly warming the goods for twenty-four hours.

When circumstances are such that the goods must be used soon after arrival, the danger may be partly overcome by removing all outside wrappers and gently loosening the roll so that the warm air will be allowed to circulate through it. Under no circumstances should an effort be made to flatten out the goods until they are thoroughly warmed. A plan followed by a number of retail stores is to paste a small label on each piece of linoleum and floor oilcloth which they deliver in cold weather, giving instructions how to handle.

Of course this danger is present only in the cold weather; but the dealer who undertakes to handle the line should be prepared for all contingencies.

Victor Lauriston.

Hard on the Singer.

"Why did you stop singing in the choir?"

"Because one day I didn't sing and somebody asked if the organ had been fixed."

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.

Worth Many Times The Cost



M. E. DAVENPORT
President

If a course at the Davenport-McLachlan Institute cost five times as much as it does it would still be the best investment you could make. A course here leads directly to a good position and steady advancement. D. M. I. is the outstanding school of this vicinity because its courses are broad and its graduates get the high-grade positions. Our employment department is working for you constantly as soon as your course is finished. Fall term, August 29, September 6. Night School, September 12. Send for catalog.

Davenport-McLachlan
INSTITUTE

110 Pearl Street

Grand Rapids, Michigan

COMMERCIAL TRAVELER

News and Gossip About Michigan Hotels.

Grand Rapids, Aug. 9.—Announcement has been made to the effect that the Hotel Normandie, Detroit, has been closed forever, a bank building being planned to occupy the hotel site. For many years the Normandie has been distinctively an Institution—a landmark, as it were. For some time past it has been owned by George Fulwell, a veteran hotel man, and managed by Robert C. Pinkerton, his son-in-law. They have both been exceedingly popular with the public and with me. I shall miss them from their customary places, but will not forget them. Mr. Fulwell owns and operates the Colonial, at Cleveland, and I presume will continue to do so, with the assistance of "Bob" Pinkerton.

Last fall the Michigan hotel fraternity was shocked by the announcement of the death of George Myhan, of the Hotel Shamrock, at South Haven, but were reassured to the effect that the hotel would continue to run under the supervision of Mrs. Myhan and her esteemed daughter, Ruth Mary. During my absence in California they suffered a fire loss, to what extent I am uninformed, but the news columns tell me it is being repaired. To suffer a fire loss during the resort season is rather depressing, but these good folks are made of the right stuff and I have no doubt will be back in the running in time to hold a major portion of their regular trade. I have treasured a kindly feeling for Miss Myhan for the reason that in the good old days when a large membership in the State hotel association seemed desirable, she was always a "Go-getter" when it came to securing new members or reinstating old ones.

They are still agitating the proposition of a new hotel at Three Rivers, notwithstanding the fact that hotel business in Michigan has been so depressed in the past year that the membership in the State hotel association has fallen off 240 from last year's roster. If the people of Three Rivers want to invest in hotel stock they would better buy out the Lott interests in the old hotel, rehabilitate it and do away with competition. Otherwise, they will taste the cup of bitterness.

Traveling men and tourists tell me that my old time friend, W. J. Chittenden, is making a surprising showing with the Detroit-Leland, notwithstanding the fact that Detroit hotel facilities are greatly overdone. Mr. Chittenden, in addition to being one of the most capable hotel men I ever knew, enjoys an acquaintance acquired over a long period of years, and possesses the added faculty of knowing how to retain his friendships. He will be a power in hotel operation, if he lives, that will entirely overshadow many of his weaker imitators who "admit" they are great.

I ran across George Southerton, of Battle Creek, here the other day. George has acquired possession of the Laverne Hotel and placed his son-in-law, Wilbur Harper, in charge of it. The young man is capable and genial and will, no doubt, make a success of the venture. The Laverne, in the hands of George Southerton, was always a financial success and will speedily regain its former prestige. George informs me that he is interested in a new proposition which will give Battle Creek another first class hotel. He will tell me more about it when I go down there next week.

A lot of things have happened since I went to California a few weeks ago. For instance, my old friend Bliss Steb-

bins, of the Grand Lake Hotel, Alpena, had a stroke of paralysis on May 28, which has kept him in a wheel chair, though his hotel has been operated under his direction and that of his very competent wife. I regret to hear all this about Bliss, but I sincerely hope he will completely recover and serve his friends for many years to come.

Most everybody traveling in Central Michigan knows "Jim" Stafford, who operated hotels at Greenville, Ionia and other cities, and settled down at St. Louis for a long session at the Park Hotel. Mr. Stafford writes me that he has severed his connection with the hotel and is now operating a restaurant in that city. As his specialty was always his meals, I have no doubt but what he is keeping up with his batting average in his new venture.

It is now the Heldenbrand Hotel Co., at Pontiac, with H. F. Heldenbrand at the head of it and the very first thing you know they will have a spick, span new hotel over there with a hundred rooms and every sort of modern convenience. While designed as a community hotel, catering especially to traveling men and having both small and large sample rooms to care for the needs of various sample lines carried by salesmen, it will also be equipped for the entertainment of all transients. A complete dining room and cafe will be installed. This announcement is really a notice to "Hildy" that I am coming down to "sponge" off of him in a few days and get a better idea of all he contemplates doing.

The Wisconsin Hotel Association, instead of chasing after "royalty," organized itself along protective lines and has already punished several crooks and collected many thousands of dollars from other crooks for its endeavors. Evidently they do not waste much of their time on "wind-jamming"—they first do things.

Two birthday parties in one day is going it pretty strong, but I was made the goat for each one of the events. Charley Renner started the ball rolling at his Edgewater Club, at St. Joe, grabbing me off the train and telling me how much younger I was "continuing to look." (reminding me that when I was in Los Angeles I ran across "Dave" Rose, a former mayor of Milwaukee, whom I had not seen for twenty years, who promptly informed me that I looked "twenty years younger than when he last saw me," a pretty close approach to the cradle). Now this other party I speak of was at the new Stowe boarding house over at Lamont. It seemed specially fitting that a party should be pulled off there, because of all the suggestions offered to Mr. and Mrs. Stowe when they were planning to erect their wonderful new home. I supplied the major portion, none of which, however, was ever adopted. The meal was good, the company excellent and a very refined time "was had by all." How a newspaper man who never collects his bills and gives so much gratuitous advertising to hotels and others and pays for the write-ups, ever gathered up coins enough to build such a wonderful place, surpasses my understanding. I cannot describe it, but I am offering one more suggestion—my last—that those worthy people, who from experience I know to be capable of entertaining on a large scale, hold a reunion of Tradesman subscribers in the near future and give them an opportunity of seeing it all for themselves. Personally, I like it and the "rates" charged.

Now that President Coolidge has made his announcement of "unwillingness" to be a candidate for a "third

HOTELS!

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

Enquiries solicited—We can save money for you.

HOTEL LINEN & TOWEL CO.

335 Jefferson Ave., East
DETROIT, MICH.

"A MAN IS KNOWN BY THE
COMPANY HE KEEPS"

That is why LEADERS of Business
and Society make their head-
quarters at the

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop

MORTON HOTEL

Grand Rapids' Newest
Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.



Warm Friend Tavern Holland, Mich.

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

E. L. LELAND, Mgr.

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

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

HOTEL TULLER

Four Flags Hotel Niles, Michigan

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

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up
EDWARD R. SWETT, Mgr.
Muskegon -:- Michigan

CODY HOTEL

GRAND RAPIDS
RATES—\$1.50 up without bath.
\$.25 up with bath.
CAFETERIA IN CONNECTION

HOTEL KERNS

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

E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.
Hot and cold running water in all
rooms. Several rooms with bath. All
rooms well heated and well venti-
lated. A good place to stop. Ameri-
can 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 LEAD-
ING COMMERCIAL AND RESORT
HOTEL. American Plan, \$4.00 and
up; European Plan, \$1.50 and up.
Open the year around.

CUSHMAN HOTEL

PETOSKEY, MICHIGAN
The best is none too good for a tired
Commercial Traveler.
Try the CUSHMAN on your next
trip and you will feel right at home.

Columbia Hotel

KALAMAZOO

Good Place To Tie To

term" and the Mitchell interests are trying to interest Uncle Sam in taking over my former estate at Glen Lake for a summer White House, lightning might do worse than strike some one who has been closely associated with the place and knows the bass feeding places. Having in mind that little offering about the "early worm."

A correspondent asks me if I think a "tea room" will pay in a certain locality. It depends largely on the correspondent's definition of "tea room." If she has a vision to the effect that she can supply humming bird reasons at banquet prices, I will say that with a never ending string of "suckers" in sight and no dependence on repeaters, it might be put across for a while, but people with normal appetites detest that "tea room" stuff. "Coffee shop" is much better. It suggests, at least, coffee and "sinkers" which scientists say will sustain life temporarily.

