

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 24, 1927

Number 2292

## The Quarrelsome Trio

When you hark to the voice of the knocker.  
 As you list to his hammer fall.  
     Remember the fact  
     That the knocking act  
 Requires no brains at all.  
 When you list to the growl of the growler  
 As you hark to his ceaseless growl,  
     You will please recall  
     That a dog is all  
 It takes for an endless howl.  
 As you watch for the kick of the kicker,  
 As you notice his strenuous kick,  
     You'll observe the rule  
     That a stubborn mule  
 Is great at the same old trick.  
 The knocker, the growler, the kicker,  
 Fault-finders, large and small,  
     What do they need  
     For each day's deed?  
 No brains, no sense—just gall.



Years are coming, years are going, creeds may change and pass away  
 But the power of love is growing stronger, surer, day by day,  
 Be ye as the light of morning, like the beauteous dawn unfold,  
 With your radiant lives adorning all the world in hues of gold.  
 Selfish claims will soon no longer raise their harsh, discordant sounds,  
 For the law of love will conquer, bursting hatred's narrow bounds;  
 Human love will spread a glory filling men with gladsome mirth,  
 Songs of joy proclaim the story of a fair, transfigured earth.



**T**HIS 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—

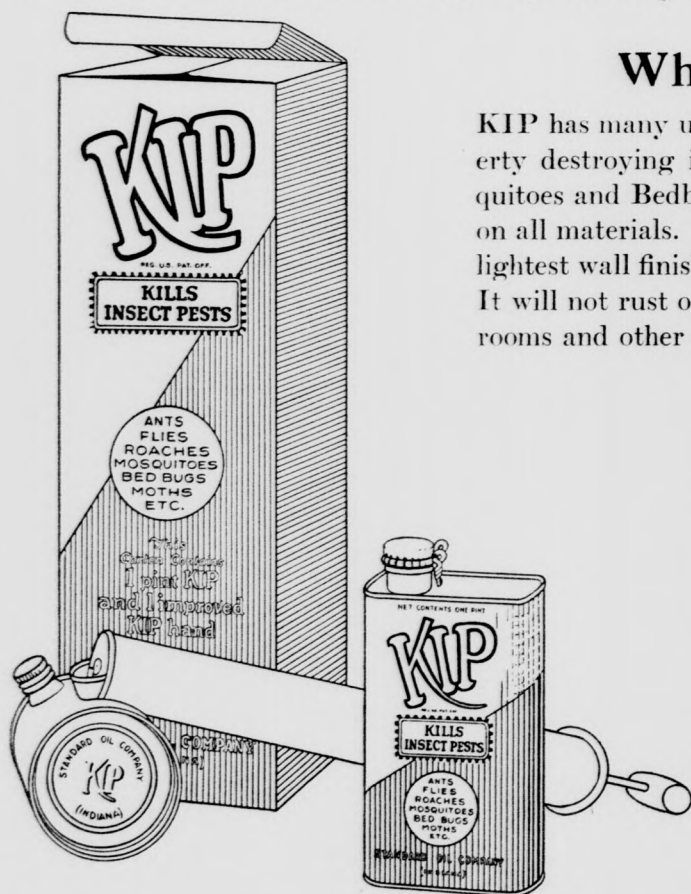
It gives the dealer more profit per sale than any other insect spray,

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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## 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.

### INTERMINABLE DELAY.

Two of the most conspicuous criminal cases of recent years furnish excellent illustrations of the way in which the courts of America too often handle criminals. One of these is the Snyder case. In this case the trial was held promptly and proceeded speedily. The two persons accused of murder were convicted. But what are we witnessing in this same case now? Nothing less than a reversal of this method.

A conference was recently held between one of the prisoners and his counsel in the death house at Sing Sing regarding the manner of obtaining an extension of time for the argument on his appeal. Under the law the appeal must be argued within three months from the time at which it is taken and the county must supply a printed record of the trial within a month of that time. But the record in this case runs to 4,000 pages and the authorities of Queens county do not believe it can be printed within the legal period. Hence the basis for a plea for extension of time.

Prison officials do not expect a final settlement of the case until next year. The contrast between this long-drawn-out agony and the prompt disposition of such matters in England is discreditable to us.

The Sacco-Vanzetti case is another horrible example of this kind of delay. Many persons who are not inclined to question the justice of the execution of the two men feel that there is something in the nature of cruel and unusual punishment in putting prisoners to death six years after their condemnation. The question of their guilt or innocence ought to have been finally passed upon within a short time after the jury had given its verdict. So long a delay does not testify to legal arrangements deliberately created to guard against the doing of injustice. It witnesses merely to the perversion to which our legal processes are subject. For the delay in the final disposition of this case Governor Fuller held both prosecution and defense responsible.

Nobody desires a hurried trial of the accused. And there should be provision for appeal. But the handling of murder and other cases in England proves that celerity is compatible with justice. Certainly it cannot be argued that justice is served by our method of interminable delay.

### BASES OF OUR PROSPERITY.

American prosperity continues to be the subject of keen interest and philosophic comment in Great Britain. An article on its "causes and extent" by P. A. Molteno in the Contemporary Review includes the extensive use of the automobile by workmen among these causes instead of taking the more familiar view that this use is merely a sign of our extraordinary well-being.

Purchase of a car by a workingman, in Mr. Molteno's opinion, affects prosperity directly by giving the man an incentive to save and indirectly by enlarging his mental outlook. He saves not so much to pay for the car—he may have bought a second-hand machine for which he paid cash—as to meet the installments due on the house which he has bought or built and which he would not have acquired but for the means of transportation afforded by the car. His mental outlook is enlarged partly by his sense of proprietorship and partly by his power of "visiting a very much larger area than was open to him before."

One of the striking differences between the two countries is in the extent to which mechanical devices are used. Plasterers in London receive less than 50 cents an hour; in New York they receive five times as much. Yet the total cost of building is about the same in one city as in the other. Here is "a great testimony" both to the efficiency which has been imparted to the workingman by machinery and to the benefit which has accrued to the workingman as well as to the community.

Any comprehensive view of our present prosperity must take into account the effect of the war. Our market, being much more largely domestic than England's, was in much better shape than hers when peace came. Besides, we had suffered infinitesimally by comparison with the great European nations. No such load of taxation as their citizens had to bear after as well as during the war oppressed us. Nor did the threatened "dumping" of foreign manufactures upon this country take place. On the contrary, our own foreign trade has recovered in gratifying fashion.

The employer who frequently loses his temper must have employees who keep theirs.

### COTTON ESTIMATES.

Speculators in cotton appear to be taking full advantage of the opportunities afforded by the situation resulting from the publication of the official crop estimate. Quotations were pushed up to near the record during the past week. Every shower in the growing districts and every report, authenticated or otherwise, regarding the boll weevil's ravages was used to boost prices. Certain facts, however, appear to have been lost sight of. One of these is that there is no finality in the first crop estimate and that this is usually lower than are subsequent ones. Another is that, with two or three exceptions, the estimate—low as it is—represents a larger yield than has been customary, much above the average of the past ten years. Last year's record crop, however, has helped to give a wrong perspective. How much of that crop, furthermore, is still unconsumed is a question. It was reported that 3,762,029 bales were carried over in this country to the new cotton year. How much is held in reserve abroad is a matter of conjecture. Over 11,000,000 bales were exported, but this vast quantity—being about 3,000,000 bales larger than in the preceding year—is not accounted for in the exports of cotton goods from foreign countries. Makers of cotton goods have been regarding the prices of the raw material as unjustified, although a number of them have, as a matter of precaution, advanced the prices of their products. Most gray goods at present prices allow of a larger margin for the mills than was the case at this time last year. In finished fabrics advances have been made of from half a cent to a cent a yard. This has occurred in percales, tickings, pillow tubings and denims, the latter being for irreguars and mill run-overs, regular goods being sold up to October. Bathing suit lines are being gradually opened at practically unchanged prices. Knit underwear has been advanced in some instances, at first in lightweights, but subsequently also in heavier goods, the rises in some of the latter being \$1 a dozen.

### GREATER CONFIDENCE.

Within the past fortnight a feeling of greater confidence in the outlook has pervaded mercantile circles. This is not due to the amount of actual business done or orders placed, although these are quite fair for this period of the year. What is most encouraging is the interest displayed in the offerings both at wholesale and at retail, which gives promise of materializing into a good season's business. There is no evidence of any great rush to purchase, and the indications favor a continued adherence

to the cautious buying policy to which trade in general has now become accustomed. But it is recognized that conditions favor fairly liberal consumer buying, and this is, after all, the basis for the whole structure of business. In merchandise having a style appeal the element of uncertainty has been removed, the trend being pretty well established as to modes and fabrics. So the way is clear to the placing of business on a basis involving little risk. Already buyers are putting in further orders for garments for the fall season, especially dresses, and are also getting their supplies for the vast army of school children who will soon resume their usual tasks. The primary markets, with some exceptions, have their offerings ready for spring and have booked a fair amount of business in many lines. They are also still supplying goods for the fall on belated orders, which is helping to give activity to distributing channels. Retail business has been of a miscellaneous character, including the sales of fur garments, close-outs of summer attire and household appurtenances. Some buying for the fall is also in progress.

### WOOLS AND WOOLENS.

In wool the situation shows little change from week to week. No large public auctions are in progress abroad nor are there any big transfers of the domestic clip. Of the latter quite a quantity is still in the possession of co-operative pools. It is pretty well established that the stocks of wool in this country are quite large. Holders, however, are somewhat reluctant to sell at the prices offered. The mills continue to buy sparingly as the material is needed. More life is apparent in all branches of the goods market. This is especially true of women's wear coatings for fall, certain textures having been ordered in large quantities, even though prices have been advanced. It is noteworthy, too, that most of the activity has been in the higher priced fabrics. The garment manufacturers appeared to be assured of a good season, although it promises to be somewhat prolonged. Spring openings of women's wear fabrics will be delayed until after the fall demand is fully met. This suits the garment manufacturers who do not care to buy much in advance of the time for cutting up. In men's wear, tropicals are having a good run and a fair business has been done in staples for the next light-weight season. Some openings have taken place of fancies for spring, but it is doubtful if any considerable buying will take place until after Labor Day. The main factor will show its offerings to-day. Prices are not expected to show any material change.



### Some Characters Peculiar To a Small Village.

Grandville, Aug. 23—What a large assortment of people one meets in a long life time, even though much of that lifetime was spent on the verge of civilization.

I recall vividly that big-bodied, muscular-armed blacksmith who was my Sunday school teacher before I had entered my teens. He was a most interesting talker and spun convincing yarns about the rights and wrongs of humanity.

The sparks flying upward from his forge, with the white hot iron turned about and hammered into shape, served as an object lesson in teaching the young ideas how to shoot along the religious plane of life. It was a representative of that awful pit prepared for sinners by the all wise Father in Heaven for His recalcitrant sons and daughters.

We small fry believed in that sermon for a time until one day two of the class discovered our superintendent engaged in the hunt for a hog among the corn in his employer's field. We watched from the roadside until a ferocious bulldog raced along the edge of the field in full chase of the unwise and pilfering pig.

Not far behind, yelling at the top of his voice, was the superintendent of our Sabbath school, sickening the dog on. A second time around revealed the poor pig almost exhausted, squealing and bleeding with an ear torn nearly from its head by the fangs of the vicious dog.

And right then we discovered that the break in the fence where the marauding swine had entered the field had been carefully closed, so that it could not escape until the blacksmith had wreaked his anger on the poor beast. From that time on the pious talks of the superintendent during Sunday school lost its force on two at least of those attendant pupils.

We boys were learning some things wholly unintended for our consuming minds. The example set by the teacher was far more informing than his smooth words from the school rostrum.

Dr. Budmonev, not his name though it will do for this occasion, was a well-known frontier physician and as full of idiosyncrasies as an egg is of meat. He was spectacular as well as peculiar, yet he had his share of custom among the woods folks.

He drove a gray horse attached to a gig which was seen almost every day in the week flying down the street out into the country as if the owner of horse and gig had been suddenly summoned on a desperate case. This was the doctor's advertising stunt and it served its purpose, no doubt. The good soul had many peculiarities. He was out late at night oftimes.

Some of the citizens were awakened by the angry bark of a revolver not far from midnight. One inhabitant had not retired and he ran out to discover the doctor with a smoking pistol in his hand, his hat off, blood running down his face, in fact in a disheveled condition generally.

"Why, what's the matter Doc?" cried the interested inhabitant.

"A man tried to murder me!" emphasized the fuming doctor. "I let him have a couple of pills that won't digest very easy, I tell you that."

It got out next day that Dr. Budmonev had been held up and routed his assailant at the pistol's point. It was a pretty story and the doctor obtained much satisfaction from its recital.

However, the gentleman who had come to the rescue discovered the next day how much danger the good physician had been in. There was a tree growing in the sidewalk where the holdup took place, and an examination by light of day showed the bark broken besides two bullet holes in the body of the tree.

The explanation was simple. The

doctor sometimes indulged in a drop more than was good for him, and on the night in question he had an overload of intoxicants so that he ran spang smash into the tree. In his befuddled condition he imagined he had been assaulted, hence the shooting.

It was believed by those who knew of the incident that the doctor actually believed he had been set upon in the dark by a bold robber.

Another interesting character lived in the village. He was a mason by trade and assured every expectant patron that he was master of his occupation, having overseen the building of a large part of the city of Kalamazoo. It is even doubtful if he ever erected a single building in that city. He went about in the hot season wearing a linen duster that reached to his heels, sweeping the dust from his bare feet.

Wonderful yarns this man told around the box stove of the Peerless club in the village grocery. He often got up at midnight to eat a hot beefsteak, declaring that it steadied his slumbers amazingly. No doubt it did, but he passed on before he was seventy from some incurable disease which the doctor of the night adventure with a tree failed to truthfully diagnose.

Then there was Nosey Sikes, village justice of the peace, who was what one of the villagers declared "a character."

This justice of the peace was near-sighted, because of which he made numerous blunders. Often when writing a law paper, holding the same close to his face in order to read the script, his rather prominent nose became entangled in the still undried ink and disfigured his countenance.

It was said that while walking along the road he met a stray cow. Doffing his hat, he bowed low saying, "Pleased to meet you, madam."

His nearsightedness caused him to perpetrate many blunders.

Old Timer.

### When on Your Way, See Onaway.

Onaway, Aug. 23—Onaway is going to repeat its celebration staged July 4, only on a much larger scale if possible. Preparations are all completed for the Presque Isle and Cheboygan county four day fair Aug. 30 to Sept. 2, inclusive. Independence day showed the largest crowd ever assembled in Onaway and the coming event promises to outdo the Fourth, inasmuch as former residents who still retain their interests here will return, bringing a good many visitors with them, people who have seen Onaway before and many others having heard of our little city and its surroundings are going to improve this opportunity to see for themselves.

Registrations appearing in our Tourists Register reveal not only the names of former years, but additional names from practically every section of the United States from coast to coast and the far South. The cry is "See Michigan Now" and especially Northern Michigan. We never realized until late years our scenic beauty and natural resources; we had to be told by people who had visited other states through attractive advertising, only to find that our own State offers the best as a whole. Why? It is not all scenery entirely either by any means; our eggs are not all in one basket. Every variety of soil, crops, manufacturing and products of high class. We invite you to come to Northern Michigan. Labor day is included in our big fair celebration and the attractions offered will make it a day long to be remembered.

Ray C. Kent, of Grand Rapids, formerly connected with the Lobdell-Emery Manufacturing Co., is spending two weeks vacation at his summer cottage at Black Lake. Ray was the founder of the Community Council, still a very live organization in Onaway and was always active in civic affairs of the city.

Compared to the surrounding coun-

try we have been very fortunate in escaping the damaging frosts and the recent rain has put a refreshing look on the entire country.

The garment factory is running constantly in order to fill its rush orders; this week they are advertising for more help; come to Onaway for employment.

A marvelous piece of work was done when Pine street, the approach to the high school, was graded and gravelled, all by contributed labor and material. It goes to show what can be accomplished by concentrated effort. Now an attempt will be made to repeat the feat on Lynn street, North and South, and it is going to be done.

W. E. Longfellow, of the National Red Cross, Washington, D. C., has been collecting views here and giving demonstrations. He says King Neptune says: Learn to swim; I like live ones.

It is said that much of our tourist trade is going through to Canada this year, which may be true, but our register also reveals a goodly number of Canadian cars in Michigan. Reciprocity is a great thing and we extend an invitation to Canada.

When on your way, see Onaway.  
Squire Signal.

### Veil Is Modish With New Hats.

One of the most interesting feminizing notes in style is the revival of the face veil, or nose veil as it now appears to be. The boyishness sponsored by the mode of the last few years caused women to relinquish their most flattering aid to beauty, the tiny, transparent mesh of lace and net. As early as last spring it reappeared. It never dropped lower than the tip of the nose—possibly so as not to interfere with an occasional cigarette. This winter the vogue for toque and turban gives renewed interest to the use of it and it appears as an integral part of the hat. Suzanne Talbot in her recent opening featured veils, using them invariably in the same shade as the hat, with one exception: She puts a black veil on a white hat.

These nose veils appear in various shapes. Some are entirely circular and are designed to be slipped over the crown of the hat. They fall over the brim, giving a softening effect. A more interesting version is the half or partial veil, which has embroidered motifs along the edges. It shades the eyes in front, then tapers into narrow points which meet at the back of the crown. Again the nose veil takes the form of the ear tabs, which are so popular a type of trimming at present. In this case the veil covers the hat brim and drops over the ears in tab effects. Since these veils have interesting embroidered motifs they make an effective trim for the plain hat.

One veil seen in brown mesh and a design worked in green, brown and gold at the top. This embroidered section was intended to be placed against the front of the crown, giving the effect of gay embroidery on the plain brown hat which it trimmed. Another veil had embroidery on the square ends destined to hang over the ears. Other veils of the same type have embroidered motifs in self tone. The general effect is always one of grace and lightness. These flattering veils have been too long neglected. As the best friend for the "woman of a certain age" they will undoubtedly

and deservedly regain their lost prestige.

The long haired furs, such as fox and lynx, make stunning and expensive looking shawl collars on the new street coats and suits, with ermine chosen as a startling contrast to those wraps made of black velvet or broadcloth. Redfern puts a great many fur borders on the bottom of both coats and gowns.

### Wash Away Poison Ivy.

Nothing can so completely ruin a summer vacation or a day's outing as the handling of that unkind though lovely vine—poison ivy. The aftermath of intolerable itching is painful and prolonged, and scratching the afflicted spot, which is the natural gesture, may lead to a serious condition. If immediate treatment is given the itching may be prevented. Numerous remedies have been recommended, among them bathing the afflicted portion of the body in a solution of permanganate of potash or swabbing it with solutions of cooking soda or of Epsom salts.

Dr. Charles James White, in his Harvard Health Talks, suggests immediate bathing of the skin in alcohol and washing it with soap and water before the poison has had time to penetrate into the tender layers of the skin. A lather of ordinary alkaline kitchen soap should be applied and washed off several times in hot water. Running water is preferable for this purpose, and if a basin is used the water should be changed frequently.

### More Buttons Being Ordered.

Increased business has been done in the button trade ever since reports from Paris told of the extensive use of button trimmings on the Fall gowns. Rhinestone and filigree metal buttons and buckles have been ordered by dress manufacturers and retailers in this country, and this demand is said to be growing daily. The better grade of this merchandise is made abroad and, since many of the foreign factories are already oversold on some varieties, some shortages may be expected later in the season. Other types of buttons are sharing in the broadened activity, and manufacturers are looking forward to a busy Fall, after moderate business in the Spring.

### Gift Goods Bought Freely.

Gift goods importers and manufacturers have been receiving substantial orders from buyers. The policy of purchasers seems to be more liberal on these goods than that of those of other merchandise. The large number of bridge and mah jong prizes that are being sold ensure the retailer a swift turnover on his gift goods stock, wholesalers say. One firm is offering a line of imported porcelain pieces in several hundred different styles. Wholesalers do not fear that the market will be flooded with this type of merchandise, since the types of gift goods are constantly being changed to make quick turnovers possible.

### Referred To Rodgers.

"What is a detour?"

"The roughest distance between two points."



## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

No response from the Apple Hat Mfg. Co. to the proposition made last week which would have enabled the house to regain most of the goods legally held by Middle West merchants without being penalized \$1 per shipment because the goods were sent out contrary to law. The offer of compromise is, therefore, withdrawn and the \$1 penalty is on for good in the case of the Apple Hat Mfg. Co. and all other concerns which are conducting an illegitimate business.

The Apple Hat Mfg. Co. has recently undertaken a new tact. It has notified the American Railway Express Co. to pick up shipments of caps from merchants who are holding them for the penalty imposed for wrong doing. The express company has no authority to advance the \$1 penalty, so the percentage of shipments which can be recovered in this manner are comparatively small. Merchants are urged to stand on their rights and refuse to be cajoled by the flattering letters they are now receiving from the St. Louis house, in place of the threatening letters which were so constantly in evidence in the early stages of the game.

Otis Miner, the Lake Odessa general dealer, has had a somewhat extended experience with New York coat and dress manufacturers who insist on sending out unwanted and unordered goods. A year or so ago he received two shipments of this kind from the same house. Another concern sent him an assortment of dresses. The goods were stolen before they had been in the store twenty-four hours. Mr. Miner wrote to the consignor that the loss was on them unless the goods were recovered. Some of the goods were subsequently recovered and the thieves are now serving time in Jackson prison. In the case of these men hard labor means hard labor. The felons are not treated like gentlemen of leisure.

So-called "blue sky" securities and other "wildcat" schemes for bleeding the people of their money will be viewed through the investigating microscope of the Federal Trade Commission and will be made subject of careful research and study in the economics laboratory of the Commission, according to a resolution recently adopted by the Commission.

The resolution provides that efforts be made to determine the extent to which "get rich quick" frauds are practiced on the gullible portion of the buying public and to suggest remedies for the relief of the "blue sky" menace through possible state and Federal legislation.

Eight current "blue sky" cases now before the Commission are listed by the Commission as typical examples of the evil on which war has been declared. The entire eight have to do with alleged "wildcat" oil propositions promoted in Texas.

The Federal Trade Commission's resolution on the so-called "blue sky" securities is as follows:

Whereas—This Commission has had frequent occasion to proceed against unfair methods of competition with respect to the sale of so-called "blue-sky" securities and has found in that respect that present legislative remedies are inadequate; and

Whereas—This Commission formerly initiated a general enquiry into this subject with a view to constructive remedial proposals, but no report was published; and

Whereas—The practice of fraudulently selling worthless securities is a great economic evil which should be remedied promptly if practicable; now, therefore, be it

Resolved—That the Chief Economist of this Commission is hereby directed to enquire further into (1) the practice of selling blue-sky securities; (2) the legislative, administrative and other methods employed to abate the evil and the results thereof and (3) other matters covered by the previous enquiry, in order to bring the same up to date, and to report thereon to the Commission without formulating conclusions of legislative policy but, instead, stating succinctly the arguments both for state and for Federal regulation and the forms which such regulation should take."

John S. Haggerty, Secretary of State, favors the Realm with a copy of the law enacted by the last Legislature, prohibiting the use of blanks which simulate legal forms prior to starting suit on alleged claims. The full text of the law is as follows:

Section 1. Any person who shall

serve or cause to be served upon any debtor a notice or demand of payment of money on behalf of any creditor, by personal service or by mail or otherwise, such notice not being authorized by any statute or court of this State and which notice or demand of payment shall, in form and substance, simulate any legal process issued out of any of the courts of this State, shall be guilty of a misdemeanor, and upon conviction thereof shall be punished by a fine not exceeding one hundred dollars or imprisonment in the county jail not exceeding ninety days.

Section 2. The word "person" as used herein shall include any firm, corporation, association, co-partnership, credit exchange, or any agent, representative or attorney of any of the foregoing.

Approved May 31, 1927.

Detroit, August 16—Is it permissible to hold a down payment when there is another article being purchased? Would it not be lawful to have same applied on that article?

I placed an order with the Club Aluminum Co., 640 Beaubien street, Detroit, for two articles. I made a down payment on both and was to pay the balance when same were delivered. In the meantime I canceled my order for one of the articles, and asked to have \$3 down payment I had made on it to apply on the balance I owed on the other. The agent told me this could not be done. When he delivered my order he left two packages of cleanser which I had not ordered, and I thought they were a donation of some kind, and when I figured up the bill I discovered he had charged me 25 cents per package for the cleanser. To my estimation I am out \$3 for the

down payment and 50c for the cleanser. Kindly advise if I can have my money refunded.

Clara S. Davis.

It is our impression that that money paid without protest and not under duress cannot be recovered. It is also a point of law that orders, once placed cannot be legally cancelled unless fraud or deceit were employed in securing the orders. Of course, cancellations are permitted in many cases, but the holder of the original order is not legally obligated to consent to cancellation.

### New Trends in Stationery.

Although buying of stationery for the Fall and holiday seasons has been slow until recently, manufacturers report that buyers have been placing some large orders in the past week, and active business is anticipated. Buyers are showing preference for tissue-lined envelopes in many colors. The club-size stationery is outselling the small folded sheets which formerly were popular. Rough or deckled edges are preferred for note paper. Water-marked stationery with many artistic designs is also selling well. One manufacturer is presenting a line of stationery with a water-marked modernistic treatment inspired by the skyscraper.

### Another Kind of Trap.

Jones: Sorry to keep you waiting—but I've just been setting a trap for my wife.

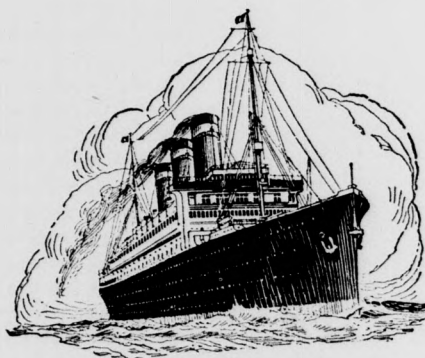
Friend: Good heavens! What do you suspect?

Jones: A mouse in the pantry.

## R. J. FERNEY COMPANY

CUSTOM HOUSE BROKERS

## ANNOUNCE —



THEIR APPOINTMENT as United States representatives of fifty leading manufacturers and commissionaires abroad, producing and marketing 12,000 classifications of merchandise.

IMPORTERS may select exclusive lines of highest quality from true samples displayed by us, and all purchases will be routed by our office through the world's largest shipping agency, resulting in lower rates and speedier service to clients.

OUR SAMPLES are en route on fast ships, and further announcement will be made upon their arrival.

SALES will be confined strictly to merchant importers.

## R. J. FERNEY COMPANY

434-5-6 KELSEY BUILDING

CORNER PEARL AND OTTAWA

GRAND RAPIDS, MICHIGAN

PHONE 62477



## MOVEMENTS OF MERCHANTS.

Bessemer—C. L. Solberg has engaged in the boot and shoe business.

Benton Harbor—Abraham Byer has sold his boot and shoe stock to the Schiff Co., of Columbus, Ohio.

Flint—The Arcade Oil Co., 1007 Saginaw street, has increased its capital stock from \$21,000 to \$50,000.

Saginaw—The Paul Krause Clothing Co., Court street, is remodeling its store building and installing a modern front.

Bay City—L. Levinsohn has purchased the shoe stock of Anthony Grzegorzayk, 33rd and Michigan avenue and has removed it to Saginaw.

Grand Rapids—Edward De Groot, trustee for the A. C. Ganser grocery stock, 926 Division avenue, South, has sold it to D. H. Hunter, of Rockford.

Fenton—The Fenton Motor Sales Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Saginaw—The A. E. Ensminger Co., North Hamilton street, dealer in clothing and millinery, is remodeling its store building and installing a modern front.

Bay City—Casimer Olk, 19th and Jackson streets, has sold his shoe stock to L. Levinsohn, of Saginaw, who is conducting a closing out sale on the premises.

Wayland—George S. Douglas has sold his meat market to Fred Brooks and Harold Noah, who will continue the business under the same style, the Palace market.

Grand Rapids—Ciak Bros., of Muskegon, have purchased the bankrupt women's apparel stock of the Henri Shop, 71 Division avenue, of the trustee, Edward DeGroot.

Flint—Alper & Rosenbaum, boots and shoes, have dissolved partnership and the business will be continued by Mr. Alper, who has taken over the interest of his partner.

Ann Arbor—The Ann Arbor Dairy Co. is planning to erect a new plant to cost \$50,000. When the new plant goes into commission about Jan. 1 next the old plant will be remodeled.

Detroit—The Clark & Gretel Furniture Co., 9135 Kercheval avenue, has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and \$15,000 paid in in property.

Grayling—Au Sable Furs, Inc., has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,400 has been subscribed and paid in, \$400 in cash and \$25,000 in property.

Detroit—The Crystal Mirror & Glass Co., 436 East Woodbridge street, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Detroit—The Grotto Haberdashery, Inc., 13823 Gratiot avenue, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,600 paid in in cash and \$4,000 in property.

Detroit—Goodman's Smart Shops,

Inc., with business offices at 521 South Saginaw street, Flint, has been incorporated with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in in cash.

Mt. Clemens—The St. Clair Oil & Gas Co., Lawyers building, has been incorporated with an authorized capital stock of \$150,000, of which amount \$76,700 has been subscribed and paid in, \$12,700 in cash and \$64,000 in property.

Dearborn—The Brownless Auto Supply Co., 47 East Michigan avenue, has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and paid in, \$1,000 in cash and \$14,000 in property.

Kalamazoo—Roodin & Co., 417 Porter street, scrap iron and other waste material, has merged its business into a stock company under the style of the J. Roodin Co., Inc., with an authorized capital stock of \$2,000, all of which has been subscribed and \$1,500 paid in in cash.

Detroit—Roselyn, Inc., 1401 Washington boulevard, has been incorporated to deal in women's wearing apparel, costume jewelry and specialties, with an authorized capital stock of 1,000 shares at \$10 per share, of which amount \$10,000 has been subscribed and paid in, \$3,360 in cash and \$6,640 in property.