I am glad Editor Stowe, in mentioning his new summer home at Lamont, accentuates the fact that while the site was formerly occupied by a church edifice, there was no desire on his part to do away with it as a meeting house. It had already been abandoned, thereby "neutralizing" the episode of the Irishman who expressed his satisfaction at being employed on the most satisfactory job he had ever had in his whole life, "Tearing down a Methodist church, and be jabbers, getting paid for it, besides."

Ye editor hands me an invitation to attend a re-union of old-time newspaper men at his Lamont home Sept. 8 with the statement that he will be "pleased" to have my acceptance or declination soon. I am without information as to which would give him the more satisfaction. Some winters ago I conducted a hotel in Southern Michigan during the owner's absence on a vacation. During that period I formed the acquaintance of Dr. Kent, who at that time was Baptist dominie in the village, a very likeable fellow—becoming a warm friend. One day a young man came into the lobby, approaching the desk with all the appearance of sublime embarrassment and advised me that he was expecting his fiancée on a later train and desiring information as to Michigan legal requirements in matrimonial matters. A license and minister were suggested. The selection of the latter being left to me, I negotiated with Dr. Kent and the affair reached a consummation. On the following day I suggested to the doctor that hotel ethics, at least, contemplated an even break of the marriage fee between the dominie and hotel man. Dr. Kent demurred to this arrangement, claiming he had immediate need for the money, but as a compromise he assured me that he would supply me with a rain check, guaranteeing that he would perform for me, gratuitously, a marriage ceremony, or a funeral service, and he "didn't know which would give him the greatest pleasure."

Saccho and Vanezzetti have been given a boost by Governor Fuller, of Massachusetts, which fairly starts them on their way to a just punishment. It is regrettable that he overlooked the fact that these defendants have spent seven years in jail and neglected to credit it in their penalty. However, we will let it go at that. He meant well.

While in Kansas I was the member of a party which motored 280 miles to make an absolute comparison between "mythology" and "reality" of the Adam and Eve episode. At the little village of Lucas, population 200, we found the object of our search. It is known as the Garden of Eden and is said to be

the first attempt to rebuild the home of the parents of the race. Its author, one S. P. Dinsmore, 84 years old, forty years ago wondered why no one had ever attempted to put into actual expression an idea of how the cradle of mankind really appeared. He read Genesis many times and considered the description was sufficiently plain to permit its reconstruction. Gradually, during his farming life of half a century, the conviction dawned upon him to devote the remainder of his existence to this work, in order that future generations could have a realistic idea of the appearance of the garden.

To-day, after thirty years' work, he has completed the project. As the figures are all in concrete it is predicted that it will stand for hundreds of years. In order to correct seeming inaccuracies in the Scriptures, after the awakening and the episode of the serpent, he gives Cain and Abel each a wife, with servants, and then goes down the line, with Moses, Solomon (omitting the female contingent) and New Testament characters, and placing the finishing touches by making a mausoleum for a departed wife, and a receptacle for his own remains, which he proposes shall be placed on exhibition at \$1 per throw.

Residents of the little town have never known what to think of this individual, who is really rational and intelligent, but have assisted him in his work. In addition to consuming 113 tons of cement, 2,273 loads, in constructing the statuary, he has spent thousands of dollars in other directions. It has become a Mecca for such as are interested in Bible history, as well as the creation. A nominal admission fee is charged, but there is no atmosphere of graft. It is worth the money and time expended.

When I left Honolulu last spring I had a sort of tentative agreement with Governor Farrington to the effect that I would return to the islands for a permanent residence, provided that I could be given a certain appointment—that of traffic cop. I had hoped to receive this appointment prior to the "hop off" this week, and glorify "traffic copism" by a spectacular entrance to that field. Presumably disappointment may be lurking ahead of me. To fully realize what such disappointment would really mean, it is very necessary to explain that over there they saw a barrel in two, establish a seat, place an umbrella over a fat Hawaiian, who regulates traffic by signs—one finger to "stop," and two to "go." It is a snap and a position much sought after.

There is much complaint among hotels about the volume of transient business. On account of unsatisfactory weather conditions it does not come up to last year, which is not a flattering situation. The only operator I have seen so far who is satisfied with conditions is Charley Renner, of the Edgewater Club, at St. Joseph. He has about ninety per cent. house count, and fed 400 at dinner the day I was there. It will have to be conceded that popularity has much to do with this record, for St. Joseph has no monopoly on scenic or other attractions.

The leaders in all the great union movements always deplore violence. They always have a feeling of regret when the public is inconvenienced. You feel some of this because they say so. After they call a strike and rioting begins, they always claim that the innocent bystander is responsible for the disorder. Such being the case, why not prevent the bystander from kicking up a mess by avoiding strikes. They have now one of these affairs on their hands down in the coal district of Ohio. The governor has been compelled to call out the state militia and sheol is to pay generally. Of course, it will eventually wear itself out. The

union follower will discover he has lost much time, gained nothing, and is sore at the world and with himself. A sort of "blowing off the foam"—a celebration, maybe.

The Interstate Commerce Commission says the Pere Marquette Railroad may not issue a twenty per cent. stock dividend. From the way they have been warping it to the merchants and farmers along the line, in the way of exorbitant freight and passenger charges, I had supposed they were only a couple of laps ahead of the sheriff, and here it develops they had it in their strong box all the time. If the I. C. C. will not allow them to "copper" all this coin, wonder if it wouldn't be a good advertising stunt to pay some of it back to the ruralite to assist him in tiding over a bad year?

Frank S. Verbeck.

Flint Man Heads State Druggists.

At the annual convention of the Michigan State Pharmaceutical Association, held at Port Huron last week, the following officers were elected:

President—J. Howard Hurd, Flint.

First Vice-President—J. M. Ciechanowski, Detroit.

Second Vice-President—Lee M. Knill, Port Huron.

Secretary—R. A. Turrel, Crosswell.

Treasurer—L. V. Middleton, Grand Rapids.

John V. Weisel, of Monroe, was elected a member of the executive committee for a term of three years. Merwin W. Tomlin, of Port Huron, was also elected a member of that committee.

The attendance was not as large as usual, but what the meeting lacked in numbers was made up in interest.

Invitations for the next convention were received from Battle Creek, Grand Rapids and Detroit. It is probable that Battle Creek will be selected.

Among those who attended the convention from Western Michigan were the following:

L. V. Middleton and wife, Grand Rapids.

John Kennedy and wife, Grand Rapids.

Clark Treat and wife, Grand Rapids
Charles Robertson and wife, Grand Rapids.

John De Kruif and wife, Grand Rapids.

John Steketee and wife, Grand Rapids.

Jacob Dykema, Grand Rapids.

Ed. Fletcher, Grand Rapids.

John J. Dooley and wife, Grand Rapids.

Walter Lawton, Grand Rapids.

D. G. Look and wife, Lowell.

Con De Pree, Holland.

The Kelley-Capper bill was endorsed as usual. This is a regular annual occurrence.

The meetings were held at a resort on Lake Huron, ten miles North of Port Huron. Those who attended spoke pleasantly of the hearty welcome and rare entertainment they received at the hands of their hosts, the Port Huron druggists.

Joseph P. Wenzel, of Mackinac Island, renews his subscription to the Tradesman and writes: "I enjoy the Tradesman as much as anything I read and always go through it from end to end."

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 9—L. V. Middleton, the Ottawa avenue druggist, will drive to Kansas City the first week in September to attend the annual convention of the N. A. R. D. Mr. Middleton is a member of the Committee on Fraternal Relations. He has previously attended conventions of the same organization at Detroit, Boston, Philadelphia, Memphis and Washington.

Cornelius Broene (P. Steketee & Sons) has returned from his annual vacation, which was accomplished by easy stages as far as Duluth.

Paul Kempter, steward at the Pantlind Hotel, is taking a week off to navigate the Thornapple river from Thornapple Lake to Ada. He will have to make portages at six dams en route to his destination.

Wm. K. Wilson has severed his connection with Lee & Cady to take up the sale of bonds for the Industrial Co.

The Minor Walton Co., an Illinois corporation, which recently closed its Chicago plant, has removed to Grand Rapids and purchased from Chatterton & Son of Lansing the bean plant, 238 Logan street, S. W., which has been closed for the past two years. The company plans to re-open the plant with new machinery, improvements in the factory having been made. The company is preparing to do mostly a carload business, shipping beans from points about the State to this city and making shipments outbound to market centers. It is expected to employ from 150 to 250 workers.

Eight New Subscribers This Week.

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

Joe Danin Co., Inc., Whittemore.
Ford & Flewelling, Flint.
Hiram Potts, Marine City.
Charles F. Powers, City.
Charles Mather, Cedar Springs.
Paul W. Garbow, Pierson.
Fanny O'Meara Cody, Los Angeles.
Siler, Carpenter & Roose, Toledo.

OUR AMBITION

is to have you do business here because you

LIKE TO DO SO

as well as for our mutual profit.

HOTEL ROWE

Grand Rapids, Michigan.
ERNEST W. NEIR, Manager.

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.

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

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.

Should the Fountain Go?

What does the fountain really do for a druggist? Could he put other goods there and make them accomplish just as much for his store? Or is the soda department something more than appears on the surface?

The soda fountain is certainly the young druggist's visiting card, so to speak. When a young druggist opens up shop, plenty of people are going to wonder if he is competent to compound their prescriptions. He is a newcomer. He can't know as much as "Old Doc." Probably he does not. But we all have to start life young.

When a new druggist comes to town with a new style soda fountain numbers of people will come in to see what the fountain looks like, and perhaps to see what he looks like. They may be dubious about his ability to compound prescriptions, but nobody doubts his ability to compound fountain drinks. So he begins to get busy. And if the other fountains on his street are old, he may get a lot of business. What does the old druggist do then? It is his cue to install a new fountain for himself. Usually there is room for both fountains. Both new fountains seem to make new business. But if one man looks after his fountain department while the other tries to let it run itself, the first man is going to get the most business.

If the fountain has a food feature, business is brought in that could be obtained in no other way. People who want something to eat will not be satisfied with porous plasters or perfumery. They must eat, and they must eat every day. This point is worth remembering. Cooked dishes are good, but we can run a food feature without them. Sandwiches are popular, but we can furnish luncheons without them. For we always have the food drinks, ice cream combinations, chocolate, egg drinks, malted milk, sweet milk, buttermilk, all of which are nourishing as well as refreshing.

The druggist must act as a bureau of information. This is traditional, is expected of him, and cannot be avoided. Strangers come in to consult the directory, motorists come in for road directions. A good many of these visitors like to buy something to repay the druggist for his trouble. The druggist does not require this—still, we are not in business for our health. Soda water affords the stranger an opportunity to make a small purchase. Cigars might answer, but some people don't smoke. Soda fills the bill.

Soda sells for cash and brings in a steady stream of ready money every day. People do not expect to buy it on credit, and any who do want it on credit had better be looked after sharply. Cash business, small or large, is always important.

Soda water is considered our National drink and is more popular every

year, especially since other ports of call have been forced out of business by law. The volume of business is naturally influenced by location. Some down-town stores can average \$300 a day in soda water, some up-town stores cannot do better than \$30, others not so well as this. But rents are also influenced by location. The down-town store pays a great deal more rent than the up-town establishment. It has to do a corresponding volume of business. If the soda fountain pays the rent, as it should do, both stores are doing very well.

There is another angle which must not be overlooked. This is the social side, which has many ramifications.

There comes to mind an old court house pharmacy with a fountain, plenty of room, and plenty of tables. There for years lawyers have gathered during the recess hour. They drink soda, have lunch, sit and gossip. They find the fountain a convenient meeting place. For every lawyer may have to see half a dozen other attorneys during the day. Trial days must be agreed upon, motions discussed, propositions for settlements entertained, and so on. If a lawyer knows of a place where he is apt to meet most of his legal brethren at a stated hour, that is naturally a good place for him to frequent. It saves all hands a deal of running around. The situation is immensely profitable for the store, since all sorts of goods are sold besides what is dispensed at the soda counter. There was a day when other meeting places were popular. As we say, they have disappeared. The drug store with a fountain may well take their place.

The college drug store with a fountain will have hundreds of the students in attendance every day. They go there to get soda, to hobnob, to exchange school chatter, to have a general good time. The popular fountain is a local institution. These students are lively, and they make a lot of noise, but these things are expected in a college town. The town maidens, we may be sure, are apt to patronize a fountain where the students assemble. Why is this? Well, go back to your own college days.

In deference to the social side of the fountain, we install booths or fit up cozy corners. Here the young people of the neighborhood come to consume soda water and perhaps exchange tender glances.

The fountain also enables a druggist to fit up what is known as a "show place." This may be a tea room, an indoor garden, a Japanese room, a Spanish room, or perhaps a novelty, such as a narrow side room fitted up as a dining car. The show place sometimes attracts a remarkable volume of business. If one has a friend in town, it is always the thing to visit the points of interest. To the show place they go, and there the native does the honors.

"Have you anything like this in your town?"

"No."

"Well, we think this is quite an attraction."

So the conversation goes.

Every citizen becomes a booster.

Sooner or later he is sure to bring a few friends around, who in turn bring others.

In a small town, where amusements are not too plentiful, the fountain as a civic center looms large in affairs.

What is your own opinion of the fountain as a business proposition?

Should the fountain go? Is there really anything that can take its place?

The arguments seem to be all the other way.—National Druggist.

Oxygen Talcum Powder.

The active agent of the so-called "oxygen talcum powders" is sodium perborate, which on contact with moisture evolves oxygen. In its simplest form, an oxygen talcum powder may be made as follows:

Talcum ----- 19 ounces
Sodium perborate ----- 1 ounce
Perfume, to suit.

The talcum and perborate should be in very fine powder, should be well mixed with the perfume, and the mixture should be passed through a fine sieve.

Any of the other formulas for borated or violet talcum powders may be used, but the mixture should not contain more than about 5 per cent. of the perborate. In the case of the borated powders, the perborate should replace the boric acid to make an oxygen powder.

Soap for Dispensing in Collapsible Tubes.

Suet ----- 80 grams
Sesame oil ----- 50 grams
Solution of caustic potash,
30 deg. B ----- 60 grams
Glycerin ----- 25 grams
Water ----- 20 grams
Oil of turpentine ----- 2 grams
Oil of rosemary ----- 1 gram
Oil of spike lavender ----- 1 gram

The usual method of making soft soap is resorted to. The product possesses remarkable cleansing qualities. The soft soap of the pharmacopoeia also possesses merit that justifies its use for this purpose. Equal parts of this soap mixed with a soft coconut oil soap and perfumed with oil of lavender will produce a soap that will lather under the most unfavorable conditions. Such a soap may be used without trouble even in the hardest waters.

Peroxide Cream.

Quince seed ----- ½ ounce
Boiling water ----- 12 ounces
M. et ft. mucilage. Strain till clear.
Heat and add until thoroughly mixed.
Stearic acid, previously melted 16 ozs.
Add slowly, water, oz. 20, in which has been dissolved:
Borax ----- 1½ drachms
Sodium carbonate ----- 4 drachms
When cold add
Water -----
Peroxide of hydrogen -- 32 ounces
Alcohol ----- 4 ounces
Perfume ----- 1 ounce
Misce S. A. ----- q. s. sufficient

Sunburn Lotion.

Blanched almonds ----- 1 drachm
Borax ----- 20 grains
Simp. tincture benzoin -- 50 minims
Orange-flower water -- 3½ ounces
Sol. hydrogen peroxide-- ½ ounce

Bruise the almonds and triturate with successive portions of the orange-flower water in which the borax has previously been dissolved, strain through muslin, and add the tincture of benzoin and the solution of hydrogen peroxide.

Good as a protective before going out or as a cooling application on return.

Colorless Hydrastis.

Hydrastine hydrochloride-- 35 grains
Aluminum chloride ----- 23 grains
Calcium chloride ----- 20 grains
Magnesium chloride ----- 18 grains
Potassium chloride ----- ½ grain
Diluted hydrochloric acid-- 10 minims
Distilled water ----- 6 ounces
Glycerin, to make 1 pint.

Dissolve all the salts in the water, to which the acid has been added, and then add the glycerine. If the so-called hydrochloride of aluminum is used instead of the anhydrous chloride, a little more than double the amount is needed.

Prescription Powder.

The following formula was devised by Stanislaus:

Ordinary sea salt ----- 5 lbs. av.
Cumarin ----- 3 drachms
Oil of bergamot ----- 1 drachm
Anisic aldehyde ----- 30 minims

Mix the perfumes together, then pour over the salt, mixing well by rubbing between the hands.

A more convenient way of doing is to dissolve the perfumes in alcohol before mixing with the salt.

Dressing for White Canvas Shoes.

Pipe clay ----- 1 pound
Spanish white ----- ½ pound
Precipitated chalk ----- 10 ounces
Powdered tragacanth ----- 2 drams
Salicylic acid ----- 30 grains
Oil of verbena ----- 30 drops
Water ----- enough

The powders are intimately mixed and then made into a thick cream with water, to the first portions of which the salicylic acid and the oil have been added.

Is Codeine a Dangerous Drug?

Sir William Willcox, physician to St. Mary's Hospital, London, discussing the "Dangerous Drugs Acts (Great Britain) and their application by the physician and pharmacist" in a recent address, had this to say about codeine: "Is this a dangerous drug, or, in other words, is its use likely to lead to addiction? In my opinion, codeine should not be regarded as a dangerous drug. It is a drug which is taken almost always by the mouth, and is not administered hypodermically. In the course of an extensive toxicological experience, I have never yet met with a case of codeine addiction. I have, during the past twenty-five years, frequently prescribed codeine, usually in combination with other analgesic drugs such as aspirin, phenacetin, pyramidon, etc., for the relief of pain, and have never observed any signs of the development of addiction. The addition of codeine to the dangerous drugs would greatly restrict the use of a valuable remedy, and would cause needless inconvenience and hardship."