Holland—W. R. Stevenson, who has conducted a jewelry, silverware and optical store at 24 East 8th street for more than forty years, has sold his jewelry stock to B. H. Williams, his head clerk for the past nine years, who will continue the business at the same location, Mr. Stevenson continuing the optical and silverware business there also.

Mt. Clemens—An old established firm will close its doors when the R. C. Ullrich hardware store, on North Gratiot, across the street from the courthouse, quits business at the conclusion of a sale now in progress. The store will then be rented, according to Mr. Ullrich, who says that several offers for the location have been received from out-of-town firms who desire an opening in Mt. Clemens.

St. Johns—Directors of the Clinton Creamery Co., with condensary plants at Elsie and Ovid and a buying and cooling station at Laingsburg, have definitely decided to install a station in St. Johns. The Clinton Creamery Co. was organized in 1921. The company closed its sixth successful year last February. At that time the capital stock was increased from \$70,000 to \$250,000. Reports showed that \$640,000 was paid out to farmers and dairymen last year by the company.

Mt. Clemens—When Griffith's dry goods store at 70 North Gratiot avenue goes out of existence at the close of the sale being conducted by W. G. Montgomery, the location will be purchased by Gordenker Brothers, who now conduct a men's furnishings store at 41 North Gratiot, and a new dry goods store opened there under their direction, if negotiations now going on are completed. An option on the building has been obtained by his firm,

according to Sam Gordenker, and if an agreement can be reached as to the purchase price, it will be re-opened in the near future as a dry goods store similar to the one conducted at the location for a number of years by Griffith.

## Manufacturing Matters.

Lansing—The Weatherbest Stained Shingle Co., Inc., 520 North Grand avenue, has increased its capital stock from \$250,000 to \$500,000.

Detroit—Rubird's, 1235 Griswold street, has been incorporated to manufacture and sell women's apparel, with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in in cash.

Lansing—Doberwood, Inc., has been incorporated to manufacture and deal in chemical and pharmaceutical products, with an authorized capital stock of \$1,500, all of which has been subscribed and \$375 paid in in cash.

Detroit—The Detroit Steel Furnace Co., 6369 Fennell avenue, has been incorporated to install furnaces and sell parts, with an authorized capital stock of \$1,000, of which amount \$250 has been subscribed and paid in in cash.

Detroit—The L. A. Young Co., 9200 Russell street, has been incorporated to manufacture and deal in golf goods, with an authorized capital stock of 500,000 shares at \$1 per share, of which amount \$1,000 has been subscribed and paid in in cash.

Pontiac—Between 2,500 and 3,000 men have returned to work at the plant of the Wilson Foundry Co. The plant was closed down while the old machinery was being relocated in order to make way for new equipment which will largely increase production.

Detroit—The Wot-Am-It Products Co., 1119 Canfield avenue, has been incorporated to manufacture and sell a polish to be used with gasoline, with an authorized capital stock of \$25,000, of which amount \$5,000 has been subscribed and paid in, \$500 in cash and \$4,500 in property.

Grand Rapids—The F. Raniville Co., 241 Pearl street, belts, belting, and other machinery adjuncts, has merged its business into a stock company under the same style with an authorized capital stock of 1,000 shares at \$10 per share, \$10,000 being subscribed and \$1,000 being paid in in cash.

Muskegon Heights—Payments of a dividend of 10 cents per share on the common stock of the Bennett Pumps Corporation as of Aug. 1 is announced. This is equivalent to 50 cents a share under the former capitalization before the recent declaration of a stock dividend. A similar dividend was paid in May and will be paid quarterly hereafter. Business of the company for the first six months of 1927 totaled \$903,000. Business for the entire year of 1926 was but \$1,300,000. At the rate established during the first six months of this year, the company will add \$500,000 or more to the total business this year over last and approach the \$2,000,000 mark.

Sparta—L. A. Brandon succeeds P. Fielstra in the grocery business.

## SHORTAGE OF FOOD PACK.

Weather conditions lately have strengthened the belief that the predictions of an early fall will be realized, with the prospect of premature frosts which will put a sudden end to canning operations of the late pack fruits and vegetables. Such a contingency would have a marked effect upon trading policies as many buyers have gone on the theory that there will be plenty of merchandise to allow covering as needs develop with the advancing season. There have not been sharp advances lately to encourage future buying and there has been no real pinch in working assortments of all staples to make the concentration of large blocks in the hands of wholesale grocers and jobbers seem advisable. Canners and brokers anticipate a shortage of food packs, take the list as a whole, but they have not impressed distributors sufficiently to have them share the same idea to the point of buying freely for the future. There has not been the customary demand for staples for later use that has been present in the past, and it is worth considering that without this material aid to a strong and advancing market that gains in values and a stronger undertone has occurred in not a few commodities. The impetus to the market of an early fall and a reversal of buying policies might easily change the character of the market so radically that many spot offerings will look cheap a little later on. Individuals have anticipated this situation to some extent, but, as a class, distributors have not bought in large volume. The trade has absorbed carryover and has lined up on futures to some extent, but it is short of its usual commitments for the coming distributing season. An equal shortage of stocks would make an interesting situation.

While most of the European countries are seeking by conquest or colonization to increase their territory, the Dutch are trying in a more peaceful way to add one-tenth to the farming area of Holland, and have begun work on a plan to reclaim a thousand square miles from the Zuyder Zee. The land will be redeemed by erecting an immense barrier—thirty miles long, including the shores of the various islands it will connect with—and by blocking the sea from territory which it now covers. The whole of this area, however, is not to taken for cultivation. The center will become a large fresh-water lake, formed by damming up the Yssel River, which at present is going to waste in the Zuyder Zee. The lake will be tapped to furnish water for household needs and cattle, as well as to maintain a uniform level in the canals. Owing to droughts, which occur regularly in the northern part of Holland, the demand for fresh water often becomes acute. The dairy interests suffer serious losses at these times through the effect the brackish sea water has upon the cows. The cost of the entire work, it is estimated, will fall well below the capitalized value of the new land.



### Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.30 and beet granulated at 6.20.

Tea — Although foreign markets have been growing increasingly strong there has been little response from buyers in this country as yet. Holders, however, are no longer willing to make concessions when offering stocks to the trade, and buyers now are being brought to a realization of the increasingly stronger tendencies of the market.

Canned Vegetables—The weakness in tomatoes has slowed up the demand for that commodity but this pack is not representative of other vegetables. All pea positions indicate a shortage of the finer grades and a greatly reduced output this year. Counting in desirable carryover, sellers figure that there will be only a normal amount to market. Corn is going into the can in the Middle Western packing areas and it is generally held firm. Fancy corn has been taken on contract, but there is a tendency to go slow on standards, because of the surplus from last year. Some estimates are as large as 10,000,000 cases left out of last year's production, but this figure is generally considered too high by about half. Generally speaking, minor vegetables are in much smaller supply this season than last.

Dried Fruits—California and Northwestern prunes are still being pressed for sale on an unwilling foreign and domestic market and the weakness which followed the cut in old crop and the quotations on new fruit has not disappeared. The main trouble with the market is the lack of incentive to stock up for the future because with a larger supply in sight than in any previous year, it is thought that the market at under the most favorable conditions during the balance of the season will not react violently. Buyers generally believe that there will be a change for the better, but they see fractional advances, rather than marked gains which would make buying now desirable. For the slight gains which are now considered likely, distributors prefer to avoid tying up capital when they will be able to purchase fruit without any trouble later on without any large premiums over to-day's market. The same policy is being followed with other dried fruits, all of which are in surplus over last year, and as a class there has been a disappointing business done in domestic packs so far this season. The wholesale trade will enter September with the lightest commitments for later needs under contract in many years. That is one of the reasons for the weakness in the market. There has not been any worthwhile buying support from domestic or export markets, while packers have been over-anxious to trade in future positions. Some progress, however, has been made since raisins have worked down apparently to a Coast minimum, and there is no further cutting of peaches. Better grades of apricots are being held a trifle firmer by the leading Coast packers, although prunes are in an un-

settled state as there is still competition to sell and shading of prices. What many traders expect to see happen is the establishment of a bottom on the various packs, followed by moderate buying for later needs, but with a general policy of carrying moderate stocks throughout the season. Packers will likely be called upon to finance their own stocks more than they have done in the past, unless there is a sudden reversal of conditions which cannot now be foreseen.

Canned Fish—Alaska salmon postings are pessimistic. Restrictions on fishing and a light catch of reds has been repeated with pinks, and efforts are being made by canners to have the United States Bureau of Fisheries extend the pink packing season. One report is that one of the largest packers will make 60 per cent deliveries of reds, but this is taken to mean a pro-rata delivery on the unconfirmed orders on its books. This packer has not named an opening price, and if reds are priced above \$3 it is likely that buyers will cut down on their confirmations. Pinks prices have been withdrawn, and there is talk of \$1.45 or 1.50 when canners again quote. The policy of packers is to finance themselves and to carry their own merchandise if the trade does not take offerings when opening prices are named. Spot, pinks are in light supply. There is also a famine here in tuna of all varieties, and as there has been a light run of fish all season canners are averse to booking business until they have taken care of uncompleted orders already confirmed.

Molasses—Enquiry for grocery consumption has begun to pick up and practically all grades are attracting interest. After the dull summer it now looks as if the market is about to meet with a renewal of buying interest. Prices are unchanged.

Nuts—Shelled almonds and walnuts are the firmest offerings on the list and their strong position is more or less reflected in other varieties of nut meats. While actual business on the spot last week was not materially heavier than the week preceding, there was an increase in the number of enquiries for walnuts and almonds. Manufacturing confectioners and other users are evidently about ready to re-enter the market to take care of their fall wants and they are getting a line on offerings and the selling ideas of traders. Importers are unusually lightly stocked and there seems to be no prospect of a reaction in old crop meats until there is a material increase in working stocks through the delivery of 1927 crop. The readjustment in prices may not come for some little time as early delivery of new crop nuts will be on a high price basis which will not permit importers to change their prices until they have lower cost nuts to offer. Nuts in the shell have been quiet, but there is a firm undertone as the market is moderately stocked with most varieties.

Rice—Increased receipts of new crop rice at Southern markets has led to slightly lower prices, which, in turn, has widened the domestic and export demand sufficiently to allow for a

liquidation of the larger supplies without creating a surplus. Buying by the local trade at the source is of moderate proportions as there is no disposition to increase holdings at this season. Spot stocks are of less than their usual volume and a fairly steady market exists.

### Review of the Produce Market.

Apples—Transparents and Duchess, \$1.50@2 per bu.

Bananas—6@7c per lb.

Beans—Butter, \$2@2.50 per bu.

Beets—\$1.50 per bu.

Blackberries—\$3.50 per 16 qt. crate.

Butter—The market is 2c higher than a week ago. Jobbers hold fresh packed at 42c, prints at 43c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—\$3 per 100 lb.

Cantaloupes—In full supply on the following basis:

Jumbos ----- \$4.25

Standards ----- 4.50

Standard flats ----- 1.75

Carrots—\$1.25 per bu.

Casaba Melons—\$2.50 per crate.

Cauliflower—\$3 per doz.

Celery—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.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$6.10

Light Red Kidney ----- 7.00

Dark Red Kidney ----- 5.75

Eggs—The market has advanced 2c per doz. during the past week. Local jobbers pay 30c for strictly fresh.

Egg Plant—\$2.25 per doz.

Garlic—30c per string for Italian.

Grapes—Thompson's Seedless, \$2 per crate.

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 ----- \$9.50

360 Sunkist ----- 9.50

360 Red Ball ----- 9.00

300 Red Ball ----- 9.00

Lettuce—In good demand on the following basis:

California Iceberg, 4s, per bu. .... \$5.00

Outdoor leaf, per bu. .... 1.25

Musk Melons—Michigan Osage are now in market, commanding \$3 for Jumbo and \$2.50 for Medium.

New Potatoes—Virginia stock commands \$4.75 per bbl.

Onions—Spanish, \$2.50 for 72s and \$2.75 for 50s; home grown are now in market, commanding \$3 for white and \$2.50 for yellow—both 100 lb. 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—\$4 per bu. for Elbertas from Illinois and Indiana. The quality of recent arrivals is good.

Peppers—Green, 50c per doz.

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

Poultry—Wilson & Company pay as follows this week: -----

Heavy fowls ----- 20c

Light fowls ----- 14c

Heavy Broilers ----- 24c

Light W. L. Broilers ----- 18c

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

Spinach—\$1 per bu.

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

Tomatoes—65c per 10 lb. basket; \$2 50 per bu.

Veal Calves—Wilson & Company pay as follows: -----

Fancy ----- 21c

Good ----- 20c

Medium ----- 18c

Poor ----- 14c

Watermelons—45@65c for Georgia stock.

Whortleberries — \$4@5 per 16 qt. crate.

### Woman Said To Own World's Oldest Grapevine.

Berlin, Aug. 10—Frau Katharina Ott of Oberlustadt, near Speyer, can boast of owning the oldest vineyard in the world. Experts, including Prof. M. Dade, of Berlin, whose word is usually considered final on questions of this kind, believe that the vine was planted in about 1500. The stem of the grapevine has a circumference of 47 inches. Its roots reach down 250 feet. Every year it bears luscious grapes. The grapevine formerly considered as the oldest in the world is at Novara in upper Italy.

### Contacting the Wife.

A Milwaukee retailer of men's footwear has a tickler system which enables him to follow up his customers at regular periods and remind them that it is about time to buy a new pair of shoes. But instead of calling up or writing to the men direct, he telephones to their wives. Which accomplishes the desired purpose and flatters the women besides.

Detroit—The A. H. Harris Co., 310 C. P. A. building, 14th street and Michigan avenue, has been incorporated to deal in building supplies, with an authorized capital stock of \$25,000, \$1,000 of which has been subscribed and paid in in cash.

Fennville—The Fennville Fruit Exchange, with J. A. Barron manager, has completed its modern cold storage plant and opened it with a house warming dance. About 300 people attended.

Jamestown—Van Regenmorter Bros. have taken over the R. Scholten stock of groceries and general merchandise and will continue the business at the same location.

You may shut yourself off in a private office if your business demands it, but don't shut yourself off from contact with the brains of others.

Maple Rapids—N. D. Rumsey & Son succeed F. C. Frisbie & Son in the grocery and meat business.



## MERCHANDISE CONTROL.

### Methods By Which It Can Be Accomplished.

At the recent Congress of the National Retail Hardware Association, at Mackinac Island, the Committee on Stock Control presented the following report:

Our committee has been delegated the task of submitting to you a report on the need for stock control and the methods by which it can be accomplished.

Our merchandise must be of the right style and right price and ready for delivery. "We'll be glad to get it for you" is a phrase to be forgotten.

A good part of our business is seasonal. The peak requirement is often reached too quickly to permit replacements except at sacrifice of buying prices, if at all.

How are we going to be ready?

The amount of money invested in merchandise is no indication of our preparedness. The flow of merchandise in most stores is erratic, too much on hand of one item, too little of another, and an apparent lack of coordination between goods on hand and demand.

It seems to us that the first step toward merchandise control is proper stock arrangement. There should be a definite place for every line and every item of it in such shape as to be readily inventoried. Our stores must be in order.

Next should be suitable records which show the activities of, and profit derived from, various goods, indicating when certain lines or items should be added or dropped and pointing out proper limits of stock.

Surveys by the National Retail Hardware Association from 1922 to 1926 show that retail hardware stock turn averaged from once in five months and two days to once in five months and nine days.

Study of a group of successful stores whose profits were over twice as much as in the average store showed one reason was faster rate of stockturn—once each three months and twenty-three days.

Fundamentally, the answer to the question of what to buy is what consumers are buying, not what they ought to buy. If people buy auto accessories when they should perhaps buy tools, the merchant must sell auto accessories and look for a more favorable time to sell tools.

Without specific information secured by proper stock control, it is extremely difficult to know what is being bought, hence what to buy.

The ideal stock is one that gives a rapid turn but has no shortages, an ideal seldom closely approached. It has been said that the stream of profitable business is bounded on one side by what we have on hand that the public does not want and on the other by what we have not that the public would buy if we had it.

If he does not know which items in each line sell fast and which sell slowly the dealer with a large stock is as likely to be out of a fast selling article as the store with a relatively small stock.

For complete service to the public

it is often necessary to carry articles of infrequent sale whose profit hardly justifies keeping them. The store manager must weigh not only profit possibilities but also the service importance of goods.

There are two classes of slow sellers: First, those that have been rapid sellers at one time, but through obsolescence, disuse of that particular item, or reduced sales effort, have lapsed into slow sellers.

Second, merchandise that has never sold fast and probably never will.

There is a vital distinction between the two.

If slow sale is due to failure of sales effort, proper display and salesmanship may quicken movement. If it does not yield to that treatment, the best plan would probably be to close it out at any price and eliminate it from stock.

Perpetually slow goods are often a burden that may need to be carried.

Stock records will indicate when the sale of the first class of goods begins to fall off, and just what articles fall in the second class, so purchases can be adjusted accordingly. The merchant is perfectly justified in buying, on a hand-to-mouth basis, articles in the second class.

Besides obsolete and slow moving merchandise are "duplicate lines" and "carry overs."

Duplicate lines are usually due to weak or careless buying or an effort to control possible competition, and are a source of great loss in stores, the greater part of which can be avoided. Records will assist little in remedying losses due to duplicate lines as no records will take the place of good judgment.

"Carry-overs" usually come from continuing to stock up until after the peak of sales, so large stock remains after the selling season. Records, warning from previous experience, will help that situation.

Examination of store records show that as a general rule expense drops as stockturn increases, and that stores with a turnover of three to three and a half times have the largest profits.

Further studies of stockturn show that the number of people employed is more directly related to the amount of stock than volume of sales. Of two stores with similar sales, the store with the large stock invariably has more employees.

While stockturn helps to lower expense, any advantage thus gained will be lost unless margins are maintained.

A small stock in proportion to sales will leave the merchant in a position to buy new and special goods and he will be less often out of seasonable goods because of smaller stock to watch. Moreover, he can show a greater variety of merchandise in the same space than the merchant with a large inventory.

Stockturn rate is necessarily an average of the speed of turn in the various lines carried. Effort to get faster turn must be directed to specific lines. As an example, many stores have paint departments that do not turn once in 15 months, while others turn this line once in two and a half months and

lose fewer sales because of "out of stock" items.

An analysis of the lines carried leads to a division of each line into its component parts and an establishment of "ideal" stock or maximum and minimum stock limits on individual lines.

Correct merchandise control must embrace a knowledge of consumer and its rapidly increasing changes.

The policy of one "high grade line" and one "cheap line" may not always be applicable. Perhaps in some merchandise both the high grade and cheap lines may be replaced by a medium of "popular" priced line.

Records will help in checking the relative demand and indicate what price lines can best be dropped and which added or strengthened.

Dropping the non-essential line saves the investment, the space occupied and the time to look after the stock.

Merchandise control will assist in determining the stock needed in any line to secure a profit at the margin on that line.

Capital invested in small margin goods must be turned oftener than long margin merchandise if profit is to be made. Emphasis upon longer margin merchandise is recognized as good business practice.

To all merchants come opportunities to secure merchandise at considerable saving providing larger than usual quantities are purchased. No hard and fast rule can be set down to be invariably followed. The cost of carrying the extra stock must be balanced against the savings.

The merchant with an efficient merchandise control can more often purchase the "good buys" than the one without such control, as his stock is in shape to receive the addition without burden.

Merchandise control is an increasingly important part of modern retailing. Efficient control is merely a reflection of efficient merchandising in general. Whether these developments which are now beginning to affect the hardware business as they have already affected almost every other line of business, will be for better or worse in the hardware business will depend on how the individual merchant adapts himself to the changes.

Then taking up the methods of control, the committee presented N. R. H. A. forms and discussed in detail their use.

They suggested departmental control and said that the average hardware stock could be separated into the following five departments:

1. Tools, cutlery and sporting goods.
2. Builders, cabinet and small shelf hardware.
3. Paint and painters' supplies.
4. Housefurnishing goods.
5. All other merchandise.

The committee reported that these departments did not need to be physically segregated and that all the departmentizing could be done on the books.

They also suggested the unit of certain merchandise. They stressed the importance of unit control because

only as the merchant knows how specific items sell can he know what and when to buy.

### Proper Arrangement of Stock Help To Success.

One of the things which plays an important part in marking the difference between failure and success of many small stores, according to a merchandising authority, is the location of the stock. Not only does it frequently happen that slow-selling stock is given too valuable a position on the shelves, but the contrary is also true very often.

"The other day," he stated, "I dropped in to see the head of a new popular-priced ready-to-wear shop of the neighborhood type, and while I was there I noted that, although the front of the store was crowded with customers, the back was practically empty. The center was taken up mostly by the overflow from the front. The proprietor being busy, I tried to find out why this was so.

"It did not take me very long. I found that the stock was so arranged that the best-selling sizes were right at the front. That made them easy to get at, which was an argument in favor of this position. On the other hand, a much stronger argument against it was that many prospective customers did not come into the store because of its apparently crowded condition.

"One thing the proprietor had overlooked was that, in a location where competition is keen, shopping must be made as easy as possible. The day I visited the store it was quite warm, and no woman could be blamed if she subconsciously rebelled against going into a store which promised, through its apparently crowded condition, to add to her discomfort. Had the store been mine, I should have arranged the stock so that the racks around which the customers were congregated would have been about half way back toward the rear. This would have given more room to the women who were trying on garments and would not have caused others to pass by.

"At another time I saw a somewhat similar thing happen in a shoe store that made a particular play for men's trade. This store carried women's shoes, but the stock was limited. In spite of this and the primary desire for men's trade, the women's footwear was carried in the front of the store.

"It is a fact well known to any experienced handler of men's shoes that the great bulk of the sales are made on the sizes and widths around 8C. Yet the stock of the same store was so arranged that the clerks either had to reseat a number of customers or take a lot of unnecessary steps. These steps not only used up energy but time and loss of time means fewer customers served in a given period and lost business. The owner of the store, however, was too obtuse to see the point when I brought it up to him, and so far as I know, he is still using his old stock arrangement."

### Eggs That Are Eggs.

The female ostrich lays from 10 to 15 eggs during the laying season, and no more are laid until the following year.



### Parable of the Man Who Buildded the Railroad.

Once upon a time there was a man who spoke unto his neighbors, saying, We ought to have another railroad in this town.

And he organized a stock company, and he sold stock.

And he went to other towns, and he did likewise.

And he was a large man, with a hearty laugh and a genial smile, and he had a way of making people believe in him. And he gathered a great many shekels, and was elected general manager of the railway at a good salary.

And he liked to drive good horses and he did not enjoy taking other people's dust. And he bought fast roadsters and a goodly chariot.

And he spake unto his wife, saying, We have had our struggles; here is a golden ring with a rhinestone in it, or something quite as good. And she cried out in delight, for she had never before worn a diamond.

And he said unto his daughters, on the chance that I may need to tie you up, I will place these handcuffs on you, and he gave them golden bracelets.

Now for a time all went well, and his salary came in regularly and went out quite as regularly.

And one day the bottom dropped out of the railway proposition, and he was up against it.

And his neighbors upbraided him for taking this money and giving them a bankrupt railway.

Now there was a bankrupt sale at his house; and his home went under mortgage, and his horses and his carriages were sold under the hammer.

But just before the sale, his wife came out of the house, and spake unto the auctioneer, and said, when my husband thought he was rich, then was he most generous, and he bought for me what he could not afford. Behold, here is the ring which he bought for me, and here are the bracelets which he gave unto his daughters.

And the auctioneer handed them back, and said, Madame, if I should sell those, these men would mob me.

And when his creditors saw this act, they assembled and said, Let us give him a credit at this sale, of so many hundred shekels, that he may buy enough of what he needeth most to get a new start; for it appeareth he hath put in everything.

And they did so.

And that man accepted his poverty with a cheerful smile, and his wife and his two daughters did likewise. And he began as a clerk in the office of the receiver for the railway.

And in five years he was its president, and it was on its feet, and he sold it into a big combine as part of a trunk line.

And all the time he was cheerful, and smiling, and so were his wife and his daughters.

Now it came to pass recently that I rode on a train, and I wakened in the night, and lifted my shade, and I said, I know this place, and I know who put it on the map.

For I knew this man in the days of my youth, and I was among those pres-

ent when he started in at the foot of the ladder to make the long climb up.

And I said, I have great respect for the memory of that friend of my youth and for his wife and his daughters. Yea, and I respect the auctioneer and the creditors.

For no man knoweth how soon he may need the help of his fellow men to begin another climb, and they know not how well worth their while it may be to give him a boost at the start.

### Fall Novelties Are Attractive.

The compact is always with us but at least the designers are introducing changes on the old forms. Now, a most literary-looking case contains power and rouge. The container takes the form of a small book bound in calf or morocco, in green, black or maroon. The design worked out on the leather is of gold in Spanish effect. This is a welcome relief from the everlasting round metal vanity.

Black satin is promised a tremendous vogue for fall and this means pearl jewelry, for the sombre hue needs the luster of pearls to relieve it. Pearls are appearing in grape cluster designs of white or deep pink. They are worn as earring, hat ornaments, occasionally as bracelet charms and most often as a drop at the end of a silver or near-platinum chain.

Gold has had a genuine comeback and is often used for serpentine jewelry, which is the logical outcome of the reptilian effects in styling. This serpentine jewelry assumes the form of coils of gold, sometimes enameled. The clasp represents a serpent's head. Other types of jewelry similar in form but not precisely reptilian in pattern use semi-precious stones, which hang as drops from chains or bracelets. Carved topaz combined with gold is particularly good in this sort of jewelry. The old-time Egyptian collar composed of rows of beads with drops hanging from the outermost row is developed in pearls, pink, white and flesh.

Buckles are another new note in jewelry and costume styling. They are often employed to create an ensemble effect in dress and hat, the same buckle trimming appearing on the gown and then being used also as a hat ornament. In this respect, buckles are vieing in popularity with the pins and brooches of pearls or rhinestones which have been used for some time as the sole trim of simple hats. Buckles appear in many materials. There is a new composition which resembles marble. This is very good in combinations of black and white, in various shades of blue and particularly in jade green. Sometimes metal makes a mounting for these composition ornaments, or again it is an integral part of the model.

In this type of ornament the modernistic influence is felt, and geometric designs are very popular. Here, too, we see the Chinese influence, which is especially suitable for the jade ornaments. Enamel adds a further charm to these composition buckles. It may match in color or form a contrast.

### Retailers Ignore Cotton Rise.

The precipitate rise of raw cotton prices has been followed by a flood of letters from shirt makers and other garment manufacturers containing information of the market situation, together with a warning that prices of the finished goods will soon have to be advanced on account of the higher cost of the raw material. Usually the letters, which are printed or mimeographed, contain a postscript with the announcement that the manufacturers will book business until Oct. 1 or Nov. 1 at unchanged prices. In many cases this bait has not as yet been productive of the expected results. Apparently the retailer is willing to take his chances at having to pay more for the garments later on, manufacturers say. Another explanation of the retailer's failure to react to the cotton advance is that he has been accustomed so long to witnessing declining prices that he finds it hard to believe that he will have to pay more for his goods.

### Overproduction of Satin Crepes.

Although satin crepes are leading in the sales of silk fabrics for the early Fall, keen competition on these goods has made the season an unprofitable one for most manufacturers. Production was concentrated on this type of cloth by some firms, and an oversupply resulted. Firms which spread their production over other fabrics, such as canton failles and dull crepes, have had a more successful season. While profits have been small, sales have run ahead of a year ago. An encouraging element in this year's market has been the loss of popularity of cheap satin crepes of the \$1.75 variety, and the substitution of \$2 a yard goods for \$10.75 dresses. This has meant that the consumer will receive more serviceable garments than was the case a year ago.

### Dressy Coats Moving Slowly.

The activity in women's sport and travel coats for the Fall, coupled with the slowness with which the dressy coat season has been developing, has led manufacturers of the last-mentioned garments to put some sport models in their lines in an effort to maintain sales volume. Some manufacturers of the sport varieties believe that the dullness in dressy coats is a permanent trend caused by the extensive use of automobiles by women. Others think that the dressy coats will begin to sell more actively soon. Wolf, badger and raccoon are the favored furs for the sport models, while the straight silhouette is preferred to the various flares which the dressy coats are featuring.

### Linen Outlook Is Good Here.

While buying of household linens is apparently less active than was expected indications point to a generally active demand during September and October. In fact, the prediction is made that supplies in importers' hands will not be sufficient to meet the call, and that, with prices already well below replacement costs abroad, a sharp rise in values is inevitable. This prediction is applied particularly to novelties and colorful goods, such as col-

ored checks, borders, etc. Jobbers are buying cotton damasks in anticipation of higher prices, and prospects are bright for an active business in the near future in all grades of cotton bedspreads.

### Pouting Doll Offered.

The demand for dolls which have human facial expressions rather than the uninteresting features of most of these playthings is responsible for the success of a frowning or pouting doll which a manufacturer has offered. The face of this doll is that of a child who has just been denied some indulgence. It is dressed in pastel shades of crisp organdy. One of the lifelike features of the doll is its ability to stand up, since it is constructed pigeon toed. It is being offered in white and colored models, since both colors are popular among white children. The retail price will be from \$1.75 to \$1.95.

### Trends in Jewelry Buying.

While the buying of popular-priced jewelry for the Fall has been done conservatively, sales have run ahead of last year. Manufacturers note a trend away from low-priced articles, in which competition has been very keen, toward better goods of several new types. Manufacturers who have been able to present new styles are said to have had no difficulty in doing an active business. Purchases have not centered on one variety of jewelry, but have been spread over various kinds. Pearl and bead necklaces are still popular, but metallic effects are showing greater strength.

### Jade Brooches Selling Well.

One of the outstanding features of current business in the better grades of jewelry is the demand for real Chinese jade brooches. The fine apple-green shade is particularly sought, but is scarce and high. In the colored gems things are quiet, but there is some business being done in carved and engraved emeralds and rubies. These stones, which range from one to ten carats in size, are being used in conjunction with small diamonds in necklaces and brooches. The carvings take the form of leaves and other floral designs are also seen.

### Doll Buying For Fall.

Doll buying for the Fall has been brisk thus far, and some firms are already oversold on certain lines. The difficulty which many retailers had in getting goods for the holiday season last year, after they had delayed placing their orders, has led many of the buyers to place their commitments much earlier this year. Not only are the initial orders being placed earlier, but the orders are larger in many instances. Some manufacturers did a fairly active immediate business during the Summer and are now receiving re-orders. Prices are unchanged.

### A Novel Credit Scheme.

In the establishment of Friebold's, Cincinnati, July bills are held over and included in the September first statements covering the August bills as well. Customers thus have more money to spend for their vacations, and, as a result, are inclined to feel highly pleased with the store.



### EXIT THE PICTURESQUE.

The demands of modern progress and a universal tendency toward uniformity, which is not restricted to the United States, are combining to drive out the picturesque even in the colorful East. We may recognize the rights of so ambitious a country as the new Turkey to war against the symbols of an order that has passed by abolishing the fez and reducing the number of mosques, but we cannot help regretting this gradual disappearance of the signs of the civilization of Asia.

The passing of the old order is evident from Tokio to Angora. Slowly but surely our Western modes and conventions are being adopted, and efficiency demands its hard price. Moslem traditions and practices are being broken down because they hinder progress, proudly boasts the Foreign Minister of Turkey. East may be East and West may be West, but the twain are meeting on this common ground.

The traditional kimono of Japan is gradually disappearing because the modern Japanese business man finds that its long sleeves interfere with office efficiency. American manufactured taxis replace the 'rickshaw—although this symbol of the East was itself invented by an American—and great department stores have driven out the picturesque Japanese shops and their urbane proprietors. In China there has been a more resolute retention of the ways of the East, but here, too, progress takes its toll and mandarins become business men as the leisurely tempo of Chinese life adjusts itself to the rush of the West.

In the South Seas, Insulinde and Malaya the easy-going natives are driven to work and clothes by the encroachments of our Western civilization, and the placidity of existence is disturbed by modern ideas and modern inventions. India seethes with a strange discontent for all her old ways, and the rigid rules of caste cannot withstand the shocks of modern organization. True, the wandering cows, sacred to all Hindus, still add a unique difficulty to the traffic tangles of Calcutta and Bombay, but even their days would seem to be numbered with Mohammedans now eating the pig which Islam had always held in such abhorrence.

We understand Dr. Tewfik Rushdi Bey's proud recounting of the Turkish movement for the abolition of old traditions, but the world will be a far less romantic spot when progress and efficiency have reclaimed the last of the "backward" nations.

### REPEAL UNNECESSARY LAWS.

Summer conferences on public affairs are invading the South. There was one at Atlanta a few weeks ago under the auspices of the University of Georgia, and now, at the instance of the University of Virginia, an imposing array of national figures has been assembled at Charlottesville, where for two weeks domestic problems of national import will be discussed in conformity with the round-table system developed at Williamstown.

This entrance into the conference ring is one of the answers of the South,

according to the promoters of the new Institute of Public Affairs, to the oft-reiterated charge that it is "provincial, backward, self-complacent." The purpose of the meetings will be to supply national leadership, and there will be no emphasis upon the particularly Southern point of view. "We don't want the narrow, provincial outlook in our program, addresses and conferences," Dr. Charles C. Maphis, head of the institute, has declared, "Our scope is Nation-wide."

In the opening address of the conference Governor Byrd, of Virginia, sounded a note which bears out this interpretation of the institute's program, for certainly the tendency of government to-day to interfere with the individual by a mass of complex and often conflicting legislation is not a condition restricted to Virginia or to the South. In his criticism of a growing paternalism which would have amazed the founders of our legislative system the Governor threw out a valuable suggestion.

Both morals and order would be better preserved, he said, if we could have one session of every State Legislature at which no law could be passed except to repeal unnecessary laws.

This idea will strike a responsive chord in the breasts of many overburdened citizens who have a deep-seated conviction that the test of a good government is not in the quantity of laws for which it is responsible but in the order which it can maintain with a minimum of interference with the rights of the individual. The South has taken up the challenge to its provincialism with a lively spirit, and the proceedings of the Virginia institute will be watched with keen interest.

### THE VISION OF UTOPIAS.

We live in a strange world which we never fully understand, and many are the pitiful victims of their own ignorance or that of others. Life has tragedies into which even the most loving may stray and with the best of intentions commit disastrous blunders. But for us earth has not the last word.

One has walked among us Who reversed its judgments, Who held out a seeing future for the man born blind, Who dared to say go in peace to those for whom circumstances had been overmastering.

Again, we live in a petty world. The people we know and ourselves are small. Little things upset us, trifles wound our feelings; little things please us and occupy our attention. We have found that we live in a world that is millions of years old and that stretches off millions of miles into space, but that has not made us take longer views or set our questions against vaster backgrounds.

When one measures the tiny advances by which our race seems to move, with almost as many steps backward as forward, it is easy to grow discouraged. It is not so much the badness as the smallness of men that depresses us. It is easy to become cynical and say we are a pigmy race and littleness is natural to us. But that is not the Christian point of view. Christians are aware of their puniness because they contrast themselves with

Jesus Christ. But we are not pessimistic. Earth for us is a big kindergarten, and we are not surprised that the most mature among us are children.

We can sustain the enterprise of transforming our old earth, blood-soaked with wars, wet with tears of the oppressed, hideous with the appalling treatment man has accorded his fellowman, only by steadfast hope. We draw our Utopias, we paint our Visions, and then we quietly tell ourselves: "These things shall be or something infinitely better." That is the expectation of Jesus Christ.

### CHURCH HARMONY.

Upon sailing for the World Conference of Faith and Order, which is now being held at Lausanne, Bishop Charles H. Brent stated it as his belief that the age of church controversy is over and that we are now entering upon an era of church co-operation. As an indication of this new development he pointed out the significance of the present conference, wherein nearly one hundred churches from all parts of the world, with the single great exception of the Roman Catholic Church, are represented by some five hundred delegates met together to discuss the possibilities of universal church unity.

It is an extremely interesting undertaking, and the wisdom of its organizers is shown in the fact that discussion and recommendation, rather than legislation, are the means through which the leaders of the various denominations hope to advance the aims of interchurch harmony. Certainly the goal of unity is too far off for any one to expect the Lausanne conference to achieve highly practical results, but its field of usefulness is in no way restricted by this consideration. The value of organic church unity may be questioned, but there can be no doubt that a growth in the spirit of toleration among rival sects and the substitution of co-operation for dissension would bring new vitality into Protestantism.

Here in the United States recent figures on church membership indicate a distinct falling off among regular church-goers. Many religious leaders attribute this condition to the rivalry among the Protestant-sects. In non-Christian lands the dissensions among churches preaching the same gospel have been held responsible to an even greater degree for failure to spread Christian doctrine more effectively. It is the great problem of the church and can be met only by a sincere effort on the part of all denominations to understand one another. We do not believe that unity in the forms of worship or even in creedal beliefs is either possible or advisable, but mutual toleration is certainly essential. A house divided against itself cannot stand.

### LAW SOMETIMES HELPS.

Business men, as a rule, have been rather loath to resort to the law in support of their rights. To this reluctance may be attributed the existence of most of the so-called trade evils like cancellation of orders and unwarranted return of goods. But

every once in a while a seller makes a test case and wins out in the contention that a contract must be fulfilled. A few years ago the late A. D. Juilliard insisted that goods sold must stay sold and had the courts uphold him in a notable case that attracted much attention at the time. Quite recently the United States Circuit Court of Appeals rendered a decision in a strongly contested case upholding a verdict of over \$35,000 against some yarn buyers who refused to take consignments after the slump of 1920. These were civil causes. But the courts come in handy also on their criminal side. Since the beginning of the year there have been a number of instances in which creditors sought to punish delinquent debtors who had sought refuge in bankruptcy and had concealed or surreptitiously disposed of much of their assets. The gratifying feature was the vigor with which they had been prosecuted, so that in many instances the culprits pleaded guilty without waiting for their cases to come to trial. And the judges helped out by imposing jail sentences on the guilty parties. As a result this kind of swindle promises to become less popular than it used to be, to the advantage of honest merchandisers and the community in general.

### LINKING EAST AND WEST.

The 5,000 miles of ocean which separate the United States from China and Japan are still a considerable barrier to the rapid interchange of ideas and information between East and West. The Pacific has not yet been narrowed so effectively as the Atlantic. Especially have its cable communications lagged behind those linking America with Europe. The result is a paucity of news of Far Eastern events except when civil war or earthquake breaks through the curtain of silence.

Consequently, the announcements of the Western Union Telegraph Company and the Postal Telegraph-Commercial Cables system that they are planning to extend their services in the Pacific area are of great interest to those who see in this development not only closer commercial ties with the Far East but also the means for a better understanding on our part of its political and social problems. We can never hope to appreciate the significance of events in Asia when the channels of communication are open only at the time of dramatic crises. But until such a step is taken as that now contemplated by the cable companies our news will be restricted by the prohibitive cost of cable tolls.

From the point of view of the public the interest in the two systems centers in the brisk competition which would follow in Pacific communications. This should result in a decrease in cable rates, which would enable American newspapers to present more accurately and with greater detail the happenings on the Asian screen and thus promote a better understanding of the ways of the mysterious East.

Can a man succeed in business by trickery and chicanery? No. He might possibly succeed in spite of trickery and chicanery but never on account of them.



## OUT AROUND.

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

Matters so shaped themselves Saturday that I had to confine my Out Around to one town. I selected Lake Odessa, which was reached by traveling thirty miles Southeast on U S 16 and eight miles South on a rather dusty gravel road, lined with automobiles headed for the Ionia free fair. I have many warm friends in Lake Odessa, but circumstances over which I had no control forced me to limit the number of calls I could make. Those I failed to greet on Saturday will be on my list on the occasion of my next visit to Lake Odessa.

I found Walter A. Reed, manager of the Lake Odessa Canning Co., busy superintending the construction of a new office building, 22 x 26, one story and basement. It is a likely looking building, facing South. It will have bungalow siding on the outside and three rooms on the inside—a main office, a private office and a stock room. It will be heated mainly from the boiler in the cannery, but will have an independent heating plant which can be utilized when the cannery boiler is not in use.

Mr. Reed gave up his job with the A. J. Brown Seed Co. nine years ago to organize the Lake Odessa Canning Co., which was a success from the start. One reason why he has been so successful is the strong financial backing he has received from Governor Green and his associates. Mr. Reed has developed remarkable ability as a cannery manager. His first operations were conducted in a brick building which was originally constructed for a furniture factory. He has added several other buildings and also acquired a large building on the railroad track which was constructed originally for a breakfast food factory. This he utilizes for storage on the first and second floors. The basement is used as a feeding place for stock. One winter it was 750 lambs. Last winter it was 150 cattle. The stock is fattened largely from the waste products of the cannery. This feature adds largely to the profits of the business and enables Mr. Reed to keep his stockholders very happy over their investment in his undertaking.

Few things give me greater pleasure in this world than to chronicle the success of a young man. This is the reason I take my hat off to Walter Reed, who has already won a high standing among the food producers of the country, while retaining the respect of the community and the confidence of his associates. When he engaged in the canning business, I urged him to make "good stuff" with all the emphasis I could command, and my friends insist that I do some times speak rather strongly when I undertake to discuss quality in connection with food products. I have carefully sampled every product he has ever turned out and have no reason to be disappointed over the result.

The experience of Mr. Reed is an outstanding example of how defeat sometimes contributes to later victory. Two new factories were established in Lake Odessa—one to make furniture

and one to produce breakfast flakes when the wheat flake craze was in evidence several years ago. Both undertakings were failures. The stockholders lost their entire investments. Two well-constructed buildings stood idle for many years. The situation gave Walter Reed an opportunity to acquire the needed factories to house his canning operations at approximately a quarter what it had cost to erect them originally. Such an inducement enabled him to solicit the co-operation and capital of Fred Green and his associates to an extent that enabled him to put the business on a paying basis almost from the start, because of the comparatively small investment in buildings. The non-success of the men who undertook the impossible paved the way for the success of the second undertaking, which is worth more to Lake Odessa than any other kind of industry, because it gives the farmers a stable market for all the products they can raise along certain lines.

Merchants in country towns frequently complain to me that they lost \$500 or \$1,000 in some local manufacturing undertaking which went bad. I usually ask them, "What has the town to show for the investment?" "Nothing but an empty building," is the usual reply. "Good," I invariably reply. "If you had put your money in an oil scheme or a mining company, the loss would be total; but that vacant factory will some time attract the attention of a man who will rehabilitate the factory and utilize it in the production of some article or articles which will furnish steady employment to your townspeople."

I found the furniture and undertaking firm of Weed & Wortly is now conducted under the name of W. E. Wortly, who purchased the interest of his deceased partner.

The late H. F. Miner engaged in general trade at Bonanza in 1876—fifty-one years ago. Bonanza was located on a four corners, three-quarters of a mile North of Lake Odessa. The extension of the Detroit, Lansing & Northern Railway (now Pere Marquette) from Lansing to Grand Rapids and the founding of Lake Odessa caused the abandonment of Bonanza, no trace of which is now discernable. Mr. Miner admitted his son, Otis, to partnership in 1888, and in 1892 the son purchased the interest of the father. The business house is the oldest one in Lake Odessa in point of service to the community. Mr. Miner is now closing out his grocery stock and is specializing on women's ready to wear department, in which he has been very successful.

It was my good fortune to have H. F. Miner as a customer and friend for many years. Once a year I called on him at Bonanza in company with L. M. Mills and the late Fred Blake. Mr. Miner provided accommodations for traveling men over his store in those days, when traveling was by horse and buggy, and I shall never forget the good cheer and hearty welcome the tireless travelers received at the hands of Mr. Miner and his estimable wife.

About twenty country merchants in inland towns and cross road locations

were covered by team from Hastings forty years ago. I made it a rule to see my customers in that territory as often as once a year and the acquaintances made and the friendships formed on those trips were a source of great pleasure and satisfaction to me. Unfortunately, I cannot recall the name of a single one of those stalwart merchandisers who is still alive. Frank Parmenter, a popular grocery salesman in those days, is now in retirement on account of ill health at Grandville. Max Mills, who traveled many years for the Hazeltine & Perkins Drug Co., is selling soap on the road in Oregon. Both of these men are royal fellows who deserve a front seat in Heaven for the worthy deeds recorded to their credit and the good cheer they brought to the lives of their customers.

I do not think that any age or clime witnessed more lasting friendships than the attachments of the present day, but there was certainly something very genuine in the friendly intimacies which existed forty or fifty years ago between the merchants located in inland towns and the traveling men who visited them regularly every four weeks. As a rule, the merchants of those days confined their patronage to one man in a line, which made the accounts worth while ones. As a rule, the traveler was entertained in the homes of the merchants. When the merchants came to market they were entertained with equal zest by the traveler and his family. This interchange of visits developed many friendships which remained unbroken as long as life lasted.

The drive of thirty miles on U S 16 disclosed many added entertainment features—many farmhouses displaying signs of "chicken dinner" and "rooms for tourists." Nearly every one of the farmyards where these signs are in evidence contained automobile parties from other states who were evidently either bent on securing food and lodging at less than the regular hotel rates charged in the cities or else they wished to test the ability of the Michigan farm wives to prepare and serve wholesome and satisfying food. I imagine that many pleasant contacts will result from these relationships and that attachments will be formed in some cases which will result in subsequent visits in the years to come. In a season like this, when corn and potatoes are likely to be a short crop on account of the drought, the money which can be secured by drawing on the dairy and the chicken yard will prove a welcome addition to the farmer's income.

No one dislikes to make a mistake more than I do, but no one finds more pleasure in rectifying a mistake when it is brought to his attention. Last week I criticized the Allegan County Road Commission for the utterly wretched condition of the mile of dusty road on U S 131 at Moline village. I sent a copy of my complaint to the organization I supposed was to blame for the lapse and received the following reply:

Allegan, Aug. 19—Your letter received regarding the road near Moline. You have written to the wrong parties. We have nothing to do with this piece of road. The State Department is supposed to take care of it, but we

are of the same opinion that you are that it has not been given proper care. Fred I. McOmber,

Chairman Allegan County Road Commission.

I am glad to transfer the blame for this outrage to the proper shoulders—which happens to be Frank Rogers, of Lansing, who has made me many promises which he has never kept. He promised me faithfully that he would never authorize another wretched detour like the one he permitted for several months between Muskegon and Whitehall, yet the very next year he approved a detour between St. Louis and Saginaw which would make a saint swear. I like to see a man keep his word good. Because Mr. Rogers apparently has no regard for his promises I have no use for him. In this respect he is at variance with his distinguished chief, Fred Green, who insists on making good on every promise he has ever uttered. I wish Fred Green could transmit a little of this excellent quality to his utterly discredited lieutenant in the road department. E. A. Stowe.

## A New Kind of Candy.

For a long time it has been known that if the astringent qualities of unripe persimmons could be removed they could be made the basis of a new candy industry, especially in the Southern States where this fruit abounds. This can now be done by means of a chemical preparation which releases cream of tartar, always an essential of candy making. Sufficient sugar is then added to make a sweet paste, from which a delicious chocolate-coated confection is made without leaving any trace of the astringent qualities in the persimmons. Methods of preserving the candy have been developed and it is planned to gather the fruit and manufacture the candy on a large scale.

The announcement that more than \$500,000,000 is wasted annually by local governments in the United States indicates that we still have much to learn about governing our smaller political units. According to the National Industrial Conference Board, this sum is about one-tenth of the total expenditures of local governments and could be saved each year without impairing the quality or the quantity of the services now rendered. When we realize that there are some 750,000 separate local taxing and spending bodies scattered over the country it is easy to understand why the expenditures of this kind have risen from \$19.10 per capita of population in 1913 to \$50.52 in 1925. Constitutional or statutory restrictions on tax rates or on the amount of bonded indebtedness that may be incurred, the board finds, have in the main proved ineffective, the officials generally discovering some way to get around the ordinances when they wish to do so. In some sections of the West, where larger political units have insisted on supervisory control over the smaller ones, waste has been materially reduced. The remedy, therefore, seems to lie in lessening the number of officials who may spend public money and centering the responsibility upon a few—in short, greater centralization.



## SHOE MARKET

### An Idea For the Retail Merchant.

An idea for shoe retailers is contained in a practice sponsored by the Ritz theater in New York. During the intermission of a show, stamped post-cards are passed out among the audience, who are requested to sign and address them and return to the ushers. The cards read: "Dear-----We are enjoying this splendid performance of -----and recommend it to you as one of the most delightful entertainments we have witnessed this year. It's deliciously amusing. Don't miss it."

In the same manner, why cannot a live-wire merchant have a bundle of cards printed that satisfied customers can send to their friends before they leave the store? A copy of this sort is all that should be necessary:

"Dear-----I've just bought a splendid pair of shoes at Blank's on Main street. They're so stylish and feel so comfortable that it certainly would be a shame if you didn't go in and try a pair on yourself.

### An Unusual Window Stunt.

In Newark, a retailer stimulated his business in shoes for several weeks by an odd window stunt. He screened his whole window frontage with black cardboard, at the top of which were the words: "Peep Show—Free Look." In the center of this screen, slightly below the average person's line of vision, he cut away a large peep hole. This he captioned, "For Women Only."

In the window itself, he arranged only a few models of the newest styles, all of which could be seen with ease during a single peep.

It need not be told here that the display attracted much attention. People who might have gone by without noticing in most cases were impelled to do so when they observed the singular sight of a seemingly respectable gentleman arching his back before a hole in a store window.

### Brought His Trade to New Store.

He was a retailer who used his bean; and so, when he lost his lease and was obliged to move to a new location several blocks away, he put his bean to work. This was the result:

During the last month of his stay in the old shop, he made it a practice to approach each customer about to buy a pair of shoes and whisper certain tidings in her ear. The tidings were simply told. "If you will go up to my new store on Soandso street, you can get the same shoes at a discount of 15 per cent. I'm doing this to make it worth your while to walk over to the new place and see what a big improvement it is over this one."

### A Water Curtain That Attracted Attention.

Newmark, of Chicago, in adapting this idea went a step further. He was not content to make a stunt of the thing merely for the purpose of attracting attention. He was anxious to make it tell a selling story. This is what he did.

In the center of his window, which was entirely devoted to lightweight shoes, he put into position a large bowl of water. In the center of this

bowl was a fountain which constantly threw water at a pair of shoes placed over the bowl.

In this manner, Newmark showed that water has little effect upon his merchandise.

### Summerweights on Ice.

When the warm weather season opened last year, Lilly's gave the good people of Seattle, Washington, an icy reception.

With the co-operation of a local ice company, the store placed in its window a large cake of ice in a galvanized tank. Buried in the center of the ice was a pair of light weight shoes. As the ice melted, the water was let out through a pipe at the front of the tank.

A sign set up near this pipe announced that a new pair of shoes would be given to the person who made the nearest guess as to the time the ice would melt completely.

### Use Dummies in Sale.

Along toward the end of August, when it is almost time to think about holding a sale on shoes, consider the stunt worked by the Cedar Rapids Store, Cedar Rapids, Iowa.

During the course of a sale held some time ago, two dummy policemen were stationed on either side of the entrance. They were heroic in size and looked quite realistic in their blue coats and shining badges. The hands of the dummies were upraised and held signs. These read: "Stop! There's a Lively Sale Going on Inside. Step in."

### He'll Read This Letter.

The question before the house is: Would you throw away with scant attention a letter in the morning's mail to which is attached a photograph of yourself? Batterton & Tagg, of Enid, Okla., think you would not and base this conclusion on experience. Whenever a picture of a local high school or college boy appears in the papers or in the school magazine, the firm sends the lad a complimentary note accompanied by a clipping of his picture. Invariably the note is answered and subsequently leads to the establishment of business relations.

### Let the Boy Pick 'Em.

What originally was meant as a new copy appeal has developed into a profitable merchandising policy for O. H. Berry & Co., Richmond, Va. The mothers of the city for some time have been urged to permit their boys to select their own shoes. "This will make them appreciate the value of money," points out the store, "and will teach them self reliance and discrimination." Of course the merchandise that a boy may purchase is guaranteed and may be returned if it does not pass the final scrutiny of his family.

### Store Gives Patrons Perfumed Cards.

Young's Novelty Footwear Shop, of 1304 F street, Washington, is giving to its patrons perfumed advertising cards to be carried in milady's handbag. The card perfumes the bag and the odor is said to remain for six months. In one corner of the card is a picture in eight colors of a pretty girl admiring a slipper. On the other

and right hand corner of the card is the advertisement for Young's footwear. These cards are made in France and constitute one of the newest forms of advertising.

### An Unusual Goodwill Builder.

Dusty and weary after a long drive into town, the average person will certainly welcome an opportunity to clean up and refresh himself.

Harber's, Logansport, Ind., has therefore erected next to his store a room in which the "cleaning up" process may be undergone. The room is provided with wash stands, mirrors, towels, brushes, shoe polishes, and combs, and it has secured for Harber's a considerable measure of good will from out-of-town trade.

### This Has Been Effective.

A charge customer of S. L. Bird & Sons, Detroit retailers, continues to receive a monthly statement even when his account has been dead for some time. In place of the customary figures showing the state of his account, the customer is addressed with a brief, jocular comment, similar to this one: "Funny thing, but somehow we just can't get used to seeing accounts all nicely balanced up." The idea has been quite effective in re-animating a good many "dead ones."

### Cashing in on a Break.

Mr. Wellner's Toggerie Shop was broken in by burglars not so long ago. So he sent a letter to the public in which he wrote:

"Have you heard about the robbery at the shop? Depressed as we are, we really cannot blame the burglar. What discriminating robber could pass by our window? If you need a pair of shoes or a shirt, please come to us quickly before another burglar reduces the selection."

### From a Progressive Canadian.

"I am open for congratulations," began a letter shot through the mails early last fall by a shoe retailer in Canada. The letter, printed in simulation of handwriting, then went on to announce the "birth" of three new shoe styles. Although it was meant to act as the opening publicity piece of the season, the unusualness of the presentation kept the letter in the public's mind long after the styles had languished into natural deaths.




Can you develop a business on men's arch support shoes?

One of our customers operates a general store in a village of 200 people.

He handles

**THE TORSION SHOE**

and is turning his stock of this kid arch support shoe SIX times this year.

The largest corrective house on the Pacific Coast at San Diego also carries The Torsion Shoe. It repeats with them of course.

Are you featuring this shoe?

**Herold-Bertsch Shoe Co**  
Grand Rapids, Mich.

Manufacturers of Quality Footwear since 1892.

## HIDDEN - PROFITS WHERE?

In the unsolicited sale of Shoe Laces, Polishes, etc. Do not loose these profits by neglecting your Findings Department and when you are thinking where to find what you need think of

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

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY LANSING, MICHIGAN

## Prompt Adjustments

Write

**L. H. BAKER, Secy-Treas.**

**LANSING, MICH.**

**P. O. Box 549**



### Bodily Health As Connected With Long Life.

Grandville, Aug. 23—The passing of James Oliver Curwood at a comparatively early age was a surprise to his friends and the world at large. He was supposed to be in the pink of health until his sudden illness came as a bolt from a clear sky.

His manner of living was such that he expected to prolong his life to 100 years. Dying at less than half that period merely emphasizes the fact of how little we know of the secrets of longevity.

From my own observation I have come to doubt sometimes the great benefit to be derived from a hygienic life. One of the oldest men I ever knew, and he carried his age well until his death at the age of 102 years, never knew the meaning of exercise or dieting for health. He used tobacco all his life, both chewing and smoking, and was seldom ill.

Another man I knew lived with his black clay pipe throughout his waking hours and was as slow of speech and movement as the proverbial tortoise, yet he lived in the best of health to the age of 87.

What do these facts teach us?

Certainly to not rely too much on physical exercise or dietetics which are heralded as curealls and savealls of human life. The passing of this great author so early in the century he had promised to live is a strong note of warning that life is something mysterious after all is said and done.

The lives of pugilists, men of great muscular development, are not usually long. Neither did the strong men of the past outlive the quiet pastor of a country church. Very often the strongest men seemingly go first. Curwood's calisthenics did not seem to prolong his life.

How often the weak and suffering outlive the strong and seeming healthy individuals. Why is this? Go ask the winds that blow and you will get no answer simply because of the fact that there is none.

I have noticed many different phases of this question of bodily health as connected with long life.

Two brothers stand before me in memory, two men as unlike physically as sunlight and darkness. One was tall and slender, with a slight stoop, while the other was of stocky build, broad of chest, with every muscular fiber fully developed.

These men came to the lumber woods of Michigan from a far Eastern state and made lumbering their life work. The slender man was often ailing, while his brother was strong of wind and limb, never ill. An attack of chills and fever, the curse of early Michigan, once brought him low, but he was strong enough to wear out the disease and after eighteen months he recovered his old time vigor and was never ill again until the last sickness brought him down for good at the age of 73.

The tall, stoop-shouldered brother, who was often in the clutches of disease, passed his last years in comparative health, and did not succumb until his 90th year. Explain this ye who can. I confess that these inconsistencies have puzzled me more than a little.

Why is it that those sickly folks outlast the hearty ones?

It is not among men alone that this phenomena is noted, but among women as well. Of a large family of girls the weakest, less healthful one of them outlived all the rest. She was a fragile child, almost an invalid through her early womanhood. So much so, in fact, that she refused to marry the man she loved because as she told him, her constant ill health would soon pall upon him. It were better to go unwed than blast the happiness of two lives. Later in life she married an old man and had a home of comparative happiness for a time.

Her mother and two sisters died of tuberculosis, while she, the weakest physically of the lot, continued to live and go about under the shadow for many long years. This woman passed over not long since at the age of 90.

It is all in a life time I am told. Well, then, good friends, what constitutes a life time? Has the lad or lass of teen age who drops out of the world lived a life time? If so, how about the others that keep on the world path until they reach the century mark?

Our lives are a puzzle make the most of it.

The Michigan author, who was in the full tide of usefulness, throws up the sponge fully twenty years before his time. When we contemplate life in all its bearings we are forced to concede that we know very little about what life really is.

Sometimes those whom some people think ought to die and get out of the misery of tiresome invalidism, cling to life with a tenacity that is surprising while at the same time those in seeming robust health, suddenly collapse and drop out of life in a few hours.

It is never safe to count on long life. Curwood missed his figure by half a century. Those the least expected to go are frequently the first to pay the debt of nature and bid goodbye to all earthly scenes.

There is no doubt a purpose in this which the mind of mortal man has not yet figured out. What is the meaning of life and death? The latter may be termed want of life. That which has not life is dead, even to the trees, grass and flowers.

Quite often the one who has seemingly nothing to live for is the one who clings to life down to a green old age, while the eager seeker after knowledge and the worthy things in life, drops suddenly away. Old Timer.

### Colors of Women's Coatings.

The color situation in women's woolen fabrics for the Fall continues to present uncertainties, although black and some tan shades are leading in the coatings. Black will continue popular throughout the season, it is thought, but not many garment manufacturers believe that the tans will maintain their present pace during the colder months. In the place of the tan shades, which are looked upon as more fitting for the Summer, it is expected that blues and grays will become fashionable, since they have not been extensively used for some time. No single shade will dominate the field, manufacturers say, owing to the consumers' desire for individuality.

### Celanese Raincoats Offered.

The demand by men for a raincoat differing from the ordinary rubber surfaced garments which have been selling in large quantities has caused one manufacturer to offer a celanese raincoat, rubberized on the inside. The coat is said to be more fashionable and much lighter than the slickers to which some men object. It is single-breasted and has raglan sleeves, slash pockets and a convertible collar. The manufacturer selected celanese because it was more durable than ordinary rayon, and was looked upon as a more fitting material for a man's coat than the satin used in the higher priced raincoats for women. The celanese coat will retail for \$11.75.