Need of Vigilance By the Public.

A Pacific Coast oil company collapses: \$34,000,000 vanishes, fifty-three men are indicted, 50,000 small investors have lost their savings. A lawyer is sent to Sing Sing for swindling his clients by forged chattel mortgages on automobiles. An elderly witness weeps as he informs the Judge that he and his brother had invested their life's savings, \$450,000, with this man, Deutsch, and had lost every penny. A servant in a New Jersey home puts her savings, \$16,000, into the stock of a company which holds the secret of a "death ray" that is about to be sold to the United States Government for \$1,000,000,000. An eminent musician loses \$225,000 through some real estate operations into which he says he was led by lawyers he trusted.

The banks, the Better Business Bureau, the New York Attorney General and the whole army of those who would protect the community against stock frauds have often dinned into the long ears of the public the need of vigilance. Some people are taken in once and learn their lesson. But as often as not it is a case of "once a sucker, always a sucker." A man thinks that he can recoup his losses on one worthless stock by buying another, and so plays straight into the hands of swindlers who work the game. That does not seem to have been exactly the case in these recent instances, although in two of them the losers were led by the lure of greater profits to take their money out of sound investments and put it into questionable ventures.

Some were more gullible than others. Those who confided in Mr. Deutsch had no reason to believe that his business was not wholly above-board. Investors in the Julian Petro-

leum Corporation knew that some of their most respected fellow-citizens were high in its councils. Servants are but slightly familiar with business affairs, and too often fall an easy prey to swindlers. The case of the musician is peculiar. He had apparently been accustomed to follow a conservative course, investing all his earnings in 6 per cent. first mortgage bonds. Along comes somebody and says that if he will only take mortgages that sit more lightly he can make as much as 15 per cent. He acquiesces, and is said to have acquired with the rest some select fifth mortgages—rarities which must push the equity down several degrees below zero.—N. Y. Times.

Jewelry Modes Changing Abroad.

Although pearls, both real and imitation, are still being worn abroad, information received from Paris in the local jewelry trade indicates that they are not now considered so indispensable to the feminine ensemble as they have been. Their place is being taken by jewelry in which color and design enter. In this class are jeweled lallieres, suspended on either very light or very heavy chains and woven chains ranging from a quarter of an inch to an inch in width. The advices received here further say that the change is agreeable to Parisian women, in that it brings individualism in jewelry again into being.

Ready For the Fray.

He—Do you believe that kissing is unhealthy?
She—I couldn't say—I've never—
He—Never been kissed?
She—I've never been sick.

Stop, Look and Listen.

"Marriage," said the philosopher, "is like a railroad sign. When you see a pretty girl you stop; then you look, and after you're married you listen."

WHOLESALE DRUG PRICE CURRENT

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

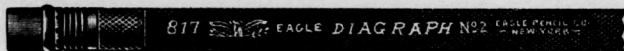
Table listing various drug categories and their prices. Categories include Acids, Ammonia, Barks, Berries, Extracts, Flowers, Gums, Insecticides, Leaves, Oils, Potassium, Roots, Seeds, Tinctures, Paints, and Miscellaneous. Prices are listed in multiple columns with units like @, @ 100, etc.

SCHOOL SUPPLIES



Our stock you will find one of the largest in Michigan. Complete lines of PENS, PENCILS, CHALKS, PENHOLDERS, CRAYONS, RULERS, PROTRACTORS, DICTIONARIES, PENCIL TABLETS, INK TABLETS, Compasses, Leads, Slates, Artists' Brushes, Fountain Pens, Water Colors, Oil Paints in Tubes, Pencil

Boxes, Seolars Companions, Pencil Sharpners, Composition Books, Note, Drawing, Theme, Music Books, Spelling Blanks, Student Loose-Leaf Books and Fillers, Drawing Papers, Inks, Mucilage, Glues, White Paste, County School Records and Supplies, Etc., Etc.



Hazeltine & Perkins Drug Company
Manistee MICHIGAN Grand Rapids

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

- Olives
- Pork
- Cider Vinegar
- Some Cheese

DECLINED

Lamb

AMMONIA

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



AXLE GREASE

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

BAKING POWDERS

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

K. C. Brand

10c size, 4 doz.	3 70
15c size, 4 doz.	5 70
20c size, 4 doz.	7 20
25c size, 4 doz.	9 20
50c size, 2 doz.	8 80
80c size, 1 doz.	8 85
10 lb. size, 1/2 doz.	6 75

Freight prepaid to jobbing point on case goods.
Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

BEECH-NUT BRANDS.

BLUING

The Original

Condensed

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

BREAKFAST FOODS

Kellogg's Brands.

Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Corn Flakes, No. 102	2 00
Pep, No. 224	2 70
Pep, No. 202	1 75
Krumbles, No. 424	3 70
Bran Flakes, No. 624	2 25
Bran Flakes, No. 602	1 50

Post's Brands.

Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 8	5 40
Instant Postum, No. 9	5 00
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Postum Cereal, No. 1	2 70
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70

BROOMS

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

BRUSHES

Scrub

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

Electric Light, 40 lbs.	12.1
Plumber, 40 lbs.	12.3
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
Blueber's, No. 2	2 00@2 75
Blue berries, No. 10	14 00
Cherries, No. 2	3 75
Cherries, No. 2 1/2	4 25
Cherries, No. 10	14 00
Loganberries, No. 2	2 00
Loganberries, No. 10	10 00
Peaches, No. 1	1 50@2 10
Peaches, No. 1, sliced	1 25
Peaches, No. 2	3 75
Peaches, No. 2 1/2	Mich 2 20
Peaches, 2 1/2 Cal.	3 00@3 25
Peaches, 10, Mich.	8 50
Pineapple, 1 sl.	1 75
Pineapple, 2 sl.	2 60
P'apple, 2 br. sl.	2 40
P'apple, 2 1/2, sl.	3 00
P'apple, 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	2 25
Rasp'b's, Red, No. 10	13 50
Rasp'b's Black, No. 10	12 00
Rhubarb, No. 10	4 75@5 50
Strawberries, No. 10	12 00

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Ch., No. 3	2 50
Clams, Steamed, No. 1	2 00
Clams, Minc'd, No. 1	3 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	3 75
Fish Flakes, small	1 35
Cod Fish Cakes, 10 oz.	1 35
Cove Oysters, 5 oz.	1 65
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 25
Sard's, 1/4 Oil, Key	6 10
Sardines, 1/4 Oil, k'less	5 50
Sardines, 1/4 Smoked	6 75
Salmon, Warrens, 1/2s	2 80
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink Alaska	1 85
Sardines, Im., 1/4, ea.	10@28
Sardines, Im., 1/2, ea.	25
Sardines, Cal.	1 65@1 80
Tuna, 1/2, Albocore	95
Tuna, 1/4s, Curtis, doz.	2 20
Tuna, 1/2s, Curtis, doz.	3 50
Tuna, 1s, 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
Dasies	27 1/2
Longhorn	27 1/2
Michigan Dairy	37
New York Nest 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

Baked Beans

Campbells, 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

CANNED VEGETABLES.

Asparagus.

No. 1, Green tips	3 75
No. 2 1/2, Large Green	4 50

W. Beans, cut 2 1/4 1 45@1 75 |

W. Beans, 10	7 50
Green Beans, 2s	1 45@2 25
Green Beans, 10s	7 50
L. Beans, 2 gr.	1 35@2 65
Lima Beans, 2s, Soaked	1 15
Red Kid, No. 2	1 25
Beets, No. 2, wh.	1 75@2 40
Beets, No. 2, cut	1 10@1 25
Beets, No. 3, cut	1 60
Corn, No. 2, stan.	1 10
Corn, Ex. stan. No. 2	1 35
Corn, No. 2, Fan	1 80@2 35
Corn, No. 10	8 00@10 75
Hominy, No. 3	1 00@1 15
Okra, No. 2, whole	2 00
Okra, No. 2, cut	1 65
Dehydrated Veg. Soup	90
Dehydrated Potatoes, lb.	45
Mushrooms, Hotels	35
Mushrooms, Choice, 8 oz.	40
Mushrooms, Sur Extra	60
Peas, No. 2, E. J.	1 65
Peas, No. 2, Sift.	1 85
June	2 25
Peas, No. 2, Ex. Sift.	2 25
E. J.	2 25
Peas, Ex. Fine, French	25
Pumpkin, No. 3	1 35@1 60
Pumpkin, No. 10	4 00@4 75
Pimentos, 1/4, each	12@14
Pimentos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	2 25
Sauerkraut, No. 3	1 35@1 60
Succotash, No. 2	1 65@2 50
Succotash, No. 2, glass	2 80
Spinach, No. 1	1 25
Spinach, No. 2	1 60@1 90
Spinach, No. 3	2 25@2 50
Spinach, No. 10	6 50@7 00
Tomatoes, No. 2	1 20@1 30
Tomatoes, No. 3	1 90@3 25
Tomatoes, No. 10	8 50

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
Bons	9 00
7 oz. Rose Tin Bon	9 00
Bons	9 00
13 oz. Creme De Cara-	13 20
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

CONFECTIONERY

Stick Candy Palls

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

CHOCOLATE.