When others want your decision on a business matter don't put them off just for the sake of putting them off. If possible to give an immediate decision, give it.

## 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

## WHITE HOUSE COFFEE

National Distribution for Over 40 Years

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

The Flavor Is Roasted In!



DWINELL-WRIGHT COMPANY

Michigan Distributors—LEE & CADY

Boston - Chicago  
Portsmouth, Va.



## FINANCIAL

### May Lift Rubber Restriction.

The Deli Courant, a Dutch East Indies newspaper, devotes an article in a recent edition to the downward movement in the price of rubber.

It shows some anxiety over what might happen in 1930, when recent new planting will begin to have an effect, and expresses the opinion that if the depressed conditions which prevail in the market continue "we can expect a recurrence of the crisis of 1921-22." The writer says:

"One is justified in asking the question whether Dutch producers should continue quietly to await the development of events."

And he goes on to suggest that Dutch promoters should take this opportune moment to seek co-operation with the British growers and American buyers to guarantee a fair price for rubber.

"Although it would be premature," he writes, "to consider that restriction has failed in its object, it must be recognized that the further restriction of export has not had the effect intended. It has tended, indeed, rather to depress the price than increase it."

"That result is attributed in great measure to action by American consumers and the non-co-operation in the restriction scheme of Dutch East Indian producers."

It is hard to say whether or not England's rubber restriction plan has failed. Some say yes and others no. Even in England there are plenty of economic writers who declare that England simply has given the Dutch East Indies an opportunity of challenging London's supremacy in the rubber market. Those who approve the scheme say that if England is selling less rubber her producers at least are getting more money for what they do sell as a result of the restrictions.

In New York rubber men are not fully prepared to say that the plan has failed. The fact remains that back in 1921 rubber estates could not make satisfactory profits with rubber at 15 cents a pound and a surplus of something like 250,000 tons hanging over the market. Many estates through neglect were again headed for the jungle.

The rubber situation in Britain's Eastern colonies is now said to be greatly improved and producers have been enabled to build up large surpluses of capital against poor times. It is said that restriction is no longer necessary and it is quite possible that it will be taken off November 1 next by Great Britain.

This, perhaps, is what the Dutch East Indies is worrying about. The British restriction put the price of rubber up by curtailing the supply from British colonies. This had the effect of developing rapidly rubber cultivation in the Dutch islands.

If the restriction is taken off and the rubber market is again left to take care of itself it may mean, for a time anyway, a period of overproduction and lower prices.

The British restrictions went into effect in November, 1922. Rubber then went to about 39 cents a pound.

It dropped back a little and then soared to \$1.20 in 1925. Here is where the American consumers found cause to kick. They complained that British producers did not release rubber at the high prices as was expected of them in the stabilizing program.

The American conservation program brought rubber prices down to around 36 cents, and it is selling around that figure now. But the wide swings in the market have caused considerable confusion among American consumers, who from month to month have been unable to figure just what their material would cost. For that reason in New York it is reasoned that the attempt to stabilize the market failed.

The present stock of rubber all over the world is around 245,000 tons, which is about what it was when the restrictions went into effect. But the world to-day is using a much larger amount of rubber, something like 600,000 tons a year.

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### Gary's Shoes Not Easily Filled.

While it is properly understood that a corporation of the size of the United States Steel Corporation cannot run indefinitely without a chairman of the board of directors it is not to be supposed that the filling of Judge Gary's shoes is a matter of emergency or that the vacancy caused by his death will cause unsettlement within the corporation itself.

To understand the reason for these statements it is first necessary to understand properly just what the position of chairman is and what duties fall to the lot of the man occupying that position.

Broadly speaking, the position of chairman in a corporation is what a man chooses to make it. In other words, it is a matter of personality. The position differs in each company. One could define it only according to the situation existing in individual concerns.

In some companies the position of chairman of the board is purely honorary, more of a semi-retirement. In others the chairman may be the aggressive personality, particularly if, as in the case of Judge Gary, he has been the main builder of the corporation.

But with the growth of huge corporations in this industrial age it has been found that the work is too much for one chief executive. The president has all he can do to attend to the production and sales of the company's output. He has little time for contact work. This has become one of the chief functions of a chairman.

It happens that in the case of the Steel Corporation the matter of outside relationship is of the utmost importance. When Wall Street says that Judge Gary's shoes cannot be filled it really means it.

The late head of the Steel Corporation combined with an expert knowledge of steel all the qualities of diplomat, publicist and financier. He was intensely human and he never learned to talk down to the world nor did he ever lose the common touch.

The financial newspaper men, who saw a lot of him and who liked him well, felt absolutely free to bring up

## Fenton Davis & Boyle

Investment Bankers

**Chicago**  
First National  
Bank Building

**GRAND RAPIDS**  
Grand Rapids National Bank Building  
Phone 4212

**Detroit**  
2056 Buhi  
Building



"The Bank on the Square"

## GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

## ASK MR. STOWE

He Knows What Our Collection Service Is

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

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

## Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

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

## Investment Securities

## E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit  
Michigan Trust Building, Grand Rapids

Boston  
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San Francisco

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## Kent State Bank

"The Home for Savings"

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

Banking by Mail Made Easy.



almost any subject at the weekly meetings in the Steel Corporation's offices. Usually the first part of the press meeting would be taken up with discussion of current events, in which Judge Gary would join with great interest. His opinion would be asked on many subjects and always his interpretation of the news would be received with great respect.

Probably the human side of Judge Gary could not be shown in a better light than by an incident in the memory of the writer. When Henry P. Davison died it was necessary to call a number of important men at their homes late at night for expressions of opinion. In almost every case the telephone call was answered in formal tones by a man servant. The call at Judge Gary's home was answered presumably by Mrs. Gary, who announced immediately: "Elbert, you're wanted on the telephone," just as millions of American wives would do.

Judge Gary could always get the other fellow's viewpoint because he was an ordinary man before anything else. That is why he retained the admiration and respect of his employees and his competitors, the independent steel manufacturers.

The man who follows Judge Gary has to fill big shoes. Hasty, imprudent, indiscreet or ill-advised action from the chairman of the Steel Corporation could precipitate a great deal of trouble in the steel world.

[Copyrighted, 1927.]

#### Backward Trade Beneath Surface of Good Times.

Place our present ballyhooed prosperity under the microscope and there will be observed certain conditions that, to say the least, are disturbing, according to Colonel Leonard P. Ayres, vice-president of the Cleveland Trust Company.

In his latest "Business Bulletin," issued to-day, Colonel Ayres observes that "our prosperity seems to be getting tired." He says it is showing symptoms of fatigue.

"It may recover its earlier vigor later on," declares this authority, "but just at present it is unmistakably slowing down. The evidence of this is inherent in the existence of certain business conditions that normally appear in times of business recession, but are not present when commerce and industry and transportation are expanding their activities."

Dissecting the situation, Colonel Ayres finds that one plain indication that business is slower is the excess of money seeking employment. "At this time of the year," he says, "interest rates normally stiffen in preparation for the seasonal quickening of business activity in the autumn. This year they have been working downward, and this has not been because of new gold imports, but rather because employment has declined a little and commodity prices have fallen so that less money is required to transact the Nation's business and the amount of it in circulation has decreased.

"Workers are seeking employment too; not so very many of them, but enough so that while the workman who

has a job is likely to be able to hold it, the unfortunate one who is laid off is almost sure to have difficulty in finding a new place. The turnover of labor forces is now lower than it has been for a long time, showing that employed workers are holding on to their jobs with tenacity.

"Merchants and manufacturers in almost all lines report that they have no trouble in securing goods, but that they are put to it to find purchasers. Building owners all over the country have excess space to let, and are seeking tenants, as is proved by the steadily declining cost of rents.

"Some hundreds of corporations have now published their second quarter reports of earnings, and the figures show that with the exception of a few conspicuous leaders many of them are making profits that average a little lower than those earned in the same periods last year. It does not now seem probable that this situation will change much during the third and fourth quarters."

Which all goes to prove that when stock markets are in such vulnerable position as to permit of the scenes witnessed last week their susceptibility can usually be traced through the day-to-day developments to a more important underlying cause. The findings of such an expert financial authority as Colonel Ayres should provide food for thought.

[Copyrighted, 1927].

#### All's Well That Ends Well.

Grandville, Aug. 18—I think we can agree on most of the conditions appertaining to the war time through which our country passed. I concede to you a greater knowledge of inside facts than I possessed, and as for President Wilson, I consider your estimate of the man absolutely correct.

Schoolmasters are not cut out for public positions. As you know, I invariably characterized the union-labor-ruled administration of war days in fitting terms, for which I received some scathing letters of condemnation.

At any rate, I am willing to admit the truth of all you say of both Cleveland and Roosevelt, and yet there are some deluded people who still class Wilson as a great man, standing alongside Abraham Lincoln. As we come to learn more about the wretched things he did during his administration, however, that impression fades out. Every man to his trade, but heaven preserve us from ever having another schoolmaster President.

I thank you for taking so deep an interest in anything I may have said. I trust there may be clear sailing in the future.

J. M. Merrill.

#### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Michigan Optical Co., Detroit. Varney Co., Detroit. Kiel Wooden Ware Co., Crystal Falls. Bojac Manufacturing Co., Inc., Detroit. E. W. Sproul Co., Niles. Freeman-Helm Co., Detroit. Nash Saginaw Motors Co., Saginaw. Winterstein Brothers, Reese. St. Joseph Housing Corp., St. Joseph. Ampco Sales Co., Kalamazoo. Armada Elevator Co., Armada. Rouge Park Land Corp., Detroit. Western Auto Co., Muskegon. Friedman Bros. & Co., Inc., Detroit. Wilwin Co., Ltd., Detroit.

## Why Invite Litigation?

THE MATTER OF HANDLING ESTATES IS not as simple as it may appear to many and an Estate safeguarded by The Michigan Trust Company always is assured the combined business and legal judgment of a complete and carefully chosen organization thoroughly familiar with all angles of Estate problems.

Many Estates would profit through the service which we offer and much useless, expense, litigation and delay could be avoided.

And our fees as Executor and Administrator are no more than are allowed individuals, even those who have had no legal or business experience in connection with Estate matters.

**THE  
MICHIGAN TRUST  
COMPANY**

*The first Trust Company in Michigan*

#### THE TOLEDO PLATE & WINDOW GLASS COMPANY

Mirrors—Art Glass—Dresser Tops—Automobile and Show Case Glass

All kinds of Glass for Building Purposes

801-811 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

## Business Insurance

The best insurance for your business is a connection with a strong bank which is ready with its support in emergency, and its co-operation in the hour of opportunity.

THE GRAND RAPIDS SAVINGS BANK, is such a bank, big enough to aid effectively and always ready to do so.

Ask us what we may do for you.

### GRAND RAPIDS SAVINGS BANK

*"The Bank Where You Feel At Home"*

16 Convenient Offices



## SLAVES AND SLAVE OWNERS.

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

African slavery in the United States was not so black as many of the uninformed have painted it. Slaves were property. The ownership of such property was protected by law. Governments were empowered to protect the rights of owners. Slaves were burdens as well as assets. Children and old people were of the former class. Their care during the years when they did not produce anything was an expense. Productive slaves were valuable, not only for the work they performed, but the money they brought the owners when placed on the market. It would be unprofitable as well as inhuman for an owner to abuse such slaves. Occasionally an owner found among his blacks ungovernable, deceitful trouble makers. When an owner of a balky horse is unable to manage him by gentle means, he applies force. And so it was in the treatment of unruly negroes. Punishment was administered to compel obedience to the order of the owner. Cruelty was not the motive that moved him to action with such subjects. Finally, when slaves were given liberty under the terms of the thirteenth amendment to the constitution of the United States, the negroes suffered great hardships. Poor, ignorant, with only the doubtful friendship of former owners to depend upon for assistance, their condition was pitiful. Without property of any description, homeless and disheartened, liberty was more of a burden than a privilege for many of the race. Credit should be accorded to former owners, poverty stricken as they were upon the conclusion of the civil war, for the aid they gave the freedmen. Without such aid the condition of the blacks must have become unbearable.

About 1890 a number of professional and business men organized the Hesperus club. Its purpose was to hold dinner meetings once each month, when subjects of current interest would be discussed, musical programs provided and social enjoyment promoted. Membership in the club included Judge John A. Champlin, Judge E. A. Burlingame, Dr. Eddy, Moses Taggart, General B. McCutcheon, George W. DeHavon, Major J. W. Long, Edwin F. Uhl, Campbell Fair, Bishop McCormick, W. Millard Palmer and other distinguished citizens. At one of the monthly dinners the question was, "What book had created the greatest influence adverse to human slavery?" In the discussion that followed, speakers, one after another, named Harriet Beecher Stowe's "Uncle Tom's Cabin." Judge Champlin did not agree with those who proceeded him. In his opinion the chapters devoted to American slavery contained in Dickens' "American Notes" had presented the evils of slavery to the people more forcibly than had Mrs. Stowe. Dickens' notes were loaded with facts. The author had clipped from newspapers published in the slave states advertisements offering children, men and women, old and young, for sale, with descriptions of their ages

and qualifications for employment and other particulars. Dickens' arraignment of the system as an evil was supported by facts. Mrs. Stowe's book, which proved to be a very effective agency in arousing the sentiments of the people against human slavery, was largely an imaginary production.

In closing this series of articles concerning slavery, the writer deems it proper to recall to the memory of readers several worthy colored citizens of Grand Rapids. A young negro was arrested charged with cutting a fellow workman with a knife. When arraigned in police court for cross examination on the charge made by the prosecutor against the man, he pleaded not guilty and tendered bail to secure his appearance in court at a later date. A colored man named Craig presented himself to guarantee the presence of the young negro when an examination would be made. The court questioned Craig as to his qualifications to become a bondsman, as follows:

"What property do you possess?"

"I have some real estate."

"What is it worth?"

"About \$3,000."

"What else do you possess?"

"I have some Government bonds."

"What is their value?"

Craig, very reluctantly, "Sixty thousand dollars."

"That will do; bail will be accepted."

Craig lived an orderly, decent and useful life in Grand Rapids. He did not drink, shoot craps nor attempt familiarities with white women. He was generally respected for the manly qualities which made him distinctive in his race.

George Washington, whom many remember, was an honest, industrious, huffy negro. Once he had an opportunity to steal \$1,000, carelessly left in his possession by his employer. He was loyal to the trust imposed upon him.

Dan Scott, William Wilson and Henry Williams were worthy citizens. Each one enjoyed the respect and confidence of his white neighbors.

Arthur Scott White.

## Floor Coverings More Active.

At least so far as the larger cities are concerned, activities in Fall lines of carpets and rugs have been as marked during the past two weeks as at any other time during the season. The result is that jobbers and the larger retailers have been filling in their lines, and the floor coverings makers have had a better than normal August business to date. With openings of several of the leading lines for Spring only about six weeks off, speculation in some parts of the market has turned toward what they will show. The price question is of particular interest, everything but the condition of general business pointing to advances. While it is still too early to tell whether the largest factor in the industry will hold another auction at the beginning of the new season, well-posted members of the trade say that all signs point in that direction.

A pessimist is a man who buries the hatchet of enmity but carefully oils it to keep it from getting rusty, and also keeps a spade to dig it up.

"Over Fifty Years of Service"

## What Protection First--- then What Price?

The fundamental idea of insurance is protection—originally only in replacement of loss, but now in prevention of loss as well. Unless insurance provides adequate protection, it fails in its purpose and is scarcely worth buying. After proper protection has been assured—and only then—give consideration to the matter of cost.

Central insurance protects—adequately—both before and after loss, and our dividends to policy-holders represent an actual saving of 30% in their insurance cost.

Write for further information about the high quality protection and the low cost which Central offers on approved risks.

Organized  
1876

The CENTRAL

A Friendly  
Company

Manufacturers Mutual Insurance Company  
of Van Wert, Ohio.

FIRE AND AUTOMOBILE INSURANCE FOR SELECT RISKS

## The Same Service for All Estates

THE same type of service to assist you in solving the problem of your family's future and its enjoyment of your estate will be cheerfully rendered whether your estate amounts to a few thousand dollars or a million dollars.

Our Trust Department is organized for the purpose of caring for large and small estates in the same efficient way.

Whatever your problem, a consultation with one of our officers would prove helpful.

GRAND RAPIDS TRUST CO.  
GRAND RAPIDS, MICHIGAN



### See That Factory Number Is Correctly Stated.

It goes without saying that the great majority of retail merchants, in common with other business and professional men, carry insurance upon their cars. This is true because few men are financially able to carry risks of this kind, and resort to insurance in the name of common prudence.

So far so good, in this connection, it is well to bear in mind that in buying insurance a contract is being entered into which is usually based upon representations made by the applicant. And further, where the applicant warrants the truth of such representations, their falsity may render a policy issued thereon void.

It follows, that in making representations, that are by the terms of the policy made warranties, the insured should use care and see that they are in fact correct. This is true because a careless statement at this time may be the cause of trouble, disappointment and perhaps actual loss to the insured should he seek to recover under his policy. The importance of this point to car owners in general may be illustrated by the following.

In one case of this kind a car owner applied for insurance upon his automobile. By the terms of the policy, he warranted the truth of certain representations. One of these warranties covered the factory number of the car, and the car owner thereupon subscribed to a warranty that the car carried a certain factory number.

While this policy was in force, the car was stolen and the insured sought to recover under his policy. At this time the insurance company ascertained that there was no car manufactured by the maker of the insured car, that carried the factory number warranted by the insured. It was then clear that the insured had not given the correct factory number, as required by the terms of his policy.

On this state of facts the insurance company denied liability, on the ground that in giving the wrong factory number the insured had breached his warranty; and that this was material for the reason that without the correct factory number it (the insurance company) was deprived of the chance of recovering the car from the thief.

A dispute followed which culminated in a lawsuit. The car owner obtained a judgment in the lower court. The insurance company appealed, and the higher court in passing upon the question raised, among other things, said:

"The warranties in the instant case were that the factory number of the automobile insured was 87382, and that it was new when purchased.

"It clearly appears that the representation that the factory number was 87382 was made and relied upon by the defendant [insurance company] and that it was untrue. The uncontradicted evidence is that the policy would not have been issued, had the agent known that the factory number of the car had not been correctly given. The correct factory number of the car was material to the risk when assumed for many reasons.

"With the correct factory number, the defendant could trace the car from

the factory, and thus ascertain whether it had been theretofore stolen. And that with the correct factory number the defendant could communicate with the manufacturers and secure the numbers of the transmission, clutch and other component parts of the car, with which to identify it and trace it through various purchasers and that quick action and correct information are necessary to make certain of a recovery of the car, and thereby reduce the liability of the company under the contract.

"For the foregoing reasons, we are of the opinion that the statement, representation, and warranty as to the factory number of the car at the time of the issuance of the policy, and made a part thereof, were material to the risk when assumed, and were untrue, and that by reason thereof the policy was and remained void, and there can be no recovery thereon."

It is, of course, obvious that each case of this kind must be decided in the light of its particular facts and circumstances, and general rules are out of order in so far as covering the subject is concerned. However, the case reviewed above is one of force and value, and constitutes an illustration of the possible danger to an insured in carelessly subscribing to warranties in an automobile policy.

Certainly, in the light of the holding of this decision, where a policy makes representations as to the model, factory number, or other features, warranties, the insured should for his own protection see that the information asked for is correctly stated. Truly the case reviewed illustrates a point that may well be had in mind by car owners in general, when insurance contracts are being entered into. Leslie Childs.

### Antelope Suede Liked For Belts.

Antelope suede in all the wanted Fall shades is the most popular leather this season for women's belts. This suede is very soft and flexible, which makes it as suitable for the fairly wide crush belts as for the more popular narrower widths. Belts made of gros-grain ribbon, lined with soft kid, are also proving popular, according to the United Belt League of America. These, as well as the leather belts, are plain for the most part, with variety lent by the buckles. Rhinestone buckles in delicate geometrical designs are being shown on belts for the more elaborate costumes. Metal, pearl and self-covered buckles are offered for use with sports wear. The season is expected to establish a new record for sales volume.

### Curtain Buyers Hesitating.

A hesitating policy is being followed by buyers of curtains and draperies, manufacturers report. While advance orders are almost equal to those received a year ago, confirmations of orders are much fewer. The increase in cotton prices has not instilled in the retailer an eagerness to purchase goods. Cretonnes are showing an improvement, and sales of curtains are good. Competition on jacquard damask overdrapes has been keen. A large demand has been noted for celanese voile for glass curtains. An improvement in activity is looked for between now and Oct. 1.

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## SCOTCH-IRISH OF ULSTER.

## Part They Played in Developing America.

Written for the Tradesman.

According to Irish history, the province of Ulster was originally inhabited by a people called the Cruithne, the same race as is usually spoken of as "the Picts".

On the coming of the English in the reign of Henry II, Ulster was granted as a palatinate (that is, a territory, the administrator of which had sovereign powers delegated to him) to De Courcy. It was afterwards regranted by King John to the De Lacys. No success, however, attended their efforts to extend the powers of England in this province which, until the Tudors, remained the least amenable of the four to English authority.

The wholesale confiscations and compulsory colonization of Ulster under the reign of James I has had a permanent effect on the population of the province.

Under the Stuarts the original inhabitants were deported to the West of Ireland and the rich plains of Ulster were settled with colonists from Scotland and England. Their descendants are the Scotch-Irish or Ulster-Scots of to-day, that indomitable race which has made its mark in the world and which played such an important part in establishing the United States of America.

Whatever may have been the morality or rightness of the settlement of Ulster by the Scots, the fact remains that it has been successful. Ulster has been and is to-day, with only six of the original nine counties left to her, the most prosperous and progressive part of Ireland. Belfast, on the river Logan, is the commercial capital of the country.

An attempt is being made by the Free State Government to make the ancient Irish language compulsory. While there is no effort in this direction in Ulster, the census returns show an advance in the number of Irish speakers. The total now is 94,440 or 6.1 of the population.

Irish is a difficult and very much of a dead language and it is doubtful if the efforts that are being made to revive it will be successful. This much is certain, that it will never take the place of the virile English tongue.

Whitelaw Reid, in an address before the Presbyterian Historical Society at Belfast, March 28, 1912, said:

"The Puritan did not seek a new world to establish liberty of conscience—far from it. He only sought a world where he could impose his own conscience on everybody else. The cavalier did not seek a new world where he could establish universal freedom. He sought only freedom for himself. Even for the early Scotch and Scotch-Irish emigrants sent out to him, he had no use save as bond-servants. Later on he found them useful also as Presidents."

Neither Puritans nor Cavaliers led in the struggle for freedom of speech and of the press. That honor belongs to a Scot, Andrew Hamilton, who went in 1695 from Edinburgh to Amer-

ica, where he rose to be Attorney-General of Pennsylvania.

The demand for "no taxation without representation", which became the shibboleth of the Revolution, was first formulated in the controversy between the Provincial Assembly of Pennsylvania and the Governor and the proprietary party in 1740.

Neither Puritan nor Cavalier kindled the popular flame for independence. Two years before James Otis made his famous speech in the Boston Town House in 1761, Patrick Henry, a Scot, had none that in Virginia.

If I have not followed the prevalent and unmixed eulogy of the Puritans and Cavaliers, I know that they will always receive full justice for the great work which they did. The privations and perils in a savage country which they bore with such heroism and of which we have no adequate conception to-day, are worthy of all praise and honor. They were first in the field and had possession of it for the first half of the Seventeenth Century. The Scottish immigration did not begin until the second half. It is necessary to historic accuracy that some account should be taken of the achievements of these comparatively late comers.

The Scotch-Irish immigration did not begin until 1718, when five small ships arrived at Boston with about 750 of them. These, together with later arrivals from Ulster, soon began to make an element to be reckoned with in the population of Northern New England.

William Penn found it to his interest to secure as many Scots as possible for his colonizing schemes. The religious freedom which he established, while the Puritans did not, together with the milder climate and the cheaper land, began to divert the further flow of Ulster-Scottish immigration from its earlier field in New England to Western Pennsylvania.

In 1725, Governor James Logan said: "It looks as if Ireland were to send all her inhabitants. If they continue to come, they will make themselves proprietors of the Province."

About 150 years later the city of Pittsburgh had a greater value than the whole State of Pennsylvania in Governor Logan's time, and its Congressman, John Dalzell, said of his city: "It is Scotch-Irish in substantial origin, in complexion and history—Scotch-Irish in the countenances of the living and the records of the dead."

John Fiske states in "Old Virginia and her Neighbors" Vol. ii, pp. 394, that between 1730 and 1770 at least half a million souls were transferred from Ulster to the American Colonies. This was more than half of the Presbyterian population of Ulster. At the time of the Revolution, the Scotch-Irish made one-sixth of the total population of the colonies.

George Bancroft, a typical New Englander, in speaking of the incoming of the Ulster-Scots, closed with these words: "They brought to America no submissive love for England and their experience and their religion alike bade them to meet oppression

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with prompt resistance. We shall find the first voice publicly raised in America to dissolve all connection with Great Britain came not from the Puritans of New England, or the Dutch of New York, or the planters of Virginia, but from Scotch-Irish Presbyterians. (History of the United States, Vol. v. pp. 77).

The resentment against England and the established church which these people carried with them continued in their new homes, and in the War of Independence England had no fiercer enemies than the grandsons and great-grandsons of the Presbyterians who had held Ulster for England against Tyrconnell.

These people came to America with bitterness in their hearts against the aristocratic system which had robbed them of their lands in Ulster. Lecky states in his "History of England in the Eighteenth Century" that the Protestant emigrants from Ulster went away with hearts burning with indignation, and in the War of Independence, they were almost to a man on the side of the insurgents. They supplied some of the best soldiers of Washington. The famous Pennsylvania Line was mainly Scotch-Irish. Emigrants from Ulster formed a great part of the American Army. Froude, writing in another country, said: "The foremost, the most irreconcilable, the most determined in pushing the quarrel to the last extremity were those whom the bishops and Lord Donegal and company had been pleased to drive out of Ulster."

When John Stark, an Ulster-Scot from Londonderry, heard of the skirmish at Lexington, he hurriedly gathered together 800 backwoodsmen and marched them to Bunker Hill. There, facing the well-fed British troops, he gave the famous order: "Boys, aim at their waistbands."

Of the college-bred men in the convention when the constitution for the new Nation was framed, more than half were of Scottish descent. One of them who, intellectually, stood head and shoulders above the rest, was the West Indian boy, half Scottish, half Huguenott-French, Alexander Hamilton, who came to America for an education at the age of fifteen. He became a captain of artillery at nineteen, private secretary to George Washington at twenty, and at twenty-four he led the assault on Cornwallis's first redoubt before Yorktown. At twenty-five he was a member of Congress and at twenty-nine he was the controlling spirit in the Annapolis convention.

The Federalist, which was such a potent influence in securing the new form of government, was largely the work of Hamilton. Of the eighty-five papers it contained, he wrote over fifty, Madison about thirty and John Jay the remainder.

Hamilton saved the new country from the sin of repudiation. Daniel Webster, speaking of his work thirty-five years later, said: "He smote the rock of national resources and abundant streams of revenue gushed forth. He touched the dead corpse of public credit and it sprang upon its feet." This grandson of Alexander Hamilton

of Grange, in Ayrshire, Scotland, was the greatest Scottish contribution to America in her most critical and formative period.

When Washington organized the first Supreme Court, two of the four Associate Justices were Scots and one an Ulster-Scot.

Washington's first cabinet contained four members, three of them were Ulster-Scots. Nine (two-thirds) of the first governors for the new state governments set up by the colonies were of Ulster-Scottish or Scottish origin; Clinton of New York, McKean of Pennsylvania, Livingston of New Jersey, Henry of Virginia, MacKinley of Delaware, Caswell of North Carolina, Rutledge of South Carolina, Bullock of Georgia and Trumbull of Connecticut.

Nearly one-half of the Presidents of the United States have been of Scottish or Ulster-Scottish origin. These men chose Secretaries of Treasury and Secretaries of State from men of the same blood.

Daniel Webster's ancestor came from Scotland in 1636 and John C. Calhoun's grandfather, James Calhoun, emigrated from Donegal to Pennsylvania in 1733.

John Paul Jones also was a Scot.

There were a few Scotmen who came to America of which Scotland has no reason to be proud, such as Captain Kidd, the pirate, and Callender, the professional libeller and blackmailer.

Time would fail me to tell of the statesmen, the historians, the authors, the poets and the leaders on both the Union and Confederate sides in the Civil War who were of Scottish descent, such as Grant, McPherson, McDowell, McClellan, Gilmore, Frank Blair, Joseph E. Johnston, James Longstreet, J. E. B. Stuart and Stonewall Jackson.

The anti-slavery movement began among the Ulster-Scottish and Scottish immigrants, although not in New England.

During the period from the Revolution to the Civil War, the Ulster-Scots were pouring over the Alleghenies, fighting the Indians and the wild beasts, subduing and planting the wilderness westward to the Mississippi. President William McKinley said of this race: "The Scotch-Irishman comes of mighty stock—that we know—descending from those who would fight, who would die, but never surrender. Celt and Saxon are in him combined, after each has been tempered and refined. As American citizens, the Scotch-Irish have ample reason for pride. They were the first to proclaim for freedom in these United States; even before Lexington, Scotch-Irish blood had been shed in behalf of American freedom."

In conclusion, I quote from the American historian of the Ulster-Scots, Charles A. Hanna. He describes them as "that indomitable race whose pioneers, in unbroken ranks from Champlain to Florida, formed the advance guard of civilization in its progress to the Mississippi, and first conquered, subdued and planted the wilderness beyond." John I. Gibson.

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### Bad Check Artists Largely in Evidence

Lansing, Aug. 23—It is sometimes difficult for business men residing in cities and villages to get together for the promotion of community enterprises on account of the indifference of certain business men to contribute to a fund and the unequal burden that rests on certain progressive individuals. Michigan is a resort state and some small communities are engaged in efforts to increase the trade, business and industries. The Legislature of 1925 enacted a law to provide that the city or village authorities may levy a special tax. We give here the entire law omitting the enabling clause.

Section I. The common council of any city, or the corporate authorities of any village, in this State, shall have the power to levy a special tax not to exceed in any one year four mills on the dollar of the assessed valuation of all taxable property within the said city or village, to be used for advertising, exploiting and making known the industrial, commercial, educational, or recreational advantages of said city or village, and to establish recreational and educational projects for purpose of encouraging immigration to, and increasing the trade, business and industries of the said city or village: Provided, however, that such tax levy shall not exceed \$50,000 in any one year. (Act 359—Public Acts of 1925).

A couple of weeks ago a woman of very prepossessing appearance cashed a check at Benton Harbor for \$20 on the Citizens Bank of Michigan City. She is probably 35 years old, rather tall, weight about 145; medium light hair and brown eyes; well dressed; had diamond ring on left hand. We find that she has hooked several stores here in the same manner. She opened an account in the Michigan City Bank with \$50, then proceeded to draw checks as long as she could pass them. She has also victimized Michigan City, Gary and other places. Signed the name of Mrs. Louise Hunter, but will probably have a different name everywhere; said she was staying at Grand Beach.

Saturday morning's paper told of a check worker operating in Plainwell who answered to the description of the woman who passed two checks, each for \$20 on local merchants last week. Checks were drawn on a local bank, the name Fred Hirsch being used, the check being drawn in favor of Mrs. Fred Hirsch. The two checks passed in Plainwell were for \$20 each, the name of Mrs. F. Shaw being used. Described as 5 feet 7 inches tall, weight about 175 pounds, hair cut in long bob. When operating Hastings, wore no hat and carried umbrella. She told the merchants that her husband had just given her her allowance check asking them to cash it and give her the change due after making a small purchase.

At a recent meeting of the President and Manager, held in Hastings, the problem of a campaign of get-together meetings during the fall and winter months was thoroughly gone over. The answers to the questionnaires which were sent out early in July indicated that a majority of our members preferred a change in the plan of holding district or group meetings. It was decided by our President, A. K. Frandsen, that the attendance at the meetings during the months of September and October should be limited to the members of our Association, store owners and ex-

ecutives, including the wives of said owners and executives.

A number of questions for discussion at these meetings were submitted to us in the answers to the questionnaires and these topics for discussion will be sent out to our members at a date early enough so that consideration may be given previous to the meetings. It is desired to increase the membership of the Association and we request our members to extend a personal invitation to any store owners in your respective localities who do not belong, giving them a cordial invitation to attend and participate in the discussions with the view of becoming members.

In some localities stores have gone out of business and new owners are in their places. A little attention on the part of our members in this direction will save the manager much time and expense in traveling about the State in securing new members. Mr. Frandsen has appointed a committee of four or five in the area where each meeting will be held, but we give in this letter only the date, location and chairman of the local committee. More complete announcements will be made later. We hope that all of our members will preserve this sheet and mark your calendar so you will not forget to come to the meeting. All meetings will be held at 12:30 o'clock Eastern standard (fast) time. If any changes are necessary early announcement will be made.

Tuesday, Sept. 13—Grand Rapids. Luncheon at Hotel Pantlind. J. N. Trompen, chairman local committee.

Friday, Sept. 16—Flint. Luncheon at Hotel Durant. Glen R. Jackson, chairman local committee.

Tuesday, Sept. 20—Jackson. Luncheon at Hotel Hayes. J. H. Lourim, chairman of local committee.

Friday, Sept. 23—Cadillac. Luncheon at Hotel McKinnon. H. C. Schoff, chairman local committee.

Thursday, Oct. 13—Saginaw. Luncheon at Hotel Bancroft. I. P. James, chairman local committee.

Friday, Oct. 14—Port Huron. Luncheon at Hotel Harrington. J. B. Sperry, chairman local committee.

Jason E. Hammond,  
 Mgr. Mich. Retail Dry Goods Assn.

### To Delay the Spring Openings.

Since considerable Fall business in women's woolen fabrics is still to be placed, textile manufacturers are preparing for a rather late opening of their Spring lines. Some mills will not show their Spring merchandise until the end of September. While orders have been in good volume, the demand for goods from the dress trade has been backward, and the mills executives feel that Spring openings for at least a month would be premature. The mills have been oversold on suede and broadcloth coatings for some time. The opinion is expressed that the difficulty that cutters are experiencing in getting these desired fabrics might have a stimulating effect on order placing when the Spring lines are finally opened.

### Sport Coats Reordered.

Manufacturers of women's travel coats have been receiving fairly large reorders from retailers recently. Tweeds and other mannish fabrics in small designs have been favored materials for these garments, while the decrease in the demand for fur-trimmed coats has become more and more noticeable. The trend toward untrimmed sport and dressy coats means a halving of the selling price of the garments, but manufacturers do not believe that the sales of coats in gen-

eral will show a falling off on account of this new development. It is thought that the decreased cost will cause more women to purchase a sport coat, in addition to a coat for formal wear, during the Fall season.

### Lace Situation Improves.

Some encouragement for lace importers has been contained in the latest cables of Paris fashion openings, which tell of the lengthening of skirts. This would permit the use of Chantilly flouncings. Since the receipt of this news from abroad, several dress manufacturers have placed orders for flouncings, one lace importer said yesterday. Since the first of the month, the lace business has shown a decided increase in activity after the exceptional dullness of June and July. Separate yokes of Breton lace have been bought by the retail and dress manufacturing trades, while Venise laces for dresses have also been in demand. Good business in September is anticipated.

### To Advance Shirt Prices.

Although a leading manufacturer of men's shirts will put out its lines of immediate Spring and holiday merchandise this week, with prices unchanged from the last opening, the sales manager of the company says that it is only a question of time before its quotations will be advanced in line with the greater cost of cotton. Many of the manufacturers have anticipated the advance in cotton and are covered on their requirements for some time ahead, but they are warning retailers that present prices will not be continued for long. In the new offerings fancy patterns are more prominent than ever, although the white shirts still lead. Green is a prominent color in some of the styles.

### Slow in Placing Bag Orders.

Despite the increase in the price of fine leathers, and the likelihood that prices of women's bags will be advanced soon, buyers are showing no great anxiety to place their orders for Fall and holiday goods. It is expected, however, that next month will be an active one. Style uncertainty has tended to discourage the early placing of orders, and has more than offset the stimulating effect of the increase in leather prices. The higher cost of leather bags would not cause greater use of other materials, manufacturers say, since the greater durability of leather is generally recognized.

### Shaker Sweaters Much in Demand.

Not for several seasons have manufacturers of shaker sweaters found the demand for their products more active than at present. Most of the goods are sought by jobbers for immediate or near-by delivery, but the rush has been so large that some of the mills have to ask sixty days in which to ship. Navy, maroon, cardinal and buff are the most-wanted colors. A nice business in sports sweaters in the Fall weights is also being done here at the moment, and the season promises to be a good one for the mills despite a rather inauspicious start.

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## ALGONQUIN INDIANS.

## Methods They Employed in Burial of Their Dead.

On his second voyage to America (1535-36) Cartier kept a journal in which he seems to have caught the first idea of a country which was inhabitable, at the other end of the Mattawa-Ottawa route, which the Indians called Saguenay, and from which they secured cagnetdage (copper). A big copper knife was one of the parting gifts from the Indians left behind to the chief whom Cartier carried back with him to France in 1636.

As we have seen in these studies, the intrepid Brule went as far as the Soo, the first man in Michigan. Later Brule made another trip and discovered Lake Superior. He, no doubt, reported to Champlain, who compiled all the information he had into a map in 1632. On this map, Mordouce (Lake Huron) was about the size of Georgian Bay. He knew nothing of Lake Michigan, but had an idea of Green Bay, which he located North of Lake Superior. The only correct features of this map were, no doubt, from the information furnished by Brule—the location of St. Mary's River and the "Sault." This was, no doubt, the name given by Brule on his first visit. The map shows a cluster of wigwams.

Nickolet visited the Sault in 1634. His report to Champlain speaks of "the black robe" in connection with his stop at the Sault, and that reference unquestionably referred to Fr. Brebeauf.

That the Sault was very widely known among the very early Indians seems certain. Its dashing waters never froze and abounded with several kinds of fish. No matter how fared the red man elsewhere, he was sure of a source for his food at the Sault. No matter how far they wandered during other seasons, when winter set in, by hundreds they sought the Sault.

Algonquin Indians, which embraced several nations, including the Hurons and Chippewas, had a number of methods for the burial of their dead. A future life—blissful for the upright, miserable for the wicked—was generally believed in. Instead of burying their dead in the ground as we do, there was a custom of placing the bodies of those who died of natural causes upon platforms which were elevated upon poles or suspended from trees. About once in ten years these bodies were carefully taken down and all remaining flesh was scraped from the bones. The skeletons were then wrapped in precious skins and made ready for the journey. When all the bodies of a village were ready, a procession was formed, which proceeded to the central location which had been selected.

Bodies of those who died in battle or by other violent deaths, were never given the honor of assembling for the feast of the dead. Often scarcely waiting to know that they were dead, these bodies were either burned or buried with little ceremony. Bodies of those who died from cold were dissected with ceremonies attending before they

were placed in the ground. Neither those who died violent deaths or those who died from the cold were removed to the general assembling place for their final resting place.

When the various village processions arrived at the central burying place, large graves were prepared sufficient to give them room for the placing of all the bodies, side by side in long rows. Some of these Huron pits are claimed to have contained more than a thousand skeletons. The piety of relatives of the deceased was measured by their donations to be placed beside their dead. These gifts were such implements as could be used in the happy hunting grounds in the preparation of their food over there or their general comfort in the land of souls. Excavations in these pits have given large returns to the students of these days, as to their age, development of the races who used them and considerable of their history. In some of these pits have been found articles of Mexican make from a very early period, proving some kind of an intercourse between the tribes. The scarcity of such articles, however, probably added to their value at the time and was a tribute to the love of some one for their kin. These great central graves were usually lined with beaver skins before the bones were deposited.

Arriving at the side of the common grave, elaborate ceremonies were carried out. What amounted practically to funeral orations were delivered before each body was deposited. Great mourning demonstrations were indulged in, varying to some extent according to the rank of the deceased and the tribe from which he came. During the feast of the dead, not only was the war club laid aside, but all feuds and quarrels between groups and individuals were called off.

In September, 1641, a feast to the dead was held on the shore of Lake Huron, sixty miles North of Huronia, which must have been a very large one and was attended by Hurons, Chippewas and several other tribes. The Jesuit priests were invited to attend, which several of them did.

Following the ceremonies of the burial the feast became a time for a great celebration. At this feast the women who came from the Sault danced the third part of the ball. The account in the Jesuit relations says they came from leagues to the Westward.

During this feast Jesuit priests met several from the Sault and were invited to pay them a visit. Fathers Charles Raymbault and Isaac Jogues were selected to make this visit. Before this was done, however, the Indians were led to understand that they would go only on condition that their teachings should be well received. These priests accompanied the Sault Chippewas on their return. It took seventeen days for the party to reach the Sault where the two priests stayed only about two weeks.

Father Jogues was one of the regular pastors at St. Marie, the home church, that year. It was the latter part of September when they left for the Sault

and he was back before the ice came to shut in navigation. In the birch bark canoes they had to be very particular to avoid the ice. All these things considered, it could not have been over two weeks that the two priests remained at the Sault.

A. Riley Crittenden.

Howell, Mich., Aug. 10.

## Wolf and Dog in Fur Trimmings.

While a certain amount of business is being done by manufacturers of fur trimmings from day to day, well-posted factors in that trade estimate current sales about 40 per cent. less than those of a year ago. The drop is due primarily to the slump in the use of fur trimming on women's coats, and this, in turn, is attributed to the high prices at which many furs are now held in the raw and unmanufactured states. Squirrel, for instance, has practically been eliminated as a coat trimming by the high levels at which it is held. Beaver and lynx are also adversely affected by the prices asked for them, although there is a fair movement of the latter for use on the better grade coats. All kinds of foxes for trimming purposes are fairly active. The outstanding articles in demand, however, are wolf and, in the low-end trimmings, Chinese dog.

## Umbrella Buying Backward.

The buying of women's umbrellas for the Fall has been backward thus far, and manufacturers say that unless an improvement takes place soon a shortage of merchandise may be experienced when it is needed for holiday selling. So many varieties of umbrellas are produced that manufacturers are unwilling to make goods in anticipation of the late season demand.

since they say that they cannot tell what the individual buyer's preference will be. Sixteen-rib colored umbrellas have been in most demand, while handles are preferred somewhat longer than in the Spring. Blue and green are the leading shades for the silks, while the cocoa brown shade has also been strong.

If you show no enthusiasm over your goods, how can you expect enthusiasm in those in your employ. Enthusiasm is contagious, but no one will catch it from you if you don't have it.

### Hodenpyl Hardy Securities Corporation

*A personal advisory service—*

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

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

231 So. La Salle Street  
Chicago

New York Jackson  
Grand Rapids

## 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

## STORE EQUIPMENT

We can supply you with the fixtures you need no matter how large or small. CALL OR WRITE  
GRAND RAPIDS STORE FIXTURE CO.

MISS N. FREEMAN, Mgr.

7 Ionia Ave., N. W.

Grand Rapids, Mich.



## RETAIL GROCER

Retail Grocers and General Merchants Association.

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

### Is There Such a Thing as Something For Nothing?

Written for the Tradesman.

"Can you enlighten me," writes a grocer, "as to the advisability of joining the Consumers Service League? I am informed there is such an organization in San Francisco, started in 1924, also one in Oakland. It operates as follows: For 50c per month the men running the League issue a membership card to the housewife. This ticket entitles her to a five per cent. discount on all her goods at my store (assuming I am a member). My membership costs me nothing. I just sign up to give these ticket holders five per cent. on their purchases. The merchant members of this organization include all lines, grocers, butchers, furniture men, etc., so a woman holding one of these tickets gets practically all her needs at five per cent. off. The organization makes its money by the sale of the membership cards. I shall appreciate your advice."

Well, that's about all there is to it. The proposition is plain enough and quite above board, apparently. If this account gives all the details, it is transparent and perfectly legitimate. It is within the rights of any man to devise such a plan, sell tickets as indicated and make what he can out of it.

But where does this grocer get the idea that it costs him nothing to work within the plan as a member? Is it nothing to give five per cent. discount on groceries? With an average net earning of, say, two per cent., what will he have left after he discounts these women's bills five per cent? Is there, in fact, such an animal as Something for Nothing?

I suppose no grocer of long experience has escaped experiment on similar plans. The temptation is great to take any plausible means to attract trade which promises to stick. Years ago there was in the middle country a farmers' organization called the Patrons of Industry. Swell name, all right, but why does industry require a patron? Well, that organization agreed to trade with the grocer who would give ten per cent. discount. That discount did not apply to sugar, flour, barrels of salt or other heavy staples. When I first learned of it, a neighbor grocer whom I regarded as pretty shrewd was about to discontinue his deal with it. That seemed a little suspicious, but nevertheless it looked good to me to take a chance on getting the trade of forty or fifty farmers, and I tried it out for a year or two.

We played fair. We gave all we could in discount. We added many families to our clientele. Eventually, I think we gained a little because of those who remained with us after the organization became ineffective. But we discontinued just as our neighbors had done, because we discovered there was nothing in it. The gain we realized afterward resulted from the fact that we were the last grocers who would make a contract with the Pa-

trons. Having no where else to go, they remained with us, or some of them did.

The fact is, we realized after a time that the deal was one of swapping dollars. When ten per cent. was taken off a considerable line of items, there were no earnings left on the whole. We discovered, too, that the Patrons were keenly critical of prices. They were posted on what everybody charged for everything and their insistence was rigid that our starting prices be pretty well in line with all the rest.

We discovered, too, that while our deal was that the Patrons must buy all their groceries of us in return for our concession, they did not live up to that part of the deal. Quite frequently they bought elsewhere. It was like experience in other instances. Where men seek their own interest exclusively there is no room for equity, and without equity no business can prosper.

This was not all. We had other similar experiences, several of them. We abandoned all of them in about the same way and for the same reason: we learned that two plus two make four and there is no way around that equation.

True, that was ten per cent. and this is five per cent., but at that I think we had some advantage. I think there were more items on which we could allow ten per cent. thirty years ago than there are on which you can allow five per cent. to-day and have anything left.

The consumer's side is all right. It would be hard for any family woman not to distribute \$20 to \$25 monthly among all her tradesmen. On such a basis she would gain \$2 to \$2.50 for her 50c outlay each month. But for the tradesman—well, it's a free country and all have the right to experiment. There is nothing at all illegitimate, so far as I know, in the plan or operation of the League referred to.

Nor is there any connection between the foregoing and what I am writing now. The caption, "In the Realm of Rascality" is one used by the Michigan Tradesman in a department which has been published weekly for many years. It is an intensely interesting department. It is one of such direct and extreme utility to the readers of the Tradesman that other papers might well emulate its example.

One company whose methods have been commented on with pointed disfavor in the columns of the Tradesman has threatened suit and placed its complaint in its attorney's hands. It is the practice of this company to send assortments of merchandise to merchants without order, request being made that the merchant retain, pay for and sell the goods or return them at the company's expense. The method has been criticised and now E. A. Stowe, editor of the Tradesman, has secured the following ruling from the Postoffice Department:

Washington, July 15—The receipt is acknowledge of your letter of the 9th instant addressed to this department, requesting information with respect to unsolicited merchandise sent through the mails.

In reply, I have to advise you that, in so far as the postal laws are concern-

## M. J. DARK & SONS

INCORPORATED  
GRAND RAPIDS, MICHIGAN

Direct carload receivers of  
UNIFRUIT BANANAS  
SUNKIST - FANCY NAVEL ORANGES  
and all Seasonable Fruit and Vegetables

### HAVE YOU EVER THOUGHT OF THIS?

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

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

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

**FLEISCHMANN'S YEAST**

Service

Don't Say Bread

— Say

**HOLSUM**

**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.



## MEAT DEALER

### Progress in Marketing Meat.

One of the most interesting things connected with business is progress. There is no such thing as "statu quo," for unless forward steps are taken loss of business is inevitable. In the nature of things, business does not maintain a constant position from year to year. There are too many elements associated with business to allow this to be possible, and there are too many progressive competitors to make a position of repose safe for perpetuity. Consequently, constant efforts to expand and improve are imperative. Growth may not necessarily be of a sporadic nature, but should be healthy and insistent, just the same. The meat industry has been progressive, broadly speaking, for more than fifty years. The acts that have spelled advancement are too numerous to recount in the short space allotted to this article. They include nearly every conceivable thing that the brains of men could work out and apply. Refrigeration, transportation, better methods of dressing carcasses, better methods of handling meats, better cutting methods, better manufacturing methods, better inspection for diseased animals, broader dissemination of collected market information, cleaner wholesale and retail places, better accounting, fuller utilization of by-products, and other similar "betters" have tended to place the industry on a continually higher plane. The result of these accomplishments, as far as consumers are concerned, is meat of better quality, served in more acceptable ways and at prices more consistent with cost of live animals. With progressive ideas come more general desire to tell consumers all they wanted to know about the business and give practical suggestions as to how meat could be used to better advantage. A gradual growth of plans to improve quality and express through methods of identification the quality improved has given more confidence to meat buyers. Outstanding among the things so improved and identified are hams, bacon, canned meats, sausages, and many other such things. None realize more than retailers the harm done the industry by dealers who deceived the consuming public, both in regard to quality and condition. Since retail meat dealers' associations have grown in size and power, unfair methods have grown less. Their latest important movement is towards having the Government grade and mark meats for grade. This should be carefully watched by consumers.

### Does It Pay Meat Retailers To Advertise?

Some meat retailers feel they are wasting money when they spend it to advertise, according to a statement from the local offices of the U. S. Bureau of Agricultural Economics. They say that what they sell speaks for itself, and nothing they can tell the public would help their business. Many other dealers have just the opposite view, and attract attention to their stores by telling the public about their goods and methods of doing business. In small towns a larger percentage of

meat retailers advertise in the local papers than in big cities. The reason is obvious. Space in metropolitan papers costs a great deal, and most small, single-store meat retailers do no more business in a big city than is done by retailers in the smaller towns. There are ways of getting information over to consumers in large cities without having excessive costs attached to it. If the shop is in a section where many people pass, window displays are effective, and hand bills are used with considerable success by many merchants. Direct results from advertising are hard to be sure of, and many advertisers who spend a great deal of money this way each year trust to luck to some extent at least when they buy space or plan for getting information over. They feel, however, that those who do advertise do far more business than those who do not, and point out that there are no really big successes in business without advertising being attached to the success in one way or another. These who specialize in selling through advertising have learned that it does not pay to fool the public. Regardless of the fact that temporary profit may be realized in this, eventual ruin is inevitable unless buyers get full value for what they spend. To spend money in telling people that a poor ham is a good one, only to have them learn the truth when they eat it, and avoid buying a similar one in the future, is indeed a poor way to spend money. When most retailers advertise they should tell the truth and give people all they agree to give them. If they fail to do this they deserve what they get when their business no longer pays. Trick pricing or marking up better goods than are actually sold is cheap and unprofitable business. Many reputable newspapers and magazines refuse to take advertising unless they know it to be legitimate in every way.

### The March of Industry.

A glass substitute of Austrian invention can be turned on a lathe, is harder than celluloid and bounces when dropped, being difficult to break.

With a system of concrete construction invented by a Texas man, smokestacks, tanks and other circular structures are built up with molded rings.

The rotor principle used to propel ships has been used in place of a windmill to pump water in Germany.

A chemical compound has been developed in Norway with which wood, paper and some textiles can be fireproofed without impairing any of their properties.

### Hides, Pelts and Furs.

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

### Pelts.

|            |       |
|------------|-------|
| Lambs      | 50@75 |
| Shearlings | 10@25 |

### Tallow.

|       |    |
|-------|----|
| Prime | 07 |
| No. 1 | 07 |
| No. 2 | 06 |

### Wool.

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

THE 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

Always Sell

## LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham Rowena Pancake Flour  
 Rowena Golden G. Meal Rowena Buckwheat Compound  
 Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

## VALLEY CITY MILLING COMPANY

Grand Rapids, Michigan

*Putnam's*

THE GOOD CANDY

AGENTS FOR

**LOWNEY'S**

NATIONAL CANDY CO., INC.  
 PUTNAM FACTORY

*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.

## GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN



## 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.

### Hardware Advertising at the Fall Fair

Written for the Tradesman.

With the approach of the season for fall fairs, a new opportunity opens for the hardware dealer to successfully advertise his business.

A booth in the main building at the fall fair or an exhibit on the grounds represents an excellent opportunity to get in personal touch with both old and new customers.

The hardware dealer who handles implements does not need to be told that the fall fair represents an excellent opportunity to advertise. He expects to secure space and put on an exhibit as a matter of course. With most fall fairs, special facilities are provided for implement displays; and these do a great deal to attract farmers to the fair.

But the use of a fall fair booth or exhibit to feature straight hardware lines is something of an innovation in most communities.

In a certain community some 15 years ago one hardware firm got the idea of putting on an exhibit at the fall fair. There was a small space available, and this hardware firm put on a showing of ranges and heaters.

The results of the little exhibit were so good that next year the same firm repeated with double the space. Now it is the usual thing for this firm to take all one side of an entire wing of the main building, showing heaters, ranges and accessories, interior paint finishes and other lines.

More than that, other hardware firms have followed suit. The second year there were two firms exhibiting. Now there are usually four out of a total of six firms represented.

The consensus of opinion among the hardware dealers is that it is good advertising. They claim that they make direct sales, get a line on new prospects, and get into touch with people to whom they expect to cater a few weeks later in the fall.

The general idea is that the fall fair is a gathering place for country people, and country people alone. There is no doubt that it affords the hardware dealer an excellent opportunity to personally meet a lot of country customers and prospects.

But in most communities—except those that are almost purely rural—the fall fair draws a town crowd as well as a country crowd. The hardware booth consequently may be fairly designed to appeal to both classes of customers, with, perhaps, a little extra emphasis on the needs of the farm community.

Many lines can be advantageously featured in the booth at the fall fair. With the average hardware store, the problem is, not to find something to display, but to find space to exhibit everything that can be shown to advantage.

In most exhibits the outstanding feature will be heaters and ranges. First, because the line is a timely one. Second, because it appeals to both urban and rural customers. Third, be-

cause an exhibit of modern invention and improvement fits in with the spirit of the fall fair.

Although stoves occupy a lot of space, it is worth while to find the space for them. It is good policy to show several models of ranges including the biggest you have in stock. Heaters of various sizes should also be shown.

You cannot show everything you have to sell; but with a fair amount of space at your disposal, you can show lines that will interest all classes of customers and that will approximate their needs.

Try to make your showing comprehensive. Get as much variety into it as you can. Show as wide a range of prices and models as possible. The small range and the big range should both be displayed; rather than two of the most expensive sizes and none of the smaller models.

It is important to see that the heaters and ranges are spick and span. Keep them clear of dusters, circulars and the litter that stoves are apt to accumulate. Have them conveniently situated to display to customers and in as good a light as possible.

Paint can also be shown and demonstrated. With paint lines, in fact, a demonstration is essential. You will observe that most of the fall fair exhibits, whatever the line, add a certain degree of demonstration to the mere display.

A good line to demonstrate is some interior paint specialty—such as floor finish or flat wall paint. One firm puts on a demonstration of this sort year after year and reports increasingly good results from it.

While a reasonable degree of novelty should be sought in such demonstrations, practically the same demonstration can be shown year after year, in many cases, without palling on the crowd. But with most lines there are constant improvements and new models which will give the demonstration a fair degree of novelty.

While space is usually at a premium, the arrangement of the fall fair booth furnishes many opportunities to show and demonstrate the use of various incidental lines.

If you handle linoleum, for instance, you can use linoleum on the floor, finishing around the edges with your floor finish. With your ranges and heaters you should show a full line of accessories, including any novelties recently introduced.

The side and back of the booth, and perhaps the ceiling, you can finish with wall board; and this can be attractively tinted, demonstrating your wall tints. The same wall board will serve for years, although the tinting should be retouched every year to provide a new back ground.

If you handle electrical lines, and electric current is available, you can stage a display of fixtures and at the same time provide improved lighting for your booth. And lighting is a vital feature in connection with all displays, particularly at night.

Another stunt is to show your feature kitchen range with a complete line of kitchen accessories. A good stunt is to show a model kitchen, com-

**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**

## 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**



pletely equipped. This gives you an opportunity to show not merely the range, but a comprehensive display of kitchen utensils. Aluminum and electrical goods can be displayed; though for the ordinary farmer electrical goods may have small appeal, there are an increasing number of farm homes with individual generating plants.

A furniture dealer at a certain fall fair every year puts on a display showing three connecting rooms—say, living room, dining room and bed room. This idea can, if sufficient space is available, be adapted to the hardware display. In this case the model kitchen and the model washroom may be shown. With the kitchen you have the range with a full line of kitchen utensils and accessories. With the washroom, you can show the washing machine, preferably in action, with wash tubs, wash boards, clothes baskets, drying racks, clothes lines and pins, and the entire equipment.

A good stunt is to demonstrate both the washing machine and the range. Demonstration is always more appealing than mere display. Of course the extent to which demonstration can be undertaken depends largely upon the facilities your fall fair affords for such work. But it may be taken as a sound rule that demonstration should be attempted wherever possible.

If your store handles plumbing accessories and if the clientele of your fall fair is partly urban, it may be a good stunt to show a model bathroom with full equipment. Here, again, there is a growing possibility of successful appeal to rural customers.

The hardware display, will however, fall short of its maximum of effectiveness if, after the display has been well and carefully put together, the responsibility of looking after it is entrusted to a careless and inexperienced clerk who is more interested in the other exhibits than in getting the best results from your display. I have known juniors who possessed the natural capacity and enthusiasm to handle a fall fair display efficiently and well; but the fall fair display ought to have in charge the most capable salesman you can spare.

In fact, if at all possible, the hardware dealer should be there himself. Particularly should he be there at the busiest hours, when the crowds are thickest. As a matter of fact, the average fall fair day in the town or small city is a quiet one in the hardware store, at least until the crowds at the fair itself begin to go away. It is a safe rule for the head of the firm to go where the crowd is thickest.

It is well worth while to exchange greetings and handshakes with your country customers. The personal touch counts for a great deal more with them than with city customers.

Outside the booth a big banner or sign should carry the name of the firm in conspicuous letters. Show cards can be used to good advantage.

The fall fair is, too, a splendid opportunity to distribute advertising matter. Some firms have adopted the practice of handing out inexpensive souvenirs. Fans, blotters, and other small articles are often used.

A large proportion of this material

is usually garnered by unappreciative children; though not all the material handed out to children is wasted by any means. Nevertheless, a large proportion of it is certain to be wasted. And if anything can be done to make sure that the more expensive advertising matter gets into the hands of real prospects, the effort is well worth while.

It is important to see that all advertising matter handed out is stamped with the firm name in conspicuous letters.

Have a note book convenient to note down the names and addresses of new prospects. If, for instance, a woman is interested in your featured range, get her name and address. Also, if possible, get her to promise that she will call at the store and look at the range again. With a little extra effort it may be possible to clinch some sales on the spot; but if you can't clinch them then and there, don't neglect the possibilities of doing business later on.

After the fair is over, go over your list of prospects and include them in your follow-up advertising campaign.

The great purpose of the fall fair exhibit is, not so much to sell things at the moment, as to get in touch with people who will buy things later. The fall fair has this advantage, that it brings you into touch with a great many people you might otherwise never meet. You should make the very most of your opportunity; and if you take care to secure the names of prospects, and handle them properly, you will ultimately be able to trace a good many sales to this form of advertising.

As previously intimated, demonstration adds very much to the value of the fall fair display. If, for instance, you have gas connections, you can show the gas range in operation; or to show a coal or wood range, all you need is a proper flue. Paint specialties can be readily demonstrated in the fall fair booth; silver polish and similar lines can be demonstrated. Washing machines can often be demonstrated. Where there are no facilities for demonstration, you can invite the crowd to witness a real demonstration at your store, perhaps during fall fair week, perhaps later in the season.