Baker, Caracas, 1/8s	37
Baker, Caracas, 1/4s	35

COCOANUT

Dunham's	48
15 lb. case, 1/8s and 1/4s	47
15 lb. case, 1/4s	46

CLOTHES LINE.

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

GOLDEN BERRY

COFFEE

ROASTERS
MUSKOGEE, 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
Caroline, Tall, 4 doz.	3 80
Caroline, Baby	3 50

EVAPORATED MILK

Quaker, Tall, 4 doz.	4 75
Quaker, Baby, 8 doz.	4 65
Quaker, Gallon, 1/2 doz.	4 75
Carnation, Tall, 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	6 00
Every Day, Baby	4 90
Pet, Tall	6 15
Pet, Baby, 8 oz.	5 05
Borden's Tall	6 15
Borden's Baby	5 05
Van Camp, Tall	4 90
Van Camp, Baby	3 75

CIGARS

G. J. Johnson's Brand	75 00
G. J. Johnson Cigar, 10c	75 00
Worden Grocer Co. Brands	35 00
Master Piece, 50 Tin	35 00
Masterp'ce, 10, Perf.	70 00
Masterp'ce, 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 Delosos	120 00
Bering Favorita	135 00
Bering Albas	150 00

CIGARS

Dates

Dromedary, 36s	6 75
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Peaches

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

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

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.	18
Anise Squares	18
Peanut Squares	17
Horehound Tablets	18

Cough Drops Bxs

Putnam's	1 35
Smith Bros.	1 50

Package Goods

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

Specialties

Walnut Fudge	23
Pineapple Fudge	22
Italian Bon Bons	

DRINK POWDER
LEMON AND ORANGE
Just Add Water



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

Attractive Counter Display
Carton.

SURESET
ICE CREAM POWDER



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

GELATINE



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

JELLY AND PRESERVES

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

JELLY GLASSES

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

OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



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

Wilson & Co.'s Brands
Oleo

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

MATCHES

Swan, 144 ----- 4 75
Diamond, 144 box --- 6 00
Searchlight, 144 box 6 00
Ohio Red Label, 144 bx 4 20
Ohio Blue Tip, 144 box 6 00
Ohio Blue Tip, 720-1c 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 50
Quart Jars, dozen ----- 7 00
Bulk, 2 gal. keg ----- 4 50
Pint, Jars, dozen ----- 4 00
4 oz. Jar, plain, doz. 1 35
5 1/2 oz. Jar, pl., doz. 1 60
8 1/2 oz. Jar, plain, doz. 2 35
20 oz. Jar, Pl. do. --- 4 25
3 oz. Jar, Stu., doz. 1 35
6 oz. Jar, stuffed, dz. 2 50
9 oz. Jar, stuffed, doz. 3 50
12 oz. Jar, Stuffed,
doz. ----- 4 50@4 75
20 oz. Jar, stuffed dz. 7 00

PARIS GREEN

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

PEANUT BUTTER



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

PETROLEUM PRODUCTS

Perfection Kerosene --- 13.6
Red Crown Gasoline,
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. ----- 9.5
Parowax, 40, 1 lb. --- 9.5
Parowax, 20, 1 lb. --- 9.7



Sendac, 12 pt. cans 2 70
Sendac, 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 Str's & H's. 15 1/2@19
Med. Steers & Heif. 18
Com. Steers & Heif. 17

Cows

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

Veal

Top ----- 21
Good ----- 20
Medium ----- 18

Lamb

Spring Lamb ----- 28
Good ----- 27
Medium ----- 25
Poor ----- 23

Mutton

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

Pork

Light hogs ----- 13 1/2
Medium hogs ----- 13 1/2
Heavy hogs ----- 12 1/2
Loins, Med. ----- 22
Butts ----- 18
Shoulders ----- 15
Spareribs ----- 12
Neck bones ----- 06
Trimnings ----- 11

PROVISIONS

Barreled Pork
Clear Back --- 25 00@28 00
Short Cut Clear 26 00@29 00
Dry Salt Meats
D S Bellies --- 18-20@19-20

Lard

Pure in tiers ----- 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 1/4
3 lb. pails ----- advance 1/4
Compound tiers ----- 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, Cert., Skinned
16-18 lb. ----- @25
Ham, dried beef
Knuckles ----- @32
California Hams ----- @16 1/2
Picnic Boiled
Hams ----- 20 @22
Boiled Hams ----- @37
Minced Hams ----- @19
Bacon 4/6 Cert. --- 24 @35

Beef

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

RICE

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

ROLLED OATS

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

SALE RATUS

Arm and Hammer --- 3 75

SAL SODA

Granulated, bbls. ----- 1 80
Granulated, 60 lbs. cs. 1 60
Granulated, 36 2 1/2 lb.
packages ----- 2 40

COD FISH

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

HERRING

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

Lake Herring

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

Mackerel

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

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

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

STOVE POLISH

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

Black Silk Paste, doz. 1 25
Enameline Paste, doz. 1 35
Enameline Liquid, dz. 1 35
E. Z. Liquid, per doz. 1 40
Radium, per doz. --- 1 85
Rising Sun, per doz. 1 35
654 Stove Enamel, dz. 2 80
Vulcanol, No. 5, doz. 95
Vulcanol, No. 10, doz. 1 35
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. 35
Farmer Spec., 70 lb. 95
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
Grdma White Na. 10s 3 85
Swift Classic, 100 box 4 40
20 Mule Borax, 100 bx 7 55
Wool, 100 box ----- 6 50
Jap Rose, 100 box --- 7 85
Fairly, 100 box ----- 5 50
Palm Olive, 144 box 11 00
Lava, 100 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. 43

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx 3 75
Bon Ami Cake, 3 dz. 3 75
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, Cochín ----- @30
Mace, Penang ----- 1 10
Mied, No. 1 ----- @24
Mixed, 5c pkgs., doz. @45
Nutmegs, 70@90 ----- @78
Nutmegs, 105-110 ----- @70
Pepper, Black ----- @45

Pure Ground in Bulk
Allspice, Jamaica --- @18
Cloves, Zanzibar --- @46
Cassia, Canton --- @26
Ginger, Corcín --- @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
Ponetyl, 3 1/2 oz. --- 3 25
Kitchen Bouquet ----- 4 50
Laural 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 1/4
Elastic, 64 pkgs. --- 5 55
Tiger, 48-1 ----- 3 50
Tiger, 50 lbs. ----- 06

CORN SYRUP

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

Imit. Maple Flavor

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

Maple

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

Maple and Cane

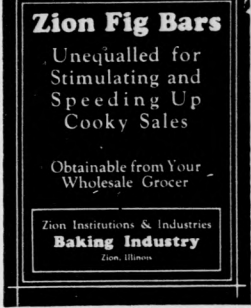
Mayflower, per gal. --- 1 55

Maple

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

TABLE SAUCES

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



TEA
Medium Japan ----- 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 ----- 22
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
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, 1

HELPING RETAIL GROCER.

Some Odd Practices of Old-Time Retailers.

Some of the old-time grocers did things in a funny way, and they keep right on doing it. Some years ago the writer was with a wholesale house and was amused at some of the old-time retailers who would never pay an account to anyone but the salesman from whom they bought merchandise. Some of them also paid in cash, apparently being afraid of checks or of mailing them. You can't get that type of customer to feel that he has a valid receipt in a cancelled check, and if you argue with them they get mad.

It is hard to help this type of customer in speeding up his business. He is set in his ways and will go along year in and year out doing business in the same old way from the same old dirty store. Offer suggestions to him and he will argue that he has always made money, the way he is operating and expects that he always will. For one thing, he thinks he is a smarter man than the salesman, in that he owns his own business and is working for himself, whereas the salesman is working for someone else, and perhaps isn't making as much as the merchant.

Just recently the writer stopped off at a small crossroads store for a few minutes while having some work done at a near-by garage. The grocer had some oil and gasoline pump equipment in front of his place and apparently had a very good business in those items, waiting on two or three customers over a short space of time. However, he had an old-fashioned cash drawer in the store and a habit of running in and getting change from the drawer before the particular transaction was completed.