Study the lines which can be demonstrated and show as many of them as your space will permit.

At the same time, do not crowd your display. It is better to show a few lines and make the showing effective. Take ample time beforehand to get your booth in proper shape. Do not leave the necessary arrangements until the last minute. The fall fair display is a big opportunity for advertising; and it merits careful thought and thorough attention.

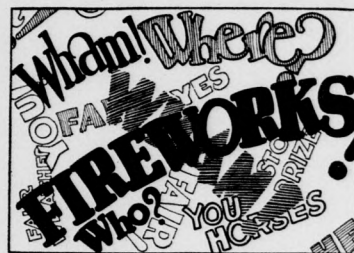
Victor Lauriston.

#### Just Dues.

An Englishman and an Irishman, riding together, passed a gallows.

"Where would you be," said the Englishman, "if the gallows had its due?"

"Ridin' alone, I guess," said the Irishman.



## A Printer's Nightmare

—would be the inevitable result of trying to put into one ad everything we're putting on at the West Michigan Fair.

It's a dozen shows in one, really. Some surprising stock, produce and mechanical exhibits; the biggest racing card ever; a top-notch bill of entertainers, and that mighty spectacle

### The Fall of Babylon



The **CENTRAL**  
Manufacturers Mutual Insurance Company  
Assets \$3,194,142.55 Surplus \$1,552,912.80  
Is one of the 15 Companies that we represent

The best protection, the lowest rates on  
FIRE and AUTOMOBILE INSURANCE

write

### THE CLASS MUTUALS AGENCY

305-06 Murray Building

Grand Rapids, Michigan

## At Ramona Park

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

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

RIDE THE DERBY RACER  
With Its Thrilling Dips

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

BRING THE FAMILY



## COMMERCIAL TRAVELER

### News and Gossip About Michigan Hotels.

Detroit, August 20—Apple pie and cheese! A certain Grand Rapids cafe makes a specialty of apple pie. It has a wonderful flaky crust and is filled with fresh green apples, seasoned with nutmeg, cinnamon and a dash of butter. At this establishment, if you are late you are out of luck even though 80 per cent. of the pastry product of the place is apple pie. It is a favorite resort for the male species, proving that mere man's taste leans strongly toward this variety. In a popular cafe, or rather a string of them in Los Angeles, apple pie with cheese occupies the center of the stage. I have heard it suggested that "apple pie without cheese is like a kiss without a squeeze." It might be true. But like the construction of the rabbit pie, you must first get the rabbit, which in this case means apples. In another restaurant in Grand Rapids I was madly infatuated with pie product one day, only to discover on the second and subsequent visits that the first day's product was the result of an error and may never happen again. In the California establishment the pies are baked in nine inch pans, divided into six portions and served with Herkimer county cheese at 25 cents per throw, and you must step lively or only think about it.

To be sure, the pie crust must be light and flaky and the bottom layer well done. But the crust is not everything. The filling must be composed of properly cored and sliced apples with a flavor. And then comes the seasoning, which is the most important feature of all. When all this has been accomplished you may pat yourself on the back and consider that you have arrived.

One Detroit restaurant and a dozen on the Pacific slope specialize on corn-beef hash, apple pie, coffee, with bread and butter. They serve nothing else, and they should worry about the amount of business which comes to their doors. They serve a hash that is in line with the Bancroft Hotel variety, and patrons not only consume cords of it on the premises, but lug it homeward in parchment pails. When you are considering the question of making a little money in the feeding game, why not consider these items, especially if your trade is largely made up of the male gender.

Maybe the largest operator of hotels in the world, all of which are purveyors of food, to whom I submitted the classic thought of corned beef hash in combination with the real article in apple pie, writes me: "The idea is a good one, as your ideas usually are. I told an acquaintance of yours a while ago that while you might not be a money maker in our line, I wished I possessed as intimate knowledge of what the public requires, as you do. This is an invitation to joint our staff at any time and I don't mean maybe." I don't want the job, but I appreciate the compliment.

And fish! They have always proved an expensive article to serve to hotel patrons, on account of the great waste in preparing them, and this season they are much higher than has ever been known within the memory of man. This being the case, why not economize in the serving of same. Not that I would suggest reducing the size of portions, but prepare them so they will be consumed and not returned to the kitchen. If you cannot do this, quit serving them and give someone a chance who can and will. If you have not the facilities for "planking," which, in reality, is about the only sensible way of serving, fry them to a golden brown in equal parts of butter and pure lard—not soap grease—and you

will stand a chance of some day resting on the bosom of Abraham. At least your patrons will call you blessed. Here's your opportunity of winning a diploma at your next county fair.

In a California hotel of 700 rooms, the accounting system entails an outlay of less than \$1,500 a year. I asked the manager how he could possibly put it across. He informed me that he had impressed upon his board of directors a fact that it was unnecessary for them to know just how much oil was required to lubricate the adding machine or where the toothpicks went to, so long as they knew that the difference between the income and outgo represented a very satisfactory profit. I know of another hotel of lesser rooming capacity which spends \$12,000 a year to be able to give the inquisitive stockholder some such petty information as this, which, in view of the fact that they have never made out any dividend checks, would be considered a very pretty profit in the saving. I once had a hotel acquaintance, who could tell you to a farthing just what every meal cost, but he spent so much time on his statistics that the sheriff sneaked in the side door and now he hasn't got any more hotel than a rabbit. A reasonable amount of system is all right, but saving at the spigot to overcome the loss at the bung hole sometimes is akin to feeding your pet pony on shoe pegs as against the price of oats. In other words don't cut down on the expenditure for paper towels and allow your competitor to entertain the guests which should be yours, just because bookkeeping is your hobby.

The Mc Kinnon Hotel, at Cadillac, is to be remodeled forthwith. This announcement has positively been made by Manager Thomson. When the work is completed, which it will be by the first of the year, the McKinnon will be three stories, containing 100 guest rooms with modern conveniences. It will be provided with a large banquet and convention hall. The feeding service at the McKinnon has for years been spoken of in the highest praise, but the hotel was an old structure and its rooms were antiquated, so far as conveniences were concerned. On more than one occasion Cadillac folks have asked me to try and interest someone in a new hotel project there, but I have told them they could not support another institution; that the thing to do was to rebuild the present establishment. I am very glad to know they have finally decided to do that thing. The investors will get satisfactory returns on their money, and the traveling fraternity secure accommodations in keeping with their requirements.

The Bancroft Hotel Co., Saginaw, has purchased additional adjoining property and I presume will increase the rooming facilities of the hotel.

On the street in Grand Rapids, the other day, I caught up with an old friend, E. W. Bottum, of Hastings. He reminded me that he was one of my first victims when I entered the hotel field in Michigan and I also remembered with pleasure that he took his medicine without grumbling. He has traveled for the Upjohn Co., Kalamazoo, for a lifetime. Which also accounts for his taking his medicine. You know when an individual visits your town for a quarter of a century and retains his trade and customers, he becomes an institution one must admire as well as respect. It was good to meet him once more.

They tell me that out of Detroit the various bus lines are carrying on an average 450 passengers to Chicago daily at \$4 each, or at a rate of about 1½¢ per mile. This is a fair rate and the lines are all prosperous. The only

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

## PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

## 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 Commercial traveler.

E. L. LELAND, Mgr.

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

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

## HOTEL TULLER

## 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.

## Four Flags Hotel

Niles, Michigan

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

## Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

## CODY HOTEL

GRAND RAPIDS

RATES—\$1.50 up without bath.  
\$2.50 up with bath.

CAFETERIA IN CONNECTION

## HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

## WESTERN HOTEL

BIG RAPIDS, MICH.

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

WILL F. JENKINS, Manager

## NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

## HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,

Manager.

## Wolverine Hotel

BOYNE CITY, MICHIGAN

Fire Proof—60 rooms. THE LEADING COMMERCIAL AND RESORT

HOTEL. American Plan, \$4.00 and up; European Plan, \$1.50 and up.

Open the year around.

## CUSHMAN HOTEL

PETOSKEY, MICHIGAN

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

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

## Columbia Hotel

KALAMAZOO

Good Place To Tie To



drawback seems to be that they cannot secure equipment fast enough to meet their requirements.

Our highly efficient Attorney General, W. W. Potter, seems in a fine way to have a tilt with the Interstate Commerce Commission over coal rates between the mines and Michigan. The rail lines are said to be willing to accept a reduction, but they may not do so, just because an arbitrary body of useless executives want to show that they are greater than the powers which created them. "The actions of the Commission," he says, "seems to me to be antagonistic to the interests of everyone except the Pennsylvania and Ohio coal producers, and their mines are closed by a strike. Such action ought to be generally condemned. Mr. Potter is right. Such action should be condemned and is. The Interstate Commerce Commission was originally created for one single purpose, the protection of the small shipper from discrimination. It must have worked out, for the small shipper became extinct ages ago. Since there are no longer small shippers to protect, the Commission, in order to properly function on pay days, has usurped other prerogatives, such as superintending corn husking contests and telling stewards on dining cars just what constitutes a meal without discrimination. Some day there will be an explosion. There will be a whole battery of Potters in the fray, and some wise politician will ride into power on the crest of a wave which will bode disaster to the whole useless organization.

I was glad to run across Bob Pinkerton the other day, he of Normandie Hotel fame. His hotel has been razed for the purpose of erecting a business block, but the memory of Bob will ever give me a thrill, and if he ever gets back into the game in Michigan I will be for him strong. Bob and the writer have had some little passages at arms, but he was always a square shooter and never double crossed his friends. His adaptability to the hotel game has always been acknowledged, even by his strongest competitors. If I were interested financially in Detroit affairs, I would certainly keep an eye on this interesting individual.

The Nortons are interested in the erection of a 200 room hotel in Windsor, which will be opened in about sixty days and will be known as the Norton-Palmer. If their success in operating the Hotel Norton here is an indication of what they will accomplish across the river, the new establishment will be a "wow." With Detroit very much over-hotelled, I doubt if there has been a night in years when they haven't had a full house count, the result of old fashioned notions about hospitality and modern ideas of service.

I am glad Martin Jensen carried off a prize in the recent California-Honolulu flight. On the island I enjoyed the acquaintance of this individual and his delightful wife—the latter known as Lady Jensen—and a clever air pilot. They are both engaged in commercial aviation in Honolulu and most highly regarded socially. When they come this way they can rest assured they will have an ovation awaiting them.

One of the chief differences between suicide and homicide is that in the first instance the victim is given "choice of weapons." More recently chosen for self-annihilation have been aeroplanes. Mr. Dole unwittingly started something. The appalling death toll is a natural result of the activities of the fool killer. Aviation, while it has been improved at a phenomenal pace, is still too much of a gamble to be indulged in haphazard in byways which are only trod by navigators of vessels, men whose entire lives have been spent in the maritime service and

who are supplied with scientific appliances. They do not proceed by guess work. There seems to be no law preventing people from indulging in all sorts of fool experiments, but there ought to be some regulation to protect the submarine suckers against unwelcome visitors.

Edgar L. Dixon, who was for many years the very efficient secretary of the Detroit Convention Bureau, is now publicity manager for the Book-Cadillac Hotel. A likely individual, well placed.

We have frequent complaints about hotel men being victimized by skippers and bogus check passers, but here is a new departure—gold brick collecting. In a Southern Michigan city a couple of speculators took a two weeks option on a certain piece of property valued at \$45,000. At once the news was heralded to the world that a competitive hotel was to be erected. Architects, builders, plumbers and building material dealers were interviewed and given to understand that they, the financiers, meant business, all of which ended by a local hotel owner buying the property of them at twice its value, and the modern Napoleons have hied themselves elsewhere to try it on someone else. At least it makes a very good story for such as are familiar with the circumstances.

Certain facetious writers refer slightly to that strictly American institution—the New England boiled dinner. It is significant that the slurs are not cast by those who have been initiated into the inner circle, and those who disdainfully lift their noses when such plebeian fare is mentioned, declining it as coarse food, fit only for swine, know not whereof they speak. Certainly it is coarse, and that very fact recommends it to those who are on the search for vitamins and other nourishing things. Homely fare, to be sure, but the food experts and dieticians are swaying back to it because it contains the very essence of life. To a hungry and wearied human there is no more delightful perfume than the odor of boiled carrots, cabbage, potatoes, beets, turnips and the various meats which go into the making of this king of dishes. The hotel or restaurant which has the good sense to supply it occasionally will find it a good advertising stunt.

President Coolidge wants the shipping board to sell some more U. S. ships for private operation. He ought to spend a few hours on the embarcadero at San Francisco and take a look at the multitude of former American bottoms, built during war times and sold for a song to speculators, to return to service under foreign registration and competing with our own merchant marine operated under our own shipping laws. Far better that they should be junked. That is, if we ever want to build up American shipping.

Charles Renner, of the Edgewater Club, St. Joseph, lost a very dear friend in the death of General Leonard Wood, governor of the Philippines. Mr. Renner has the proud distinction of being the first man to enlist in the Roosevelt Rough Riders in 1898. He was at that time in the Harvey service in Oklahoma. Second only to Roosevelt was Colonel Wood in this historical command and it fell to the lot of Mr. Renner to become very close to these men who became famous. Recently, when General Wood arrived from Manila, he wired from Kansas City to Mr. Renner to meet him at the Blackstone Hotel, in Chicago, a request which he most cheerfully complied with. When Roosevelt was president, on the occasions when Charley visited the White House, he always welcomed this hotel man with a glad

hand, and Charley uniformly returned the greeting with "Not after a thing, Mr. President—just want to pay my respects to my Colonel." Mr. Renner could, without doubt, have had a responsible Federal position, for which he was exceptionally competent, but would never accept one.

The memorial erected to the late James R. Hayes, in July, on the site of the Grand Hotel, at Mackinac Island, which he conducted for many years, bears the following inscription:

This Memorial  
is Erected

In Memory of  
JAMES R. HAYES  
1854-1926

by the Hotel Men of  
Michigan July 3, 1927

The obelisk, constructed of bronze and granite, is surmounted by a sun dial, and is most acceptable in design. John Anderson is responsible for it. I well remember the last public appearance of this notable individual, just a few weeks before his death. It was on the occasion of a meeting of the hotel association at the Book-Cadillac Hotel, as the personal guest of W. J. Crittenden, Jr., then manager of that establishment.

Will Redemaker, of Hotel Norton, Detroit, President of the Michigan Charter of Hotel Greeters, and one of the International Board of Governors, is displaying wonderful activity in building up the Michigan organization, adding many new members and supplying vim to the older ones. Reminds me of the good old days when that prince of enthusiasm, Preston Norton, was at the helm.

There is going to be a special excursion from Los Angeles to Honolulu early in January next, at a very reasonable rate, and accommodations for twenty-four, with exclusive use of a private dining room, have been reserved for your humble servant. If you are interested, will be glad to have you say so, that we can talk it over. It will require six weeks time, with a visit to the Island of Hawaii and the volcano. Three weeks will be spent in Honolulu proper. No definite announcement will be made for some weeks, but, as I said before, we can talk it over. Maybe also some of your friends would be interested.

Frank S. Verbeck.

He who proclaims his own generosity is but advertising his selfishness.



## Yes Sir!

### ROOMS ARE LARGER AT THE DETROIT-LELAND

#### Where Luxury is Homelike

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

The cuisine transcends perfection. The labyrinth of public rooms, the galleries, promenades and approaches are colorful and vivacious, without the noisy clamor so often associated with large hotels.

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



700 Large Rooms with Bath  
85% are priced from \$3.00 to \$5.00

### DETROIT-LELAND HOTEL

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

WM. J. CHITTENDEN, Jr., Manager



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

### 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.

#### HOTEL GARY

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

#### Rockford Hotel

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



## 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.

### Resolutions Adopted at the Port Huron Convention.

The following report of the Resolutions Committee was adopted at the annual convention of the M. S. P. A. at Port Huron:

Whereas—The Michigan State Pharmaceutical Association desires representation at the annual meetings of the A. Ph. A., at which time the meeting of the National Board of Pharmacy is held; therefore be it

Resolved—That the Michigan State Pharmaceutical Association, through its Secretary, take proper steps to make such representation possible.

Whereas—The Michigan State Pharmaceutical Association has repeatedly gone on record in favor of the Capper-Kelly bill with reference to retail legislation; therefore be it

Resolved—That we re-endorse the same.

Whereas—The Sherman anti-trust law, which was originally designed to break down monopoly, is now creating through large chain stores, etc., that which it was originally intended to stamp out; therefore be it

Resolved—That the Michigan State Pharmaceutical Association go on record favoring its repeal.

Whereas—An effort has been made to establish a precedent in the appointment of members of the Board at one time; therefore be it

Resolved—That the Michigan State Pharmaceutical Association, in the interest of the public health, protest against any action of this kind in the future.

Whereas—The increase in the narcotic tax was a war measure; and

Whereas—The tax on physicians registered under said act has been reduced; therefore be it

Resolved—That the M. S. P. A. make an effort to restore the pre-war narcotic tax to retailers and that a copy of this resolution be sent to the Commissioner of Internal Revenue.

Whereas—The National Association of Retail Druggists, the American Association of Colleges of Pharmacy and the National Wholesale Druggists' Association, through delegates duly appointed, have organized the Druggists' Research Bureau; and

Whereas—This Bureau is to take up for study problems of mutual concern to retailers, wholesalers and manufacturers; and

Whereas—The Bureau has requested the active co-operation of all State Pharmaceutical associations; therefore be it

Resolved—That the Michigan State Pharmaceutical Association most heartily endorse the Druggists' Research Bureau and direct its officers to co-operate in every way possible in promoting the work of the Bureau.

Whereas—The problems of distribution in the drug field concern all branches of pharmacy; and

Whereas—There is a distinct lack of unanimity of thought and opinion rela-

tive to the factors which relate to price stabilization; and

Whereas—Retail pharmacists are no more united in their views than other groups; therefore be it

Resolved—That the Michigan State Pharmaceutical Association direct its incoming president to appoint a Committee on the Principles of Business Ethics, the function of which shall be to work within our legal rights on the preparation of a platform of business principles containing planks dealing specifically with the correction of un-economic practices and which will lead to constructive merchandising in the interests of the drug industry and the public, preliminary draft of same to be presented at the next meeting of this Association.

Whereas—Leo J. LaCroix has been a faithful member of the Association and an ardent worker on the Membership, and his absence is greatly felt; therefore be it

Resolved—That the Secretary be instructed to write a letter conveying our sympathy to Mr. and Mrs. La Croix.

Resolved—That the Committee concurs in the President's analysis on the status of the Traveler's Auxiliary and that we recommend in the future that there be a closer co-operation between the Traveler's Auxiliary and the local committee in charge of arrangements.

Resolved—That the M. S. P. A. appropriate the sum of \$100 yearly to the College of Pharmacy of the State University for the purpose of conducting research or investigation in the field of pharmacy.

### Getting Business From Summer Hotel

A big summer hotel will shelter several thousand guests during the season. They are probably the best buyers that any merchant ever meets. For, as one man concisely puts it: "When I am away for the summer I fairly shed money."

The hotel may be very large and the town itself very small.

The local druggist should cut his cloth accordingly.

He can sell:  
Metropolitan confections at the soda counter.

High-grade cigars and cigarettes.

Fine candies.

Post cards.

Souvenirs.

In these things he should endeavor to build business.

Naturally a village drug store has little sale for twenty-five-cent cigars, yet the summer season may bring along hundreds of men who think nothing of buying such cigars by the box.

"They will bring them from the city," is a remark often heard. They will have to bring them from the city if they can't get them locally. If a man can get such things locally, he doesn't like to load his baggage with them.

In a small fishing town we may find little demand for candy at two dollars a pound, yet the summer months may bring to town plenty of belles who buy candy of that grade. All the summer guests buy post cards and souvenirs, and they will all patronize the soda

counter if it measures up. The thing for the local druggist to do is to watch the hotels closely.

A letter might list some of the fountain leaders, brands of cigars and cigarettes, and fine candies. The names of these brands convey a message that the recipient will readily understand. A few other lines might be mentioned. The letter should not be too long, but there is more to say than could be put on a post card. It should be feasible to get the names of hotel arrivals. A friendly clerk might supply them, or a visit be made in person to inspect the hotel register. Sometimes a local paper prints all these names. One can get very good results without attempting to send a letter to every arrival. Some summer resort druggists send out fifty letters a week. These letters bring some customers to the store, and these customers bring others. Thus the news spreads that the local druggist has a very fair stock, goods you wouldn't expect to find in a small town. Still, it would not require too much effort to send a letter to every hotel arrival.

Now a word about stocking up. The season, it must be remembered, is short. Since the inhabitants of a small town are not likely to buy many expensive cigars, it is not necessary to stock up too extravagantly. A fair line can be installed as a starter. When a store has never made any effort to get the hotel business, intensive advertising is necessary at first. You must let them know that you have the goods or you will still have the goods when the season ends.

Cigarettes are more popular than ever before. Probably, under ordinary circumstances, a village store would not be able to sell cigarettes at forty cents a box. Yet the city people will think nothing of buying these expensive brands. They want what they are accustomed to, and the price cuts but little figure. Stock up moderately. The same conditions apply to fine candies. The first season will teach the local druggist many things. If he is persistent, his business will grow with the second season, and by the third year he will be fairly launched.

In the beginning any dealer may rely on the soda counter.

He can overcome the handicap of an antiquated fountain.

Absolute cleanliness will largely offset that. He should have neat accessories and insist on snappy service. He already has ice cream, and it may be that he is using cream from a notable dairy herd. Certainly, since he is located in a rural district, he ought to be able to secure cream at the source, so to speak. We may assume that his eggs are strictly fresh. For city dwellers these things have their charm, and should be advertised. He needs a few city confections, ice cream sundaes, nut combinations, and the like. Malted milk drinks and the various egg drinks should not be overlooked. As regards fresh fruits and berries he has an advantage.

A village druggist was complaining that he could not get the hotel trade. A visiting banker, a member of the summer colony, spoke up.

"You have something here that is unknown to most city people."

"What is that?"

"A species of blueberry that is larger than any I have ever seen. These blueberries seem to grow in the greatest abundance around here, but to me they are astounding. Feature blueberries with fresh cream, and put a basket of those remarkable berries in your front window. You'll get plenty of customers."

And so it turned out.

Another dispenser made a leader of wild strawberries, something probably never seen at a city fountain. All local fruits and berries should receive attention. Some of them will be new to the summer guests, especially to those guests who have come from far sections. Some of our resorts have a clientele from Cuba and from South American countries. Naturally they are unfamiliar with our Northern fruits and berries. Or they are the first season.

Returning year after year, as many do, they learn to call for these favorites.

There is no complicated secret about getting summer hotel trade. Just try to measure up.

"I started with one box of fine cigars," says a summer resort druggist. "That was ten years ago. I stocked that box of cigars with many doubts. Now, for three months in the year, my place measures up to the average Broadway drug store. I even stock fine perfumes and beauty novelties."

It can be done.

Don't try to do it all the first season. But if you are located near a summer hotel, don't let this good business get away from you. Make a start. Keep it up. Your business will grow with each successive season.

How closely modern inventions are drawing the nations of the earth together in peaceful pursuits will be shown by the conference which will begin in Washington on October 4, when representatives from nearly forty countries will meet for the purpose of revising the rules governing the radio telegraph. Fortunately, every progressive country in the world will send delegates, and the conference will not lack for expert knowledge concerning the operation of the radio in America, Europe and Asia. The need of such regulations is apparent, and it is to be hoped that the findings of the representatives will result in agreements which will eventually take the form and force of international law. Aside from developing the use of these inventions, such conferences tend to bring about a better understanding among the nations and are far more practical in maintaining peace than long-drawn-out discussions on armament.

We should not be discouraged because we are surrounded by human limitations and handicapped by human weakness. We are also possessors of human strength. Intelligence, courage, fidelity, character—these, also, are our heritage and our mark of the Divine Image.—President Coolidge.



## Retail Food Index Lowered in Past Month.

The retail food index issued by the Bureau of Labor Statistics of the United States Department of Labor shows for July 15 a decrease of approximately three per cent. since June 15, a decrease of about two per cent. since July 15, 1926, and an increase of 54 per cent. since July 15, 1913. The index number (1913=100.0) was 157 in July, 1926; 158.5 in June, 1927; and 153.4 in July, 1927.

During the month from June 15 to July 15, 15 articles on which monthly prices were secured decreased as follows: Cabbage, 43 per cent.; potatoes, 30 per cent.; onions, 11 per cent.; ham, leg of lamb, hens, and cornflakes, 2 per cent.; bacon, butter, oleomargarine, canned corn, and coffee, 1 per cent.; and cheese, vegetable lard substitute, and bananas, less than five-tenths of 1 per cent. Fourteen articles increased: Strictly fresh eggs, 10 per cent.; sirloin steak and round steak, 3 per cent.; rib roast, chuck roast, and oranges, 2 per cent.; plate beef, pork chops, fresh milk, navy beans, sugar, prunes, and raisins, 1 per cent.; and tea less than five-tenths of 1 per cent.

The following 13 articles showed no change: Canned red salmon, evaporated milk, lard, bread, flour, cornmeal, rolled oats, wheat cereal, macaroni, rice, baked beans, canned peas, and canned tomatoes.

## Hard To Find Substitute For Alcohol.

The difficulty in discovering a satisfactory solvent for flavoring extracts to take the place of alcohol, now that prohibition has caused the elimination of that commodity, is far more serious than most people imagine, according to certain studies just reported in the official journal of the American Chemical Society.

According to Prof. H. A. Schuette

and his research assistant, B. P. Demogalia, "such a solvent must be odorless, tasteless, colorless and harmless. It must possess in addition the properties that make a flavoring extract brilliant in appearance, which mixes freely in all proportions with water or syrup, diffuses readily through the food, possesses body and strength, has stability until entirely consumed and a permanence to even temperatures without undue loss of flavor or transformation foreign to its original character, shows no tendency to become rancid with age, and is not appreciably affected by ordinary changes in temperature."

Tests were made in which olive, corn, peanut and cottonseed oils were used as vehicles for lemon and orange flavors, and it was found that the product was satisfactory for baking. Experienced pastry cooks were requested to use them in cakes as they would have used a standard extract and the consensus of opinion was that the flavors, which had been prepared with a fatty oil base, were just as good, if not better, than the alcoholic extract.

Tests of the flavors over a period of fifty-four months to determine their "shelf-life," or their ability to withstand deterioration, were not so favorable. Acidity increased with age, developing to a point of rancidity. A liberal estimate in the light of this data places the shelf life of such flavors at less than twelve months.

## After the Funeral.

Prospective purchaser (examining volume of maxims in bookstore): I don't see the old favorite here about locking the barn after the horse has been stolen.

Clerk: No, this is a new and revised edition. But there's its successor about analyzing the home brew after the funeral has been held.