Another salesman remarked that the old man must walk many extra miles in a day in trotting backward and forward between customers and cash drawer and never having a nickel in his clothing. For one thing, he probably had an idea that he might be held up if he had much cash on his person and also had an idea that his old cash drawer was something of a secret, because it was in an unusual place. However, any crook could have known where it was by getting change for a dollar bill.

The automobile has done a great deal toward changing policies of these old time merchants. They get around a little more see how other people do business and improve their methods a little. They also talk to more salesmen.

A few years ago salesmen didn't spend a great deal of time trying to make new customers. They called on them now and then. To-day, with automobiles and bus lines and easy transportation conditions, the salesman is in and out of the stores more frequently. They make a good many more towns per day than formerly when locomotion was by train or horse and buggy. Of course, in some towns in the old days a salesman had long waits between trains, and had more time to spend with merchants. To-day, with trains and busses at frequent intervals and perhaps a sales car, they reach

more towns, but spend less time than formerly in discussing with the merchant his various problems.

Just recently the writer was talking to a salesman, and asked about a particular merchant in an up-State district. The salesman had been calling on him for some time but couldn't tell whether he handled certain lines or not, as he had not interested himself in finding out. Other people who knew the merchant, but who had never been in his store, are more familiar with the lines handled than the salesman, perhaps, through being more interested.

Some of the old timers have some peculiar idea of business. Some years ago at a convention one of the small city merchants, during a sales discussion, argued that on certain items there was a good deal of price cutting, and that people told him they could buy such items from competitors for less money, and he knew they could do it. He contended that if he refused to sell an item at something more than it cost him he was losing business. He contended that if he purchased an item at a given price and refused an advance over that price and lost the sale he was losing just the amount of the margin.

He was laughed at, the contention being made that his overhead was fixed and that until he added the price of the article laid on his shelves, plus overhead, he had not figured his actual cost.

He contended that while that might be true to a certain extent, still such concerns as the 10 cent stores and similar organizations could not exist except for small margins and large sales, and that if he sold enough small-margin business he was bound to make money, and that every nickel of profit he passed up merely to maintain a set selling price was just that much profit that he would not show on his sales at the end of the year.

There was no convincing him that he couldn't sell an item costing 45 cents for 50 cents and not lose money on it. Finally one of the other merchants said: "Jim, I'll just bet you a hat that if you stay with that sort of policy I'll be in business after you have quit."

Just recently a page advertisement appeared in the merchant's town, in which he was advertising his stock for sale, contending in his advertisement that there was no money in the business, that he had worked long and hard for little more than day wages, and had worked much longer hours.

However, other merchants in his own territory had made money and are still making it, and his location was about as good as theirs. It is mighty hard to prove to many retailers that they must get a mark up that will provide a given gross margin.

A short time back the writer was in a small store on a side pike. He noted that this merchant's retail prices were about the same as city prices, although he had to haul by truck some ten miles over very bad roads, and fifty miles from the large city. Commenting on this, and the long haul, the merchant held that he figured he could sell as cheaply as the city mer-

chants, as his overhead and taxes were very low, whereas city merchants paid heavy rents or interest on investment if they owned their properties.

Of course the small country merchant is paying higher rates of insurance. While the city merchants is getting free delivery from the wholesale house, the country merchants are either hauling from town and then paying drayage, or hauling it from depot. This particular merchant did a world of trading, taking in butter, eggs and various kinds of produce, giving him a load to town, so that he wasn't traveling empty in either direction. His store was a good deal like a trading post, but still it looked as if he was entitled to a higher price for merchandise in view of the difficulty he had in getting it to his store.

A salesman recently commented on the fact that he had gotten a rural merchant to stock and carry a few items for immediate or picnic lunching, which had gone so well that the merchant had put in a little delicatessen, sandwich shop, etc. This merchant was located on a well traveled tourist road, at a point where midday hunger was beginning to worry those who had gotten a late morning start, or been held up by trouble. The merchant carried staples, household goods, and a lot of stuff of one sort or another. The salesman suggested to him that he believed he could do some business on ready to eat lines. The merchant didn't think so, but the salesman asked him: "Just why would anyone stop when they were in a hurry, when you haven't anything about that would indicate ready to eat food?"

To-day the shop sells hot sausages, sandwiches, hardboiled eggs, soft drinks, ice cream and a lot of other things, on which it gets a good play from the neighborhood as well. A sign out in front and some road signs for two or three miles each way have done wonders in stopping automobile business at the door, and it isn't many auto parties which don't spend a dollar or more at a stopping, and without arguing about prices.

City folks just naturally enjoy country ham, country eggs, etc. Just how well they enjoy country ham was shown recently when a pork house operator remarked that he was supplying a world of green pork hams to an upstate man, who was doing his own smoking, and selling them at fancy prices by mail to consumers in the cities. The country man hasn't any market for the entire hog. He can buy the green hams and cure them himself without loss, except in weight, and he gets plenty for them, selling both raw and cooked, baked or boiled.

A. W. Williams.

Report Counterfeit Reserve Bank Notes.

W. H. Moran, chief of the secret service division of the United States Treasury Department, reports two new counterfeit Federal Reserve notes. One is a \$20 note on the Federal Reserve Bank of San Francisco. The other is a \$50 note on the Cleveland bank.

The \$20 note is F series, 1914; check

letter "D"; face plate No. 158; back plate No. 939; Frank White, Treasurer of the United States; A. W. Mellon, Secretary of the Treasury; portrait of Cleveland.

This is a photo-mechanical production printed on two pieces of bond paper, between which coarse threads have been distributed to imitate the silk fiber. The numbering and seal are off color, having a smudgy appearance, and the portraiture reflects a black tone, which is due to faulty etching and printing. Specimen at hand bears serial number L27031996A. Care should be exercised in handling notes of this variety.

The \$50 note is F series, 1914; check letter "D"; face plate No. 30; back plate number indistinct; Frank White Treasurer of the United States; A. W. Mellon, Secretary of the Treasury; portrait of Grant.

This note is printed from crudely etched zinc plates on one piece of paper, with ink lines imitating the fiber. The inscriptions "Federal Reserve Bank" in the top and bottom face border appear to have been lettered by hand by a note-raiser, while the seal and bank symbol are poorly executed. The seal is printed in two shades of blue, the larger inside circle being dark. The portrait background is made up of cross-hatch lines suggesting the work of a novice. Specimen at hand bears serial number D5662932C. This counterfeit should be easily detected.

Brings Out Two New Buckles.

The steady demand for boys knickerbockers and the growing use of these garments by adults have stimulated a buckle man into turning out two new types of these fastenings for the clothing trade. One, designed for use on boys' knickers, has indentations in the center bars that prevent the buckle from sliding up and down when attached to the garment with a button sewing machine, and is also made with corrugated lips to prevent the straps from sliding when the garment is in use. The other buckle, which is meant for use on men's knickers and is especially adapted for corduroys, also has corrugated lips. In addition, it is made with extra wide slots that enable the wearer of the garment on which it is put to adjust the straps easily. In nickel, oxide and bronze this buckle brings \$6.50 a thousand, while that for the boys' garments sells at \$5 a thousand in nickel, gunmetal and bronze.

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.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 30—In the matter of Adin R. Rudd, also known as Rudd's Auto Supply Co., Bankrupt No. 3199, the funds for the first meeting have been received and such meeting has been called for Aug. 15.

In the matter of Albert McQuade, Bankrupt No. 3198, the funds for the first meeting have been received and such meeting has been called for Aug. 15.

In the matter of Antlers Cafe & Cateria Co., Inc., Bankrupt No. 3201, the funds for the first meeting have been received and the meeting has been called for Aug. 15.

In the matter of Vern Gabrion, Bankrupt No. 3203, the funds for the first meeting have been received and such meeting has been called for Aug. 15.

In the matter of Garret Vander Molen, and as Van's Bus Line, Bankrupt No. 3192, the funds for the first meeting have been received and the first meeting of creditors has been called for Aug. 15.

In the matter of James Edwin Kenroy, Bankrupt No. 3208, the funds for the first meeting have been received and such meeting has been called for Aug. 15.

In the matter of Ralph H. Dawson, Bankrupt No. 3210, the funds for the first meeting have been received and such meeting has been called for Aug. 16.

In the matter of Frank A. Skinner, Bankrupt No. 3188, the funds for the first meeting have been received and the meeting has been called for Aug. 16.

In the matter of O-So-White Products Co., Bankrupt No. 3179, the schedules have been filed and the first meeting called for Aug. 16.

In the matter of Vernon E. Greene, Bankrupt No. 3206, the funds for the first meeting have been received and the first meeting has been called for Aug. 16.

In the matter of T. C. Ganser, Bankrupt No. 3209, the first meeting has been called for Aug. 16.