## WHOLESALE DRUG PRICE CURRENT

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

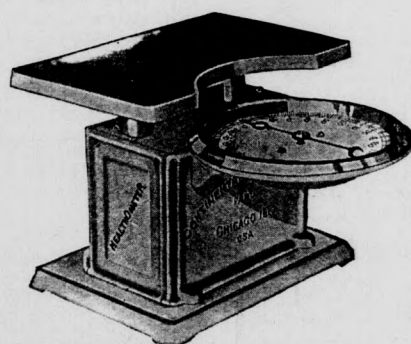
|                     |             |                       |             |           |                          |               |
|---------------------|-------------|-----------------------|-------------|-----------|--------------------------|---------------|
| <b>Acids</b>        |             | Cotton Seed           |             | 1 25@1 45 | Belladonna               | 01 44         |
| Boric (Powd.)       | 12 1/2@20   | Cubebs                | 6 50@6 75   |           | Benzoin                  | 02 28         |
| Boric (Xtal)        | 15 @ 25     | Eigerson              | 7 50@7 75   |           | Benzoin Comp'd           | 02 40         |
| Carbolic            | 38 @ 44     | Eucalyptus            | 1 25@1 50   |           | Buchu                    | 02 16         |
| Citric              | 53 @ 70     | Hemlock, pure         | 2 00@2 25   |           | Cantharides              | 02 23         |
| Muriatic            | 3 1/2@8     | Juniper Berries       | 4 50@4 75   |           | Capsicum                 | 02 52         |
| Nitric              | 9 @ 15      | Juniper Wood          | 1 50@1 75   |           | Catechu                  | 02 14         |
| Oxalic              | 16 1/2@25   | Lard, extra           | 1 55@1 65   |           | Cinchona                 | 02 16         |
| Sulphuric           | 3 1/2@8     | Lard, No. 1           | 1 25@1 40   |           | Colchicum                | 02 18         |
| Tartaric            | 50 @ 60     | Lavender Flow         | 6 00@6 25   |           | Cubebs                   | 02 76         |
| <b>Ammonia</b>      |             | Lavender Gar'n        | 85@1 20     |           | Digitalis                | 02 04         |
| Water, 26 deg.      | 06 @ 16     | Lemon                 | 4 50@4 75   |           | Gentian                  | 01 35         |
| Water, 18 deg.      | 05 1/2@13   | Linseed, raw, bbl.    | 0 @ 87      |           | Gualac                   | 02 28         |
| Water, 14 deg.      | 04 @ 11     | Linseed, boiled, bbl. | 0 @ 90      |           | Gualac, Ammon.           | 02 04         |
| Carbonate           | 20 @ 25     | Linseed, bld, less    | 97@1 10     |           | Iodine                   | 01 50         |
| Chloride (Gran. 09) | 0 @ 20      | Linseed, raw, less    | 94@1 07     |           | Iron, Clo.               | 01 56         |
| <b>Balsams</b>      |             | Mustard, artifi. oz.  | 3 @ 35      |           | Kino                     | 01 44         |
| Copaiba             | 1 00@1 25   | Neatsfoot             | 1 25@1 35   |           | Myrrh                    | 02 22         |
| Fir (Canada)        | 2 75@3 00   | Olive, pure           | 4 00@5 00   |           | Nux Vomica               | 01 80         |
| Fir (Oregon)        | 65@1 00     | Olive, Malaga,        |             |           | Opium                    | 05 40         |
| Peru                | 3 00@3 25   | yellow                | 2 85@3 25   |           | Opium, Camp.             | 01 44         |
| Tolu                | 2 00@2 25   | Olive, Malaga,        |             |           | Opium, Deodorz'd         | 05 40         |
| <b>Barks</b>        |             | green                 | 2 85@3 25   |           | Rhubarb                  | 01 92         |
| Cassia (ordinary)   | 25 @ 30     | Orange, Sweet         | 5 00@5 25   |           | <b>Paints</b>            |               |
| Cassia (Salgon)     | 50 @ 60     | Origanum, pure        | 2 @ 50      |           | Lead, red dry            | 13 1/2@14 1/2 |
| Sassafras (pw. 50c) | 0 @ 50      | Origanum, com'l       | 1 00@1 20   |           | Lead, white dry          | 13 1/2@14 1/2 |
| Soap Cut (powd.)    | 18 @ 25     | Pennyroyal            | 3 25@3 50   |           | Lead, white oil          | 13 1/2@14 1/2 |
| <b>Berries</b>      |             | Peppermint            | 6 00@6 25   |           | Ochre, yellow bbl.       | 0 @ 2 1/2     |
| Cubeb               | 01 00       | Rose, pure            | 13 50@14 00 |           | Ochre, yellow less       | 3 @ 6         |
| Fish                | 0 @ 25      | Rosemary Flows        | 1 25@1 50   |           | Red Venet'n Am.          | 3 1/2 @ 7     |
| Juniper             | 11 @ 30     | Sandewood, E.         |             |           | Red Venet'n Eng.         | 4 @ 8         |
| Prickly Ash         | 0 @ 75      | I.                    | 10 50@10 75 |           | Putty                    | 5 @ 8         |
| <b>Extracts</b>     |             | Sassafras, true       | 1 75@2 00   |           | Whiting, bbl.            | 0 @ 4 1/2     |
| Licorice            | 60 @ 65     | Sassafras, arti'l     | 75@1 00     |           | Whiting                  | 5 1/2 @ 7     |
| Licorice, powd.     | 50 @ 60     | Spearment             | 8 00@8 25   |           | L. H. P. Prep.           | 2 90@3 00     |
| <b>Flowers</b>      |             | Sperm                 | 1 50@1 75   |           | Rogers Prep.             | 2 90@3 00     |
| Arnica              | 0 @ 75      | Tany                  | 9 00@9 25   |           | <b>Miscellaneous</b>     |               |
| Chamomile (Ged.)    | 0 @ 60      | Tar USP               | 65 @ 75     |           | Acetanilid               | 57 @ 75       |
| Chamomile Rom.      | 0 @ 50      | Turpentine, bbl.      | 0 @ 61      |           | Alum                     | 08 @ 12       |
| <b>Gums</b>         |             | Turpentine, less      | 68 @ 81     |           | Alum, powd. and          | 09 @ 15       |
| Acacia, 1st         | 50 @ 55     | Wintergreen,          |             |           | Bismuth, Subni-          |               |
| Acacia, 2nd         | 45 @ 50     | leaf                  | 6 00@6 25   |           | trate                    | 2 83@3 08     |
| Acacia, Sorts       | 20 @ 25     | Wintergreen, sweet    |             |           | Borax xtal or            |               |
| Acacia, Powdered    | 35 @ 40     | birch                 | 3 00@3 25   |           | powdered                 | 6 1/2 @ 15    |
| Aloes (Barb Pow)    | 25 @ 35     | Wintergreen, art      | 75@1 00     |           | Cantharades, po.         | 1 50@2 00     |
| Aloes (Cape Pow)    | 25 @ 35     | Worm Seed             | 6 00@6 25   |           | Calomel                  | 2 70@2 91     |
| Aloes (Soc. Pow.)   | 25 @ 35     | Wormwood              | 9 00@9 25   |           | Capsicum, pow'd          | 35 @ 40       |
| Asafoetida          | 50 @ 60     | <b>Potassium</b>      |             |           | Carbaine                 | 7 00@7 50     |
| Pow.                | 75@1 00     | Bicarbonate           | 35 @ 40     |           | Cassia Buds              | 35 @ 40       |
| Camphor             | 85 @ 90     | Bichromate            | 15 @ 25     |           | Cloves                   | 50 @ 55       |
| Guaiaac             | 0 @ 80      | Bromide               | 69 @ 85     |           | Chalk Prepared           | 14 @ 16       |
| Guaiaac, pow'd      | 0 @ 90      | Bromide               | 54 @ 71     |           | Chloroform               | 53 @ 60       |
| Kino                | 0 @ 10      | Chlorate, gran'd      | 23 @ 30     |           | Chloral Hydrate          | 1 20@1 50     |
| Kino, powdered      | 0 @ 20      | Chlorate, powd.       |             |           | Cocaine                  | 12 00@12 80   |
| Myrrh               | 0 @ 60      | or Xtal               | 16 @ 25     |           | Cocoa Butter             | 70 @ 90       |
| Myrrh, powdered     | 0 @ 65      | Cyanide               | 30 @ 90     |           | Corks, list, less        | 40-10%        |
| Opium, powd. 19     | 65@19 92    | Iodine                | 4 36@4 55   |           | Copperas, Powd.          | 2 1/2 @ 10    |
| Opium, gran. 19     | 65@19 92    | Permanganate          | 20 @ 30     |           | Corrosive Sublim         | 2 21@2 42     |
| Shellac             | 65 @ 80     | Prussiate, yellow     | 40 @ 50     |           | Cream Tartar             | 35 @ 45       |
| Shellac Bleached    | 85 @ 95     | Prussiate, red        | 0 @ 70      |           | Cuttle bone              | 40 @ 50       |
| Tragacanth, pow.    | 01 75       | Sulphate              | 35 @ 40     |           | Dextrose                 | 6 @ 15        |
| Tragacanth          | 1 75@2 25   | <b>Roots</b>          |             |           | Dover's Powder           | 4 00@4 50     |
| Turpentine          | 0 @ 80      | Alkanet               | 30 @ 35     |           | Emery, All Nos.          | 10 @ 15       |
| <b>Insecticides</b> |             | Blood, powdered       | 35 @ 40     |           | Emery, Powdered          | 0 @ 15        |
| Arsenic             | 08 @ 20     | Calamus               | 35 @ 75     |           | Epsom Salts, bbls.       | 0 @ 3 1/2     |
| Blue Vitriol, bbl.  | 0 @ 07      | Elecampane, pwd.      | 25 @ 30     |           | Epsom Salts, less        | 3 1/2 @ 7     |
| Blue Vitriol, less  | 08 @ 15     | Gentian, powd.        | 20 @ 30     |           | Ergot, powdered          | 0 @ 50        |
| Bordea. Mix Dry     | 13 @ 22     | Ginger, African,      |             |           | Flake, White             | 15 @ 20       |
| Hellebore, White    |             | powdered              | 30 @ 35     |           | Formaldehyde, lb.        | 13 1/2 @ 30   |
| powdered            | 18 @ 30     | Ginger, Jamaica.      | 60 @ 65     |           | Gelatine                 | 80 @ 90       |
| Insect Powder       | 35 @ 45     | Ginger, Jamaica,      |             |           | Glassware, less 55%      |               |
| Lead Arsenate Po.   | 14 1/2 @ 26 | powdered              | 45 @ 50     |           | Glassware, full case 60% |               |
| Lime and Sulphur    |             | Goldenseal, pow.      | 08 @ 00     |           | Glauber Salts, bbl.      | 02 1/2 @ 10   |
| Dry                 | 8 @ 22      | Ipecac, powd.         | 06 @ 00     |           | Glauber Salts less       | 04 @ 10       |
| Paris Green         | 22 @ 33     | Licorice              | 35 @ 40     |           | Glue, Brown              | 21 @ 30       |
| <b>Leaves</b>       |             | Licorice, powd.       | 20 @ 30     |           | Glue, Brown Grd          | 15 @ 20       |
| Buchu               | 85 @ 1 00   | Orris, powdered       | 30 @ 40     |           | Glue, White              | 27 1/2 @ 35   |
| Buchu, powdered     | 01 00       | Poke, powdered        | 35 @ 40     |           | Glue, white grd.         | 25 @ 35       |
| Sage, Bulk          | 25 @ 30     | Rhubarb, powd.        | 01 00       |           | Glycerine                | 30 @ 50       |
| Sage, 1/4 loose     | 0 @ 40      | Rosinwood, powd.      | 0 @ 40      |           | Hops                     | 75 @ 95       |
| Sage, powdered      | 0 @ 25      | Sarsaparilla, Hond.   |             |           | Iodine                   | 6 45@7 00     |
| Senna, Alex.        | 50 @ 75     | ground                | 0 @ 90      |           | Iodoform                 | 8 00@8 30     |
| Senna, Tinn. pow.   | 30 @ 35     | Sarsaparilla Mexican. |             |           | Lead Acetate             | 20 @ 30       |
| Uva Ursi            | 20 @ 25     | Glycerine             | 32 @ 52     |           | Mace                     | 01 50         |
| <b>Oils</b>         |             | Squills               | 35 @ 40     |           | Mace, powdered           | 01 60         |
| Almonds, Bitter,    |             | Squills, powdered     | 70 @ 80     |           | Menthol                  | 7 50@8 00     |
| true                | 7 50@7 75   | Tumeric, powd.        | 20 @ 25     |           | Morphine                 | 11 18@11 93   |
| Almonds, Bitter,    |             | Valerian, powd.       | 01 00       |           | Nux Vomica               | 0 @ 30        |
| artificial          | 3 00@3 25   | <b>Seeds</b>          |             |           | Nux Vomica, pow.         | 15 @ 25       |
| Almonds, Sweet,     |             | Anise                 | 0 @ 35      |           | Pepper, black, pow       | 45 @ 55       |
| true                | 1 50@1 80   | Anise, powdered       | 35 @ 40     |           | Pepper, White, pw.       | 65 @ 75       |
| Almonds, Sweet,     |             | Bird, Is              | 13 @ 17     |           | Pitch, Burgdry           | 20 @ 25       |
| imitation           | 1 00@1 25   | Canary                | 10 @ 16     |           | Quassia                  | 12 @ 15       |
| Amber, crude        | 1 25@1 50   | Caraway, Po. .30      | 25 @ 30     |           | Quinine, 5 oz. cans      | 0 @ 59        |
| Amber, rectified    | 1 50@1 75   | Cardamon              | 3 75@4 00   |           | Rochelle Salts           | 31 @ 40       |
| Anise               | 1 40@1 60   | Coriander pow. .30    | 20 @ 25     |           | Sacharine                | 2 60@2 75     |
| Bergamont           | 9 50@9 75   | Fennel                | 25 @ 40     |           | Salt Peter               | 11 @ 22       |
| Cajeput             | 1 50@1 75   | Flax                  | 7 @ 15      |           | Selditz Mixture          | 30 @ 40       |
| Cassia              | 3 50@3 75   | Flax, ground          | 7 @ 15      |           | Soap, green              | 15 @ 30       |
| Castor              | 1 45@1 70   | Foenugreek, pwd.      | 15 @ 25     |           | Soap mott cast.          | 22 1/2 @ 25   |
| Cedar Leaf          | 2 00@2 25   | Hemp                  | 8 @ 15      |           | Soap, white castile      | 015 00        |
| Citronella          | 1 25@1 50   | Lobelia, powd.        | 01 60       |           | Soap, white castile      |               |
| Cloves              | 2 50@2 75   | Mustard, yellow       | 17 @ 25     |           | less, per bar            | 01 60         |
| Cocunut             | 25 @ 35     | Mustard, black        | 20 @ 25     |           | Soda Ash                 | 3 @ 10        |
| Cod Liver           | 2 00@2 50   | Poppy                 | 15 @ 30     |           | Soda Bicarbonate         | 3 1/2 @ 10    |
| Croton              | 2 00@2 25   | Quince                | 1 25@1 50   |           | Soda, Sal                | 02 1/2 @ 08   |
| <b>Tinctures</b>    |             | Rape                  | 15 @ 20     |           | Spirits Camphor          | 01 20         |
| Aconite             | 01 50       | Sabadilla             | 60 @ 70     |           | Sulphur, roll            | 3 1/2 @ 10    |
| Aloes               | 01 80       | Sunflower             | 11 1/2 @ 15 |           | Sulphur, Subl.           | 4 1/2 @ 10    |
| Arnica              | 01 44       | Worm, American        | 30 @ 40     |           | Tamarinds                | 20 @ 25       |
| Asafoetida          | 02 28       | Worm, Levant          | 5 25@5 40   |           | Tartar Emetic            | 70 @ 75       |

## BATH ROOM SCALES

Thousand of these scales are sold yearly. People are weighing themselves daily to keep right.

## HERE ARE THE THREE LEADERS

No. 37—Detecto ----- \$12.00 Each  
Health-o-Meter ----- 11.00 Each  
No. 250—Weigh Master ----- 12.75 Each



Put them in stock and watch them sell. We stock them all and would be pleased to have you drop in and see the same.



**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

Some Cheese  
Spices

## DECLINED

Rollod Oats—Sacks

### AMMONIA

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



### AXLE GREASE

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

### BAKING POWDERS

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

### K. C. Brand

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

### BEECH-NUT BRANDS.



### BLUING

The Original  
Condensed

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

### BREAKFAST FOODS

#### Kellogg's Brands.

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

#### Post's Brands.

Grape-Nuts, 24s 3 80  
Grape-Nuts, 100s 2 75  
Instant Postum, No. 8 5 40  
Instant Postum, No. 9 5 00  
Instant Postum, No. 10 4 50  
Postum Cereal, No. 0 2 25  
Postum Cereal, No. 1 2 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. Fcy. Parlor 25 lb. 9 75  
Ex. Fcy. Parlor 26 lb. 10 00  
Toy 1 75  
Whisk, No. 3 2 75

#### BRUSHES

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

### Stove

Shaker 1 80  
No. 50 2 00  
Peerless 2 60

### Shoe

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

### BUTTER COLOR

Dandelion 2 85

### CANDLES

Electric Light, 40 lbs. 12.1  
Plumber, 40 lbs. 12.8  
Paraffine, 6s 14 1/2  
Paraffine, 12s 14 1/2  
Wicking 40  
Tudor, 6s, per box 80

### CANNED FRUIT

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

### CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Ch., No. 3 3 50  
Clams, Steamed, No. 1 2 00  
Clams, Minced, No. 1 3 25  
Finnan Haddie, 10 oz. 3 20  
Clam Bouillon, 7 oz. 2 50  
Chicken Haddie, No. 1 2 75  
Fish Flakes, small 1 25  
Cod Fish Cake, 10 oz. 1 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, 1/2 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  
Tuna, 1/2, Albocore 95  
Tuna, 1/2, Curtis, doz. 2 20  
Tuna, 1/2, Curtis, doz. 3 50  
Tuna, 1s, Curtis, doz. 7 00

### CANNED MEAT

Bacon, Med. Beechnut 3 30  
Bacon, Lge. Beechnut 5 40  
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

### Baked Beans

Campbells, 1c free 5 1 15  
Quaker, 18 oz. 1 25  
Fremont, No. 2 1 10  
Snider, No. 1 95  
Snider, No. 2 1 25  
Van Camp, small 85  
Van Camp, Med. 1 15

### CANNED VEGETABLES.

#### Asparagus.

No. 1, Green tips 3 75  
No. 2 1/2, Large Green 4 50  
W. Beans, cut 2 1 45  
W. Beans, 10 7 50  
Green Beans, 2s 1 45  
Green Beans, 10s 7 50  
L. Beans, 2 gr. 1 35  
Lima Beans, 2s, Soaked 1 15  
Red Kid, No. 2 1 25  
Beets, No. 2, wh. 1 75  
Beets, No. 2, cut 1 10  
Beets, No. 3, cut 1 60  
Corn, No. 2, stan. 1 10  
Corn, Ex. stan. No. 2 1 25  
Corn, No. 2, Fan. 1 80  
Corn, No. 10 8 00  
Hominy, No. 3 1 00  
Okra, No. 2, whole 2 00  
Okra, No. 2, cut 1 65  
Dehydrated Veg. Soup 90  
Dehydrated Potatoes, lb. 45  
Mushrooms, Hotels 35  
Mushrooms, Choice, 8 oz. 40  
Mushrooms, Sur Extra 60  
Peas, No. 2, E. J. 1 65  
Peas, No. 2, Sift. 1 85  
Peas, No. 2, Ex. Sift. 2 25  
Pumpkin, No. 3 1 25  
Pumpkin, No. 10 4 00  
Pimentos, 1/4, each 12 1/2  
Pimentos, 1/2, each 27  
Sw't Potatoes, No. 2 1/2 2 25  
Sauerkraut, No. 3 1 35  
Succotash, No. 2 1 65  
Succotash, No. 2, glass 2 80  
Spinach, No. 1 1 25  
Spinach, No. 2 1 60  
Spinach, No. 3 2 25  
Spinach, No. 10 6 50  
Tomatoes, No. 2 1 20  
Tomatoes, No. 3 1 80  
Tomatoes, No. 10 8 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 25  
Paramount, Cal. 13 50  
Sniders, 8 oz. 1 75  
Sniders, 16 oz. 2 55  
Quaker, 8 oz. 1 25  
Quaker, 10 oz. 1 35  
Quaker, 14 oz. 1 90  
Quaker, Gallon Glass 13 00  
Quaker, Gallon Tin 9 00

### CHILI SAUCE

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

### OYSTER COCKTAIL.

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

### CHEESE.

Roquefort 65  
Kraft, small items 1 65  
Kraft, American 1 65  
Chili, small tins 1 65  
Pimento, small tins 1 65  
Roquefort, sm. tins 2 25  
Camembert, sm. tins 2 25  
Daisies 29  
Longhorn 29  
Michigan Dairy 28  
New York New 1926 32  
Sap Sago 38  
Brick 28

### CHEWING GUM.

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

Beeman's Pepsin 65  
Beechnut Wintergreen 70  
Beechnut Peppermint 70  
Beechnut Spearmint 70  
Doublemint 65  
Peppermint, Wrigleys 65  
Peppermint, 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 40  
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 13 00  
7 oz. Rose Tin Bon 9 00  
13 oz. Creme De Cara-que 12 20  
12 oz. Rosaces 10 80  
1/2 lb. Rosaces 7 80  
1/4 lb. Pastelles 3 40  
Langes De Chats 4 80

### CHOCOLATE.

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

### COCOANUT

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

### CLOTHES LINE.

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



### COFFEE ROASTED

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

McLaughlin's Kept-Fresh  
Vaccum 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 35

### Coffee Extracts

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

### CONDENSED MILK

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

### MILK COMPOUND

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

### EVAPORATED MILK

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

### CIGARS

G. J. Johnson's Brand  
G. J. Johnson Cigar, 10c 75 00  
Worden Grocer Co. Brands  
Master Piece, 50 Tin. 35 00  
Masterpiece, 10, Perf. 70 00  
Masterpiece, 10, Spec. 70 00  
Mas'p., 2 for 25, Apollo 95 00  
In Between, 5 for 25 37 50  
Canadian Club 35 00  
Little Tom 27 50  
Tom Moore Monarch 75 00  
Tom Moore Panetris 65 00  
T. Moore Longfellow 95 00  
Webster Cadillac 75 00  
Webster Knickerbocker 95 00  
Webster Belmont 110 00  
Webster St. Reges 125 00  
Bering Apollos 95 00  
Bering Palmitas 115 00  
Bering Dellosos 120 00  
Bering Favorita 135 00  
Bering Albas 150 00

### Currants

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

### Dates

Dromedary, 36s 6 75

### Peaches

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

### Peel

Lemon, American 30  
Orange, American 30

### Raisins

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

### California Prunes

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

### CONFECTIONERY

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

### Mixed Candy

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

### Fancy Chocolates

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

### Gum Drops Pails

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

### Lozenges Pails

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

### Hard Goods Pails

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

### Cough Drops Bxs

Putnam's 1 35  
Smith Bros. 1 50

### Package Goods

Creamery Marshmallows  
4 oz. pkg., 12s, cart. 85  
4 oz. pkg., 48s, case 2 40

### Specialties

Walnut Fudge 23  
Pineapple Fudge 22  
Italian Bon Bons 17  
Banquet Cream Mints 28  
Silver King M.Mallows 1 35

### Bar Goods

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

### COUPON BOOKS

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

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

### CREAM OF TARTAR

6 lb. boxes 38

### DRIED FRUITS

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

### Apricots

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

### Citron

10 lb. box 40

### FARINACEOUS GOODS

#### Beans

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

#### Farina

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

#### Hominy

Pearl, 100 lb. sacks 3 50

#### Macaroni

Mueller's Brands  
9 oz. package, per doz. 1 30  
9 oz. package, per case 2 60

#### Bulk Goods

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

#### Pearl Barley

Chester 4 50  
0000 7 00  
Barley Grits 5 00

#### Peas

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

#### Sage

East India 10

#### Tapoca

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

### FLAVORING EXTRACTS

JENNINGS PURE FLAVORING EXTRACT  
Vanilla and Lemon  
Same Price  
7 1/2 oz. 1 25  
1 1/4 oz. 1 80  
2 1/2 oz. 3 20  
3 1/2 oz. 4 50  
2 oz. 2 60  
4 oz. 5 00  
8 oz. 9 00  
16 oz. 15 00



2 1/2 Ounce  
Taper Bottle

### 50 Years Standard.

Jiffy Punch  
3 doz. Carton 2 35  
Assorted Flavors.

### FLOUR

V. C. Milling Co. Brands  
Lily White 9 90



### DRINK POWDER LEMON AND ORANGE Just Add Water



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

Attractive Counter Display  
Carton.

### SURESET ICE CREAM POWDER



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

### GELATINE



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

### JELLY AND PRESERVES

Pure, 30 lb. pails ----- 3 30  
Imitation, 30 lb. pails 1 75  
Pure, 6 oz., Asst., doz. ----- 95  
Buckeye, 18 oz., doz. 2 00

### JELLY GLASSES

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

### OLEOMARGARINE

Van Westenbrugge Brands  
Carload Distributor



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

### Wilson & Co.'s Brands Oleo

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

### MATCHES

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

### Safety Matches

Quaker, 5 gro. case ----- 4 25

### MOLASSES

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

### OLIVES

Bulk, 5 gal. keg ----- 10 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

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

### PEANUT BUTTER



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

### PETROLEUM PRODUCTS

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



### Iron Barrels

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



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

### PICKLES

Medium Sour  
5 gallon, 400 count ----- 4 75  
Sweet Small  
16 Gallon, 3300 ----- 28 75  
5 Gallon, 750 ----- 9 00  
Dill Pickles  
Gal. 40 to Tin, doz. ----- 8 25

### PIPES

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

### PLAYING CARDS

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

### POTASH

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

### FRESH MEATS

Beef  
Top Steers & Heif. ----- 20  
Good St's & H's 15 1/2@19  
Med. Steers & Heif. 18  
Com. Steers & Heif. 17  
Cows  
Top ----- 15  
Good ----- 14  
Medium ----- 13  
Common ----- 12

### Veal

Top ----- 21  
Good ----- 20  
Medium ----- 18  
Common ----- 12

### Lamb

Spring Lamb ----- 23  
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. ----- 26  
Butts ----- 19  
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 tierces ----- 13 1/2  
60 lb. tubs ----- advance 1/4  
50 lb. tubs ----- advance 1/4  
20 lb. pails ----- advance 1/4  
10 lb. pails ----- advance 1/4  
5 lb. pails ----- advance 1  
3 lb. pails ----- advance 1  
Compound tierces ----- 12  
Compound, tubs ----- 12 1/2

### Sausages

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

### Smoked Meats

Hams, Cer., 14-16 lb. @25  
Hams, Cer., Skinned -----  
16-18 lb. ----- @25  
Ham, dried beef ----- @32  
Knuckles ----- @16 1/2  
California Hams ----- @16 1/2  
Picnic Balled -----  
Hams ----- 20 @22  
Boiled Hams ----- @37  
Mince Hams ----- @19  
Bacon 4/6 Cert. ----- 24 @35

### Beef

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

### RICE

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

### ROLLED OATS

Silver Flake, 12 New  
Process ----- 2 25  
Quaker, 18 Regular ----- 1 80  
Quaker, 12s Family ----- 2 70  
Mothers, 12s, M'num 3 25  
Nedrow, 12s, China ----- 3 25  
Sacks, 90 lb. Jute ----- 3 35  
Sacks, 90 lb. Cotton ----- 3 40

### RUSKS

Holland Rusk Co.  
Brand  
18 roll packages ----- 2 30  
36 roll packages ----- 4 50  
36 carton packages ----- 5 20  
18 carton packages ----- 2 45

### 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  
Boned, 10 lb. boxes ----- 15

### Lake Herring

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

### Mackerel

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

### White Fish

Med. Fancy, 100 lb. 13 00

### SHOE BLACKENING

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

### STOVE POLISH

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

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

### SALT

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



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



### SOAP

Am. Family, 100 box 6 30  
Export, 100 box ----- 4 00  
Big Jack, 60s ----- 4 50  
Fels Naptha, 100 box 5 50  
Flake White, 10 box 3 80  
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. 48

### CLEANSERS



80 can cases, \$4.80 per case

### WASHING POWDERS

Bon Ami Pd, 3 dz. bx 3 75  
Bon Ami Cake, 3 dz. 3 25  
Brillo ----- 85  
Climaline, 4 doz. ----- 4 20  
Grandma, 100, 5c ----- 4 00  
Grandma, 24 Large ----- 3 75  
Gold Dust, 100s ----- 4 00  
Gold Dust, 12 Large 3 20  
Golden Rod, 24 ----- 4 25  
Jinx, 3 doz. ----- 4 50  
La France Laun., 4 dz. 3 60  
Luster Box, 54 ----- 3 75  
Old Dutch Clean, 4 dz 3 40  
Octagon, 96s ----- 3 90  
Rinso, 40s ----- 3 20  
Rinso, 24s ----- 5 25  
Rub No More, 100, 10  
oz. ----- 3 85  
Rub No More, 20 Lg. 4 00  
Spotless Cleanser, 48,  
20 oz. ----- 3 85  
Sani Flush, 1 doz. ----- 2 25  
Sapolio, 3 doz. ----- 3 15  
Soapine, 100, 12 oz. ----- 6 40  
Snowboy, 100, 10 oz. ----- 4 00  
Snowboy, 24 Large ----- 4 80  
Speedee, 3 doz. ----- 7 20  
Sunbrite, 72 doz. ----- 4 00  
Wyandotte, 48 ----- 4 75

### SPICES

#### Whole Spices

Allspice, Jamaica ----- @26  
Cloves, Zanzibar ----- @36  
Cassia, Canton ----- @22  
Cassia, 5c pkg., doz. ----- @40  
Ginger, African ----- @19  
Ginger, Cochin ----- @25  
Mace, Penang ----- 1 20  
Mixed, No. 1 ----- @32  
Mixed, 5c pkgs., doz. ----- @45  
Nutmegs, 70@90 ----- @59  
Nutmegs, 105-1 10 ----- @52  
Pepper, Black ----- @46

#### Pure Ground in Bulk

Allspice, Jamaica ----- @30  
Cloves, Zanzibar ----- @46  
Cassia, Canton ----- @28  
Ginger, Corkin ----- @38  
Mustard ----- @32  
Mace, Penang ----- 1 30  
Pepper, Black ----- @50  
Nutmegs ----- @62  
Pepper, White ----- @75  
Pepper, Cayenne ----- @35  
Paprika, Spanish ----- @52

#### Seasoning

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

#### STARCH

##### Corn

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

##### Gloss

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

#### CORN SYRUP

##### Corn

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

#### Imit. Maple Flavor

Orange, No. 1 1/2, 2 dz. 3 15  
Orange, No. 5, 1 dz. 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

### Zion Fig Bars

Unequalled for  
Stimulating and  
Speeding Up  
Cooky Sales

Obtainable from Your  
Wholesale Grocer

Zion Institutions & Industries  
Baking Industry  
Zion, Illinois

### TEA

#### Japan

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

#### Gunpowder

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

#### Ceylon

Pekoe, medium ----- 57

#### English Breakfast

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

#### Oolong

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

#### TWINE

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

#### VINEGAR

Cider, 40 Grain ----- 22  
White Wine, 80 grain ----- 25  
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



### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 10.—We have to-day received the schedules, reference and adjudication in the matter of Sam J. Friedman, Bankrupt No. 3226. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a retail millinery. The schedules show assets of \$922.95 of which \$310 is claimed as exempt, with liabilities of \$10,120. The first meeting will be called promptly and note of the same made herein. The list of creditors of said bankrupt are as follows:

|                                          |            |
|------------------------------------------|------------|
| Jacob Royda, Cincinnati                  | \$2,800.00 |
| Accurate Hat Frame Co., New York         | 118.13     |
| Ascher Co., Chicago                      | 6.15       |
| Asch Hat Co., Chicago                    | 10.00      |
| Advance Window Ser. Corp., N. Y.         | 9.00       |
| Berkwitz & Blomfield, Inc., N. Y.        | 40.25      |
| Berman Hat Co., Chicago                  | 55.00      |
| Brash Trimmed Hat Co., Chicago           | 39.00      |
| Cinderella Hat Co., New York             | 30.75      |
| Century, New York                        | 20.00      |
| Chez Hat Co., Chicago                    | 2.75       |
| Chez & Miller, Chicago                   | 11.00      |
| Drucker Hat Co., Chicago                 | 18.00      |
| Dubois Munn Co., Grand Rapids            | 180.75     |
| Edson Keith Chicago Merc. Co., Chicago   | 11.63      |
| D. B. Fisk & Co., Chicago                | 48.58      |
| Felsenthal Hat Co., Chicago              | 112.50     |
| A. & I. Goldberg, Chicago                | 117.93     |
| Holeproof Hosiery Co., Milwaukee         | 328.42     |
| Hart & Co., Cleveland                    | 22.00      |
| Ideal Hat and Frame Co., Chicago         | 115.25     |
| F. W. James Co., Toledo                  | 161.00     |
| S. Krainer & Co., Chicago                | 149.00     |
| Litt Hat Co., Chicago                    | 49.50      |
| Lu-ben Millinery Co., Chicago            | 10.00      |
| LaRae Hat, Inc., New York                | 147.25     |
| Mexican American Hat Co., St. Louis, Mo. | 121.50     |
| Madison Hat Works, Chicago               | 280.53     |
| Manhattan Hat Works, Chicago             | 70.24      |
| New York Mfg. Co., New York              | 392.23     |
| Original Hat Works, Chicago              | 30.00      |
| Pike-Richmond Co., Cleveland             | 1,279.00   |
| Progressive Hat Co., Chicago             | 109.75     |
| Reit Hat Co., Chicago                    | 25.00      |
| Reed Bros. & Co., Cleveland              | 35.79      |
| Steindler Paper Co., Muskegon            | 3.54       |
| Sussman-Goldstein Co., Chicago           | 63.25      |
| J. A. Scott & Co., Grand Rapids          | 23.25      |
| Star Hat Works, Chicago                  | 82.50      |
| United Hat Works, Chicago                | 30.93      |
| Value Hat Co., Chicago                   | 308.50     |
| Lincoln Millinery Co., Chicago           | 505.00     |
| Ole Dahl, Muskegon                       | 1,200.00   |
| Charles Glover, North Muskegon           | 65.00      |
| Danigelis Bros., Muskegon Hts.           | 65.00      |
| Mich. Home Tel. Co., Muskegon            | 25.00      |
| Consumers Power Co., Muskegon            | 25.00      |
| Chronicle, Muskegon                      | 35.00      |
| Bishop Furn. Co., Muskegon               | 164.00     |
| Mandel Bros., Chicago                    | 6.82       |
| Leahy Co., Muskegon                      | 18.80      |
| Marian Herrild, Muskegon                 | 8.94       |
| Neumeister & Schultz, Muskegon           | 7.50       |
| Herpolsheimer Co., Grand Rapids          | 4.45       |
| A. Starr Best, Chicago                   | 4.11       |
| Kearney Bros., Muskegon                  | 25.80      |
| Wm. D. Hardy & Co., Muskegon             | 127.08     |
| J. D. Vanderwerp, Muskegon               | 6.00       |
| Peerless Window Cleaners, Muskegon       | 12.00      |
| Feetham Bros., Muskegon                  | 15.00      |
| L. Willea, Muskegon                      | 75.00      |
| M. Berman, Muskegon                      | 2.10       |
| Campau & Mullally, Muskegon              | 75.60      |

Aug. 11. In the matter of Sol Jacobs and Hyman Adelberg, as partners as New York Outlet, Bankrupt No. 2852, an order for the payment of expenses of administration has been entered herein.

In the matter of Blue Ribbon Ice Cream Co., Bankrupt No. 2907, the trustee has filed his final report and account, and a final meeting of creditors has been called for Aug. 25. The trustee's final report and account will be considered and passed upon. Expenses of administration will be ordered paid, and a final dividend to creditors declared and ordered paid.

July 28. (Delayed). On this day was held the first meeting of creditors in the matter of Irving Thompson, doing business as Irving Thompson Motors, Bankrupt No. 3205. The bankrupt was present in person and represented by attorney W. H. Yearnd. Creditors were present in person and certain of them represented by C. W. Moore and Fred G. Timmer. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. W. G. Cowin, of Cadillac, was named trustee and his bond placed at \$2,500. The first meeting then adjourned without date.

Aug. 4. (Delayed). On this day was held the adjourned first meeting of creditors in the matter of Ivan W. Welch, trading as Michigan Craft Shops, Bankrupt No. 3186. The bankrupt was present in person and represented by attorneys Dilley, Souter & Dilley. The trustee was present in person and represented by attorneys Corwin, Norcross & Cook. Harold F. Lusk was present for one creditor. The bankrupt was sworn and examined without a reporter. The adjourned first meeting then adjourned without date.

Aug. 2. (Delayed). In the matter of Michigan-Tennessee Lumber Co., Bankrupt No. 3156, the adjourned first meeting of creditors has been again adjourned upon request to Aug. 22.

Aug. 15. On this day was held the first meeting of creditors in the matter of Antlers Cafe & Cafeteria Co., Inc., Bankrupt No. 3201. The bankrupt was present by three directors and represented by Joseph T. Riley, attorney. Creditors were present in person and represented by Carpenter & Jackson, attorneys. Claims were proved and allowed. The bankrupt's directors were sworn and examined, without a reporter. Harold Foote was elected trustee and his bond placed at \$500. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of James Edwin Kenroy, Bankrupt No. 3208. The bankrupt was present in person and represented by attorney Loomis K. Preston. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

Aug. 15. On this day was held the first meeting of creditors in the matter of Garret Vander Molen, Bankrupt No. 3192. The bankrupt also did business under the name of Van's Bus Line. The bankrupt was present in person and represented by attorney John W. Powers. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed for the present. The first meeting then adjourned without date. The case will be closed and returned to the district court as a case without assets unless life is found in a certain policy of life insurance, which has been surrendered for the referee to ascertain if it has a value. If value is found a trustee will be appointed and the fund administered.

On this day also was held the first meeting of creditors in the matter of Vern Gabriel, Bankrupt No. 3203. The bankrupt was present in person and represented by attorney John W. Powers. No creditors were present or represented. No claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case will be closed and returned to the district court as a case without assets.

Aug. 15. On this day was held the first meeting of creditors in the matter of Rodney H. Speese, Bankrupt No. 3204. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. One creditor was present in person. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. No trustee was appointed. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Adin R. Rudd, also known as Rudd's Auto Supply Co., Bankrupt No. 3199. The bankrupt was present in person and represented by Harry H. Geoghan, attorney. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The attorney for the bankrupt was also sworn and examined. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Albert J. McQuade, Bankrupt No. 3198. The bankrupt was present in person and represented by Harry H. Geoghan, attorney. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. No trustee was elected for the present. The bankrupt was directed to surrender his policies of life insurance and if value is found a trustee will be appointed. If there is no value in such policies the case will be closed and returned to the district court as a case without assets.

In the matter of Albert J. McQuade, Bankrupt No. 3198, the policy of insurance has been found to have no value and the case has been closed and returned to the district court as a case without assets.

Aug. 16. On this day was held the first meeting of creditors in the matter of Vernon E. Greene, Bankrupt No. 3206. The bankrupt was present in person and represented by attorney R. L. Newnam. Creditors were present in person. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

Aug. 15. On this day were received the schedules, reference and adjudication in bankruptcy in the matter of Emer L. Wilder, Bankrupt No. 3229. The bankrupt is a resident of Muskegon, and is a machinist by occupation. The schedules list assets of \$6,728, part of which is the face value of certain stocks, etc., and liabilities in the sum of \$5,493.08. The

bankrupt claims exemptions of \$1,210. A list of the creditors of the bankrupt is as follows:

|                                     |          |
|-------------------------------------|----------|
| National Lumberman's Bank, Muskegon | \$150.00 |
| Geo. H. Cross, Muskegon             | 50.00    |
| Dr. Mulligan, Muskegon              | 50.00    |
| Dr. Oden, Muskegon                  | 35.00    |
| Dr. Laurin, Muskegon                | 10.00    |
| C. W. Reynolds, Minneapolis, Minn.  | 50.00    |
| Dwight Bros. Paper Co., Grand R.    | 6.21     |
| Dr. W. B. Steele, Muskegon          | 16.50    |
| Dr. Kniskern, Muskegon              | 5.00     |
| J. P. Topping, Muskegon             | 17.26    |
| A. W. Shaw Pub. Co., Chicago        | 4.00     |
| Earl Press, Muskegon                | 22.25    |
| Daniels Co., Muskegon               | 7.04     |
| Muskegon Crude Drug Co., Muskegon   | 5,010.00 |
| American Crude Drug Co.             | 29.83    |

Aug. 16. On this day was held the first meeting of creditors in the matter of O-So-White Products Co., Bankrupt No. 3179. The bankrupt corporation was present by Charles Donovan and C. H. Bull, officers of the bankrupt and represented by Charles F. Hext, attorney for the bankrupt. Creditors were represented by R. G. Dunn & Co.; G. R. Credit Men's Association; Corwin, Norcross & Cook; Grant Sims and Francis L. Williams. Claims were proved and allowed. The examination of Charles Donovan was had before a reporter. Edward De Groot was named trustee and his bond placed at \$1,000. The first meeting of creditors then adjourned without date.

On this day also was held the sale of assets in the matter of Henry E. Schneermann, trading as the Henri Shop, Bankrupt No. 3202. The bankrupt was not present but represented by Carroll, Kerwin & Hollway, attorneys. The trustee was present in person. Several bidders were present in person. On final offer the stock in trade and fixtures were sold to Cinak Bros. for the sum of \$700. The sale was confirmed and the meeting adjourned without date. An order for the payment of expenses of administration was made.

On this day also was held the first meeting of creditors in the matter of T. C. Ganser, Bankrupt No. 3209. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. Creditors were represented by G. R. Credit Men's Association; Fred Timmer; C. W. Moore and Francis L. Williams. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. Edward De Groot was named trustee and his bond placed at \$2,000. The first meeting then adjourned without date. Upon conclusion of the first meeting the sale was taken up. The same persons were present, with the addition of several bidders who were present in person. The stock in trade and fixtures were sold to D. H. Hunter for \$1,150. The sale was confirmed and the meeting adjourned without date. A first dividend of 5 per cent., with the payment of expenses and taxes has been ordered.

Aug. 22. On this day was held the first meeting of creditors in the matter of Leroy C. Andrews, Bankrupt No. 3220. The bankrupt was present in person, but not represented by attorney. Creditors were not present or represented, except one. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy was named trustee, and his bond placed at \$500. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of John A. Post and Bert Post, individually and doing business as Post Bros., Bankrupt No. 3211. The bankrupts were present in person and represented by attorney William J. Brandstrom. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupts were each sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

### Children's Felt Hats May Rise.

Higher prices for children's imported felt hats of the medium grade variety may be expected soon, owing to the fact that the demand for this type of millinery is so strong that wholesalers are finding it necessary to replace their stocks at somewhat higher costs. The more expensive felts for children have also been in good demand for Fall, and so have blocked velours. Manufacturers of children's hats generally report a steadier business this season, with less rush and fewer lulls in the placing of orders than has been seen in this market for some time.

### Training For Business.

It is discouraging and pitiful to note the many young women, recent graduates of high and business' schools, tramping about the city streets from place to place in quest of employment. None but those interested in the hiring of clerical help and only the commercial and professional employment agencies know of the difficulties which these girls encounter.

For one who is interested in this work it is disheartening to watch the procession in and out of the various agencies. To paraphrase an old saying, "Many call but few are chosen." What is the reason? Lack of vocational guidance, lack of education on the part of parents who insist upon having their offspring of the female species enter the commercial field as book-keepers, stenographers and typists, when they ought to know that they are by temperament, education and environment unsuited, whereas they probably would be successful in some trade. Another fault lies in the so-called business schools, which grind out, figuratively speaking, thousands upon thousands of stenographers, typists and book-keepers who should be diverted into other channels.

The remedy, although a difficult one, is that every applicant for a position in a commercial or industrial establishment ought to have a thorough knowledge of English grammar and rhetoric. They all ought to receive a certificate from a high school or a business school under the auspices of the Board of Regents of the University of the State that they have successfully completed four years of training in the primary and advanced practices of business administration and routine. Every applicant ought to be given a psychology examination with an intelligence quotient showing him to have sufficient intelligence to enter the commercial classes. While at school these persons ought to be taught the principles of mental hygiene, of physiology and the proper care of their appearance. Through the process of elimination those unfit to enter the commercial field will be barred, giving those in the possession of the proper qualifications an opportunity to be engaged in their chosen fields.

George F. Gottlieb.

### Marron Glace Now in Lead.

Marron glaze has finally taken the leadership away from black in the race for the most popular Fall color in silks. Black continues second by a good margin, however, with navy third. The fight for fourth place apparently lies between spruce blue and balsam green. In the best selling materials of the moment satins, georgettes and cantons lead, with Romaines topping the call for the better grade sheer silks. The cutters were said yesterday to be taking all four of these fabrics well, with the retailers giving their attention chiefly to georgettes and satins.

Do not look for wrong and evil—  
You will find them if you do;  
As you measure for your neighbor  
He will measure back to you.  
Look for goodness, look for gladness—  
You will meet them all the while;  
If you bring a smiling visage  
To the glass, you meet a smile.



## Is There Such a Thing as Something For Nothing?

(Continued from page 20)

ed, persons are under no obligation to receive or account for merchandise sent to them through the mails unordered. Postal regulations prohibit the insurance of such matter and the sending of it by C. O. D. parcel post, but there is no law at present which prevents its being sent as ordinary mail.

Stowe gave publicity to that letter and in his answer to the attorney's letter wrote in substance thus:

"I have had considerable contact with lawyers all my life. The late Judge Hatch was my attorney for thirty-five years. He handled all legal affairs of myself and company and never lost a case. He took me to the Supreme Court, directly or indirectly, thirteen times and we came home victorious every time. Because I have been engaged in the publication of the Tradesman forty-four years, I have naturally received a good many letters from attorneys of all kinds.

"I cannot agree in the statement that your client is conducting business along legitimate lines when it undertakes to force goods on merchants who have not ordered them. Such practice is unethical and fundamentally wrong. It is condemned by the Federal Trade Commission and practically every mercantile organization in the United States. Its adoption would break down the present system of merchandising and replace the pleasant relations which exist between manufacturer, jobber and retailer with antagonism, hatred and suspicion.

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

"If this proposition is rejected and your client persists in conducting business along lines which are condemned by every right thinking man, I will do all I can in all the ways I can to make the practice an unprofitable one. If you are not satisfied as to my good faith and the legal soundness of my position, you have recourse to the courts and I will meet you fairly and squarely and abide by the result—after the matter has been passed on by the court of last resort."

Such determined resistance to trade abuses and the publication of such details must always be intensely interesting and extremely valuable to the readers of any trade paper, and hence to the paper itself. Paul Findlay.

### Little Cattle and Tender Beef.

A tour through the Middle West today reveals to any one interested in beef production and sale the trend towards little cattle. At the big Chicago beef center will be found on sale at the stock yards and in the coolers thousands of steers and heifers or their carcasses. Many of these weigh 650 pounds up alive and the resulting carcasses weigh from 350 pounds up to somewhat over 500 pounds. These little cattle are well bred in most cases and the best of them are round as an apple, coming from feed lots where

grain has been plentifully supplied. There is a lesson for those who are inseparable from old, heavy cattle in the present situation. We have pointed out many times that youth and tenderness are closely associated in the meat from animals, and the consuming public is learning the lesson fact. It is practically impossible to get a tough piece of beef from a carcass such as we describe, even when the grade is no higher than medium. The well-fed kinds possess the best flavor and the maximum of tenderness, sure enough, but those that are not so fat are not to be sneezed at, either. The big word in the minds of what are sometimes referred to as "old timers" is flavor, or as some meat dispensers put it, "substance." We stop and wonder what these terms really mean to the men who use them so freely when talking down the meat from little cattle. In the first place flavor is something that is individual, and if those who eat meat find the flavor of beef from young cattle satisfying what more have we to worry about? Substance, literally used, embraces more than flavor, and the way it is used by the supporters of the older beef contingent implies that it covers about everything that is desirable in beef. We are not going to argue with any particular meat dealer, for he certainly has a right to his opinion, but a survey of the field of meat eaters would be sure to show that tender, juicy meat is what the populace wants. There is a narrowing field for heavy beef. Steamship lines, good hotels, diners on railroads, clubs and other meat outlets demand it. When well-fed it is certainly good and satisfying, but because those services demand it for particular reasons, usually embracing such features as size of cut, is no reason why the young, juicy and tender little beef carcasses should not have their share of popularity—a share that they seem to deserve.

### Canned Meat Good After 81 Years in Tin.

Everyone who knows much about canned foods realizes the total fallacy back of "dating laws," such as was lately proposed in Pennsylvania but came to a fizzle, happily, though for a time it had Pennsylvania canners by the ears.

But more forcibly yet a story from England tells of the opening of a can of meat brought back from the Arctic—a part of the fateful Sir John Franklin expedition—and opened after being in the can eighty-one years. To quote from a consular advice received at Washington:

"This expedition left England eighty-one years ago, and the whole crew perished in the Arctic region. A number of rescue expeditions were sent out and located only an abandoned sledge on which was this can of meat.

"The can remained in Liverpool from 1888 to 1926. It was then opened in the presence of a bacteriologist and a number of canned food men in Liverpool. The product was found to be in apparently perfect condition without any evidence of decay. As a further check on the organoleptic examination, rats were fed with large quantities

of the meat and remained in perfect health.

"A bacteriological examination proved the absence of any harmful organisms. In summing up the examination the bacteriologists reported: "Had this tin of meat been submitted to me by the public health authorities for a bacteriological examination as to whether it was fit for human consumption, I would have reported that it was in sound condition, showed no evidence of food poisoning or other harmful organisms or of their products, and that it could be used as a food without risk of any harmful consequences."

### Salesman Who "Stands Still" Goes Backward.

The surest basis for a salesman to work on is to be continually building up his business. Unless he is constantly drumming new trade and opening new accounts he is sure to go backward.

If a salesman arrives at a point where he thinks he can safely stand still and suspend his efforts in the direction of acquiring new business he is placing himself in a dangerous position, because there is sure to be an unavoidable falling off in his list of customers, due to various reasons well known to every salesman, and it is only by the acquisition of new customers that this shrinkage can be overcome.

It is a mighty comfortable feeling for a salesman to know that if a customer is lost through one cause or another that the loss has been insured against by other acquisitions. The feeling is much akin to our state of mind when we draw a check on our bank with the pleasant thought in mind that ample deposits have been made to take care of the check, and that a good balance will remain in the bank after the check is paid.

By constantly building up our business we enjoy a sense of strength and security that would be impossible if we were in constant dread of losing trade, and were doing nothing to insure ourselves against the losses which are always impending.

Philip C. Staib.

### Eggs Kept Twenty Years Fit For Food.

Hartford, Eng., Aug. 10—Dr. C. E. Skelly, of this town, has a lot of eggs which he has kept so long that he regards them as antiques and has given up all idea of ever eating them. In 1907 Dr. Skelly started to test the ancient legend that hen's eggs laid on Good Friday would remain fresh for an entire year. No preservatives were used. "It is supposed that it was a reward for the crowing of the cock that roused St. Peter's conscience that eggs laid on Good Friday would keep for 12 months," said Dr. Skelly. "I found, however, that not only Good Friday eggs, but those laid on any other day, would keep and not only for a year, but for 20. I still have some which I have kept for this long period and, although they are now so dried up that they resemble lumps of burnt sulphur, they are quite fit for food. In the legend it was stipulated that the eggs must be absolutely clean. This is the soundest advice that could be given, for dirty eggs would very soon be contaminated by bacteria. I kept the eggs in a cardboard box in a room which in Summer is flooded with sunlight."

## Business Wants Department

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

For Sale or Exchange—25,000 ft. floor space, six acres of land, private siding. Equity \$23,000. Cheap labor. Will consider farm land or Florida property. Small payment down, easy terms. Boyce, 1139 Washington Blvd., Detroit, Mich. 657

WANTED—A dress goods and silks saleslady or salesman not over thirty years old, one who has had at least five years' experience. Good salary and a chance for advancement to the right party. Send reference, and wages wanted. S. Rosenthal & Sons, Inc., Petoskey, Mich. 658

FOR SALE—At inventory, paying grocery business in small town close to Grand Rapids. Large telephone business, with high-class trade. Address No. 659, c/o Michigan Tradesman. 659

Will Sell Or Exchange—High grade grocery store and meats, new steam heated building, on Woodward Ave. Good business. Long lease, low rent. Confectionery and Lunch. Wonderful location near high school. Beautiful equipment. Snap, with lease low rent. Department Store. Best Detroit location. Good steady business. Big opportunity for anyone.

WANTED—If you have first-class farms, with or without stock and equipment, which might be exchanged for the above or other good properties, state full particulars, price, etc. Michigan Homes & Land Co., 525 S. Washington Ave., Royal Oak, Michigan. 649

WILL SELL PART OR ALL INTEREST IN WELL ESTABLISHED USED CASH REGISTER BUSINESS—Best and cleanest stock and equipment and best location in Michigan. Address No. 651, c/o Michigan Tradesman. 651

FOR SALE—Meat market doing \$900 business per week. Old established. Central location. Good reason for selling. R. J. Smith, 25 No. Jefferson Ave., Battle Creek. 652

HARDWARE STORES WANTED—We specialize exclusively in the sale of hardware stores, regardless of size or location. Confidential service. C. E. Hess & Co., 109 No. Dearborn St., Chicago. 653

For Sale—Owing to the death of A. D. Oliver, Lowell, Mich., his jewelry, watch and optical business of forty-seven years standing, tools and fixtures. Mrs. Katie Oliver, Exr. 654

FOR SALE—Grocery and meat stock in suburb of rapidly growing city. Will sell building on easy terms. Seven thousand dollars will swing deal. Chance of lifetime for one wanting big bargain. Address No. 655, c/o Michigan Tradesman. 655

### CASH For Your Merchandise!

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

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

### Ship By Associated Truck

GRAND RAPIDS, LANSING and DETROIT.

Every Load Insured. Phone 55505

### Sand Lime Brick

Nothing as Durable  
Nothing as Fireproof  
Makes Structure 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.



### Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 23—Please remember the first meeting of the United Commercial Travelers, No. 131, after the summer vacation, is Saturday, Sept. 3. There should be a good attendance, as there are several matters of importance to come before the Council.

Dan M. Viergever, who has represented the X Cigar Co. in Michigan for some time, has accepted a position with John H. Swisher & Son, of Newark, Ohio, cigar manufacturers, seeing the jobbing trade only in the Central and West Central states.

Clyde Hart, of 218 Brown street, S. E., Grand Rapids, representative for the Swift Packing Co., was in an automobile accident last week and had both feet and his nose broken and is in rather serious condition. He will, undoubtedly, be confined to the house for a long time and presumably will welcome a visit from any of his friends.

Forris Stevens, son of the late Wilder D. Stevens, is now metropolitan representative for the Luce Furniture Co., with headquarters in New York City.

Mr. and Mrs. J. Harvey Mann and Mrs. Roy H. Randall spent a week motoring North through Ludington, Manistee and the surrounding country. They stayed over night at the Epworth Heights Hotel, just North of Ludington on the lake shore. It is a glorious place to spend the night, where all the lake breezes can be enjoyed, and the meals served are very good. All the office and dining room employees are college students and the whole institution has an air of refinement.

### Old Theater Comes Into Its Own.

Boyne City, Aug. 23—Harley Heaton has bought the old Bellamy opera house and is tearing it all to pieces. When he gets through the old people will not recognize the place. It will be all re-arranged and redecorated, the heating and lighting system made over and the whole place made into an attractive playhouse.

During Boyne City's palmy days the Bellamy theater was the center of the amusement world of the town. There was no other public hall which would care for a crowd as well as the Bellamy could. All public meetings were held there, as well as the theatrical and movie shows. It did not make any difference whether it was a political spellbinder or a doctor of divinity; if he wanted to get the Boyne City public he went to the opera house—with a big A. Dissatisfaction with the accommodations led to the establishment of the Princess theater ten or twelve years ago, and that drew the movie patronage to such an extent that the business was not profitable for either. After Mr. Bellamy's death, a couple of years ago, the opera house was closed.

Mr. Heaton will, when the larger playhouse is remodeled, remove the business from the Princess and be in a position to serve the Boyne City public in a high-class house. Boyne City will gain in the more attractive place of amusement. If the class of entertainment offered corresponds to the place in which it is housed, there is no question of the success of the venture. Charles T. McCutcheon.

### Leisure Hour Jottings From Charlevoix.

Charlevoix, Aug. 23—Sunday was a beautiful day. Mr. B. Herman, proprietor of the Central drug store here, invited me to take a trip to East Jordan, which I greatly enjoyed. The rolling country is very pleasing to the eye. The first crop of hay is stored and the later one needs rain and more rain. We passed the Evelin orchard and a celebrated cherry farm and many flower gardens. The view over the hills to the lakes is admired by many tourists. At East Jordan we visited Gidley & Mac's Rexal store, which was in charge of G. T. Supernaw, a young man who formerly worked here and

remembered Uncle Louie and his photographic work. Herman said that I am not the only painter now. Ladies are buying more powder, paint and lip sticks every day than he can keep on the counter.

Max Whollebe, of the Hy-Pure laboratories, of Cincinnati, is here with us again, enjoying Charlevoix the Beautiful.

Our local Indians are having their annual picnic and show at the tourist camp and the Inn casino and are meeting with great success.

L. Winternitz.

### Great Shrinkage in Fruit Crop.

Traverse City, Aug. 23—The Bell Telephone Co. is expending a vast sum in rebuilding and extending its lines in this region. Work has been commenced on its new office and storage building, to cost \$50,000.

Landlords complain that their hotels are not as largely patronized by tourists and sojourners as in past seasons. A great number of home owners are renting rooms and furnishing meals for prices the hotel keepers cannot meet. A comfortable cot may be rented for fifty cents per night.

Last year fruit growers in the Traverse region realized \$1,250,000 on the sale of their crops of cherries. Their income from the same source this year will not amount to one-fifth of that sum.

Motor busses traverse the highways between this city and Manistee, Petoskey and Grand Rapids via Cadillac. They are liberally patronized. They are not operated during the winter.

Traverse City contains many restaurants which serve cheap meals, but no cafeteria. Cadillac, a city with a much smaller population than Traverse City supports a well managed cafeteria.

Arthur S. White.

### Macedonian Cry From Gezon.

Wyoming Park, Aug. 22—I received a package of real nice ties from some poor blind man out in Missouri which he said I could keep if I sent him one dollar. He says they are worth much more, but as he has no advertising expense he says he can sell them very cheap.

Now it happens that I have plenty of ties left from last Christmas, so if any one feels like helping a poor blind man I will turn these over to him.

I spoke to Mr. Stowe about taking them off my hands, but for some reason (either he has ties enough or he did not like the color) he turned me down cold.

I was rather surprised, as he usually has a heart for the poor and I know he has a number of blind folks on his charity list. I had thought of sending them to John Affeld, Jr., of Lansing, who has a failing for loud ties, I am told. I suppose John Lake, of Petoskey, is so busy he hardly has time to wear a collar and tie or else he might take them.

Now if any one would like some ties (three for \$1), just drop me a line as I have quite a collection; also garters, underwear, etc., all of which have been sent me without any previous arrangement with the writer.

Paul Gezon.

### Six New Subscribers This Week.

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

Attwood Brass Works, City.  
Antrim County State Savings Bank, Mancelona.  
J. L. Bonsall, Reed City.  
Otis Miner, Lake Odessa.  
O. P. Garlinger, Lake Odessa.  
Harvest Mutual Ins. Co., Lansing.

Every knock may be a boost but that doesn't entitle the knocker to be considered a booster.

### Jokes Used To Point Valuable Sales Lessons.

Jokes incorporated in sales bulletins are, of course, interesting and lively, but do not get very far unless they are given specific application to sales work. We are quoting below two such anecdotes, and it can readily be seen that they are effectively used:

"As one of the most perfect examples of salesmanship, I am reminded of a story of what is reported to be an actual happening during the war.

"The officers of one of the colored companies were having trouble getting the darkies to sign up for sufficient life insurance and detailed one of the negro non-coms to help. This non-com presented the proposition in this way:

"If you is insured, Uncle Sam values you at \$10,000. If you ain't, Uncle Sam don't stand to lose nothin' if you die. Now I leaves it to you, which bunch of men is Uncle Sam goin' to send to the front line trenches?"

"With this story I am leaving this sales proposition with you to see what you will do."

"The farmer's son was showing the city flapper through the orchard.

"These," said the farmer's son, 'are Baldwins, and those are Jonathans. Over there are Russets, this is a Ben Davis, and there are Winesaps, Northern Spies and Gravensteins.'

"Gee, kid," murmured the city flapper in awe, 'you certainly know your apples.'

"The gist of the above is that there

is some city slicker (no, we shouldn't say that, but rather, a real salesman) working out through this territory that is selling rings around us on onion plants. I think he knows his onions; but I know that you know yours, and what we would like is some of this onion plant business."

### Old Bank Note Found in Waste.

A bank note issued sixty-five years ago and still in fine condition, is in the possession of Charles O. McCormick of Kalamazoo. It is a one dollar script, issued by A. F. Perrin & Co. Marshall, and dated April, 1862. It also bears the name of the Michigan City and South Bend plank road company. The signers are J. Sibley, president, and William Powell, secretary. This note, handsomely engraved and on a fine texture of paper was found by a Kalamazoo paper mill worker in some waste paper. The bank having gone out of existence, the note is no longer legal tender.

### Butterfly Bag Offered.

A new type of under-arm bag for women which a manufacturer has just put on the market is fitted with an imitation butterfly on one surface, with decorative wings which fasten to the bag with blind buttons. The wings conceal a mirror on one side and a powder compartment on the other, making it possible for the owner to use these supplies without opening the bag. The bag is being offered in brown and gray shades of calf leather. It will retail at \$10 for the 7 inch size and at \$13.50 for the 9 inch size.

## What they know they buy . . . . .



THE public knows Beech-Nut Peanut Butter. Advertising has introduced it. But its own superior flavor has made it the popular item that it is today.

In thousands of homes nothing else will do when light refreshments are desired. Now is the time to recommend Beech-Nut Peanut Butter for picnic sandwiches. Beech-Nut Packing Company, Canajoharie, N. Y.

# Beech-Nut Peanut Butter