July 28. (Delayed). On this day was held the final meeting of creditors in the matter of John Hare, Bankrupt No. 3073. The bankrupt was not present or represented. The trustee was present. 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 and for the declaration and payment of a first and final dividend of 100 per cent. and interest at the rate of 5 per cent. from the date of adjudication. This condition arises from the failure of creditors to prove and have their claims allowed within the six months from adjudication allowed by the Amended Act. 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 Raleigh O. De Weerd, Bankrupt No. 2895. The bankrupt was not present or represented. The trustee was present. The final report and account of the trustee was approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit, there being no funds for dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Baber Lumber Co., Bankrupt No. 2929. The bankrupt corporation was not represented. The trustee was present. The final report and account of the trustee was approved. Claims were allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 1.66 per cent. 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.

Aug. 4. On this day was made an order for the payment of expenses in the matter of Floyd Burlington, Bankrupt No. 3176.

July 27. (Delayed). On this day was held the first meeting of creditors in the matter of Henry B. Schneermann, doing business as the Henri Shop, Bankrupt No. 3202. The bankrupt was present in person and represented by attorneys Carol Kerwin & Hollway. Creditors were represented by G. R. Credit Men's Association and by C. W. Moore, agent. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. Edward De Groot was elected trustee and his bond placed at \$500. The first meeting then adjourned without date.

Aug. 4. In the matter of Henry B. Schneermann, doing business as the Henri Shop, Bankrupt No. 3202, the trustee has filed in court his report of the receipt of an offer of \$450 from Chak Bros., of Muskegon, for all of the assets of

this estate, which are appraised at \$805.50. The cost of such property is \$1,340.50. The date of sale is fixed for Aug. 16. The sale will be held at the office of the referee in bankruptcy, at Grand Rapids. An inventory may be seen at the office of the referee or in the hands of Edward De Groot, trustee, 450 Houseman building, Grand Rapids. All interested should be present at the time and place of sale. The property consists of ladies coats, dresses, etc., with attendant fixtures in small amount.

Aug. 4. In the matter of T. C. Ganser, Bankrupt No. 3209, the receiver has reported the receipt of an offer of \$800 from D. H. Hunter, of Rockford, for all of the stock in trade and fixtures of the estate, appraised at \$1,959.23. The stock consists of groceries, canned goods, etc., and the fixtures of the estate are those of the usual grocery trade. The sale will be held at the referee's office on Aug. 16. An inventory may be seen at the referee's office. All interested should be present at the date and time of sale.

July 28. (Delayed). On this day was held the first meeting of creditors in the matter of Charles T. Eldred, Bankrupt No. 2187. The bankrupt was present in person. No creditors were present or represented. No claims were proved and allowed. No trustee was elected. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date and if a policy of insurance has no value the case will be closed and returned to the district court as a case without assets. In case a value is found in such policy, a trustee will be appointed and the fund administered.

Aug. 5. In the matter of Ward R. Brown, Bankrupt No. 3111, the trustee has filed his first report and account, and an order for the payment of expenses of administration and a first dividend to creditors of 5 per cent. has been ordered paid.

Aug. 3. We have to-day received the schedules, reference and adjudication in the matter of David R. Miller, Bankrupt No. 319. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Hastings, and his occupation is that of a contractor and builder. The schedules show assets of \$325, of which all is claimed as exempt, with liabilities of \$19,909. 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:

City of Hastings	\$ 134.00
Darling Lumber Co., Baton Rouge, La.	800.00
Bridge City Realty Co., Baton Rouge, La.	1,000.00
J. W. Piper, Baton Rouge, La.	500.00
Brasher & Rambach, Baton Rouge, La.	1,200.00
J. W. Vaughan, Evanston, Ill.	5,000.00
John H. Miller, Evanston, Ill.	6,000.00
Stanley Estate, Chicago	1,500.00
Com. Exchange, Bogalusa, La.	625.00
Dr. E. E. Lafferty, Bogalusa, La.	3,000.00
W. B. Gilbert, Bogalusa, La.	75.00
Claud Wilson, Hastings	75.00

Aug. 3. We have to-day received the schedules, reference and adjudication in the matter of LeRoy C. Andrews, Bankrupt No. 3220. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Glenwood, and his occupation is that of a laborer. The schedules show assets of \$1,962, of which \$1,300 is claimed as exempt, with liabilities of \$1,670.76. 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:

Village of Decatur	\$ 12.12
Bursley & Co., Niles	162.23
Butler Bros., Chicago	45.08
Berdan Co., Toledo	34.14
Corbin Sons & Co., Chicago	12.00
Cudahy Bros. Co., Cudahy, Wis.	260.41
Durand-McNeil-Horner Co., Chicago	205.85
Dudley Paper Co., Lansing	11.25
Eckrich & Sons, Kalamazoo	14.50
Franklin McVeight Co., Chicago	129.23
Hammond Co., Chicago	309.05
Johnson Paper Co., Kalamazoo	26.29
Hekman Biscuit Co., Grand Rapids	17.24
Oscar Mayer & Co., Chicago	8.12
Karavan Coffee Co., Toledo	18.80
Manitowoc Seed Co., Manitowoc, Wis.	25.32
Palmer Match Co., Akron, Ohio	11.75
Lawrence Roller Mill, Lawrence	44.80
Stevenson Overall Co., Portland, Ind.	30.00
Sinclair Oil Co., Paw Paw	9.84
Safyer Biscuit Co., Chicago	46.05
S. F. Snell, Dowagiac	48.82
J. A. Tolman & Co., Chicago	42.24
Worden Grocer Co., Grand Rapids	53.70
Van Eenenaam & Bros., Holland	19.39
Van Buren Co. Tel. Co., So. Haven	3.30
Wilson & Co., Chicago	29.37
Windlar Co., Cleveland	24.57
Wisconsin Food Products, Jefferson, Wis.	15.30

In the matter of George E. Kenny, Bankrupt No. 3027, the trustee has filed

his first report and account, and an order for the payment of expenses of administration has been made and entered.

July 26. (Delayed). On this day was held the final meeting of creditors in the matter of Chester A. Ratajczak, Joseph Grodick and Alexander E. Krakowski, individually and as copartners as Arkay Furniture Co., Bankrupt No. 2620. There were no appearances. The final report and account of the trustee was considered and approved. The expenses of administration were approved and ordered paid. An allowance of the claims filed against C. A. Ratajczak individually was considered and a first and final dividend of 22 per cent. declared thereon. A supplemental first dividend of 5 per cent. and a final dividend of 2 per cent. was declared and ordered paid in the matter of the Arkay Furniture Co., a copartnership. No objections were made to the discharge of the bankrupts. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

It Is Always the Man That Counts.

(Continued from page 20)

I have often heard men who run little two-by-twice stores say they are "too busy" to read a most useful trade journal like the Tradesman; have "no time for anything" except to do the little things about their stores. I note, also, that those little things are illy done or altogether undone. But this man who began with nothing but his brain, his brawn and his ambition, not only has all the things I have listed, but leads a life the breadth of which is not surpassed by that of any college professor. It is, in fact, equalled by only great organizers, which should remind us that "the smart men of the world are those who get others to do their work." That sounds like fun or cynicism, but it is simply another way of saying that the smart men, the big men, the dominating men of the world are and always have been organizers.

Movies and the automobile are great blessings and add to the length and joy of our lives; but they endanger some wonderfully wholesome influences. Among these is the habit of reading. Nor should any man think that he is a reader because he scans the daily newspaper. That habit is the reverse of reading. It is mental dissipation in a peculiarly insidious form. It is death to thoughtful reading.

Reading can be carried on by the busiest man if he will form the habit fairly young in life. I know, for I have read myself to sleep for more than half a century. I got all my education that way; but I got it because I have realized that education is a continuous process. I am being educated by what I read now as much as I was when I began systematic reading in 1878.

What you shall read depends on your preference. Some read poetry and grow in mentality and philosophical habit thereby. Some cling to science and grow in what the world around them is doing every day. Some stick by novels and stories of adventure, which are well in their way provided they are of the best and that trash is avoided.

To my mind nothing is so tremendously interesting and instructive as history and biography. I'd rather read what men have actually done than any tale of imagination—unless it be Shakespeare's Macbeth, which I read over monthly and never tire of it. But that again is because it portrays truly and with utmost clarity how false ambition undermines the finest, frankest characters.

It may be worth noting that the men who get most done in this world are men who nevertheless "have time" to do endless things apparently not connected with their business—and thereby they are better business men.

Paul Findlay.

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	14 1/2
Calfskin, Cured, No. 1	17
Calfskin, Cured, No. 2	15 1/2
Horse, No. 1	3 00
Horse, No. 2	2 00

Pelts.

Lambs	50@75
Shearlings	10@25

Tallow.

Prime	07
No. 1	07
No. 2	06

Wool.

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

The Value of a Smile.

Nobody ever added up
The value of a smile;
We know how much a dollar's worth,
And how much is a mile;
We know the distance to the sun,
The size and weight of earth;
But no one here can tell us just
How much a smile is worth.

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.

BARGAIN—FANCY HARMUDTH four-in-hands, assorted. TWO DOLLARS a Dozen. RADUZINER, 40 E. 22nd St., New York City. 643

FOR SALE—George Washington silk cravats. A. Raduziner Neckwear Co., 40 East 22nd St., New York City. 644

RESTAURANT FOR SALE—Downtown, two blocks from city hall. Well known and long established. High class trade. Open from 11 a. m. to 9 p. m., closed Sundays. Seats 300. Beautifully decorated. Splendid and very complete equipment. Profits over \$20,000 per year. Rent only \$200 per month, 7 1/2 year lease. Will stand any investigation. \$10,000 in cash necessary. H. G. TOOMEY COMPANY, 1608 PENOBSCOT BLDG., DETROIT, MICHIGAN. 645

FOR SALE

Stock of men's clothing, shoes and furnishings, including fixtures, in a good town whose industries furnish steady employment to 1800 men. Factory payrolls amount to \$85,000 every two weeks. This is a most exceptional opportunity. For particulars address No. 1000, care Michigan Tradesman.

FOR SALE—Stock of variety goods located in Galewood, Grand Rapids. Will inventory about \$2,200 and can be bought right. This section of the city is growing very rapidly and is a wonderful opportunity for some one. J. R. Devries, care H. Leonard & Sons, Grand Rapids, Mich. 646

For Sale—Three shares Grand Rapids Wholesale Grocery stock. Must sell, will sacrifice for quick sale. Address No. 647, c/o Michigan Tradesman. 647

FOR SALE—Ladies' Ready-to-wear store. 100 per cent. location in Saginaw. Doing \$100,000 yearly business. Leaving city. Will sacrifice; \$12,500 for quick sale. Mielke Bros., Danville, Ill. 648

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

CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaars novelties, furniture, etc.

LOUIS LEVINSON, Saginaw, Mich.

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 646

Will Wonders Never Cease?

For some unknown reason the Apple Hat Mfg. Co., Inc., has reversed its policy of sending out nasty, threatening letters to the trade.

Of course, the Tradesman surmises that this reversal is due to the fact that we have secured a ruling from the Postoffice Department to the effect that merchants are under no obligation to return unordered goods.

It may, also, be due to the fact that the Tradesman served notice on the Apple Hat Mfg. Co., Inc., that it was violating two Federal and three State laws in sending menacing letters through the mails, threatening legal prosecution and ruination of credit to any merchant who did not immediately comply with the peremptory demands of the St. Louis gang.

Read the mild epistles the Apple Hat crowd is now sending out and note the change which has come over the temper of the credit department of that house:

St. Louis, Aug. 5.—In a large office, such as ours, where we handle many thousands of accounts throughout the entire United States, it is practically impossible to give each individual case personal attention. It has, however, been brought to my notice that you have received a great many statements and letters, appertaining to the charge we have against you, for a sample shipment of one dozen caps which was sent you, prepaid, several months ago. In fact, the matter has been suggested being placed in the hands of our attorneys.

As manager of credits, I make certain that no shipments are sent out unless the account is not only well rated, but has the reputation of honesty and sincerity. When your name was brought up, as a delinquent, for not having paid for, or returned the merchandise we have charged against your account, I immediately looked up to see if, by any chance, your firm was not as well reputed as we took it to be. I am happy to say that all reports are of the very highest. You stand well regarded in your community and in the St. Louis market. Therefore, knowing you to be honest in your purpose, I am making this personal appeal to you, to get this matter adjusted without resorting to a lot of legal entanglement, over such a trivial matter.

We are willing to forward you postage or you may return our shipment by express. We feel that you will admit, as a truthful, upright merchant, that we are entitled to our caps or payment of same. Won't you please see that they are returned to us, or paid for, so that I may balance your account and give you my personal assurances that you will not be annoyed in the future.

Apple Hat Mfg. Co., Inc.

Convicted For Practicing Big Clock Swindle.

William Goldsmith has been convicted in the United States District Court for using the mails to defraud. He used a most nefarious scheme. He took names from the obituary columns of the papers and mailed to the name of each person who had died a clock with bill for same. In some instances the clocks were sent C. O. D. The relatives assuming the deceased had ordered the clocks and wishing to keep his record clear accepted the C. O. D. or sent check for the bill. The scheme worked well until Goldsmith sent a clock to a recipient who though dead had been in a hospital for six weeks previous and had been unable to speak

during that time. The incident was mentioned to the Federal authorities, who arrested Goldsmith with the above result. It was said that the clocks cost Goldsmith \$2.20 and could be purchased anywhere for \$3.50 and Goldsmith was making \$5.30 on every one. The practice of sending out unordered goods is getting more and more unprofitable and we do not consider it a legitimate method of salesmanship.

Borrows Money Through Misrepresentation.

An old man—according to advices from the Kansas City office of the De La Vergne Machine Co.—traveling under the name of Wolfe, is posing in the Middle West as a De La Vergne representative and is borrowing small sums of money wherever he can get it. The man states that he is 76 years of age—that he has a large family—and that they are all scattered. He also states that he is en route to England from Japan, in which country he has recently completed the installation of a 3,000 ton ice plant; that he is on his way to England to do some work for the same company and a retinue of four mechanics travels with him.

The trade and public in general is warned to be on the lookout for this man and to advance no money to anyone claiming to be a representative of the De La Vergne Co.

Bracelets and Brooches Lead.

Bracelets and brooches are the apparent leaders in the current demand for jewelry, with necklaces in third place and earrings fourth. In the finer pieces rubies are playing an increasingly important part. This is true on both sides of the Atlantic, as rubies and diamonds are the keynotes of many of the newest things shown along the Rue de la Paix. Some trend in the direction of amethysts is also noted. A number of the more elaborate imported pieces show the combination of several stones. One of this type is a brooch in which amethysts, topazes, turquoises and brilliants are mounted in a blue enamel bar. The stones are arranged in a low square formation, with circular settings at the ends. The effect, while strongly geometric, is striking.

Straightline Effects Favored.

Reports from all sections of the women's coat trade agree that retailers are now concentrating their attention on the so-called "dressy" styles. Interest in sports types at present is at a minimum, largely because retailers feel they have about covered their early needs of this merchandise. There is, however, considerable confidence that re-orders on sports types will figure actively in the later demand. The question of silhouette in formal coats has simmered down to a point where retailers are showing most confidence in the straightline styles. A certain percentage of garments featuring modified flare effects, however, is being purchased to round out stocks.

"Nipped In" Corsets Coming Back.

Waistline changes in the Fall mode in women's outer apparel are bringing back the type of corset which shows a slight "nipping in" at that part of

the body. The new models are different from the old, however, in that the "nipped in" effect is produced by careful shaping of the fabrics which formerly served this purpose. It is the idea of the corset makers to obtain a maximum of effect with a minimum of discomfort to the wearer. Some brocades are employed in the new models seeking this end, but for the most part the desired effect is achieved by the use of light, strong silks and wash satins.

Knitted Celanese Fabrics Liked.

The recent introduction of knitted celanese fabrics for underwear has attracted considerable attention. Leading retailers in this and other cities are placing substantial orders for the goods which are said to possess outstanding qualities for use in underwear. They are held to be impervious to perspiration, non-shrinkable, fast-dyed and durable, and they may be washed without any unusual amount of care being taken. Being knitted, the fabrics possess marked elasticity. They come in a full range of pastel colors and are priced to retail at \$1.95 a yard.

Tinsel Ribbons Are Featured.

Tinsel effects are being featured in the narrow ribbon novelties which importers and manufacturers are showing. Small geometric and other designs in two and three tone color combinations are prominent, the metallic ground being either gold or silver tinsel. The ribbons are mostly imported, with Swiss and French goods predominating. Jacquard and brocade

effects up to six inches wide are also being accorded prominence. The millinery trade is said to be taking fair quantities of the merchandise.

Wool Georgettes Still Sought.

An active demand continues for wool georgette crepes for dresses. Supplies in the market are not large, as only a few mills are making the goods. It is possible that the demand appears larger than it really is, one mill representative pointed out, as buyers, finding they cannot obtain the crepes at short notice, are spreading their enquiries over several sources. It is held likely that favor for this type of twist cloth, in a heavier version, will find favor for coats during the coming Spring.

Novelty Sweaters For Infants.

Substantial orders for knit goods, both for immediate and later delivery, are being placed by buyers of infants' wear. Interest is said to be particularly keen in sweaters that are copies of imported hand-knit garments. They are available at considerably lower prices than the foreign originals and show hand-embroidered motifs of flowers, birds, "bunnies" and other appropriate designs. The garments come in both slip-on and coat styles.

S. Christoffersen, dealer in fancy groceries at Fifth avenue and Ford street, Manistee, writes us as follows: "Would not miss a copy of the Tradesman so am sending check. Hope you will realize your wish for the fifty year mark."



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