

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 31, 1927

Number 2293

My Purpose

To be sincere. To look life in the eyes
With calm, undrooping gaze. Always to mean
The high and truthful thing. Never to screen
Behind the unmeant word, the sharp surprise
Of cunning, never to tell the little lies
Of look or thought. Always to choose between
The true and small, the true and large, serene
And high, above Life's cheap dishonesties.





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

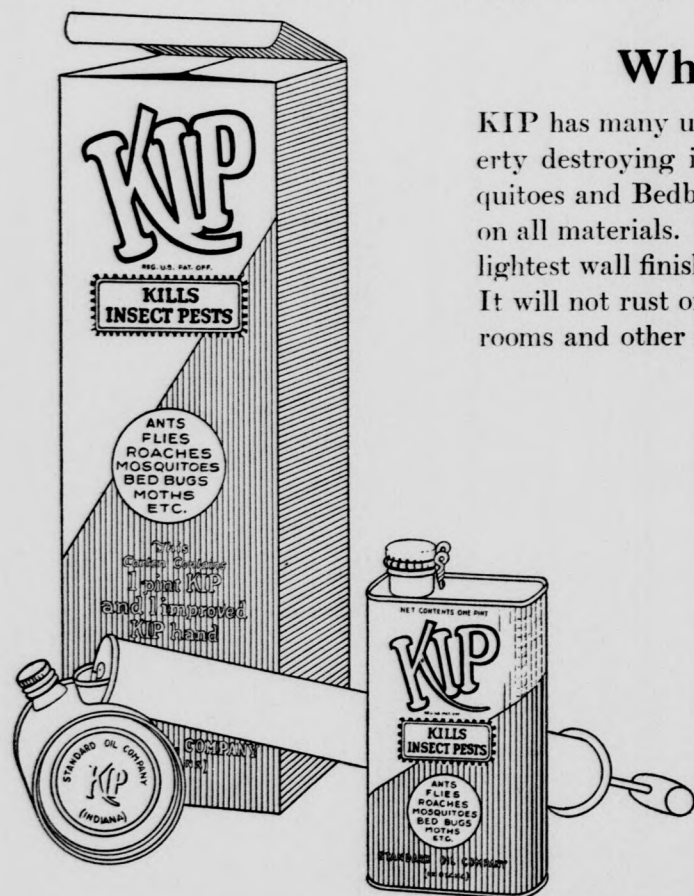
It gives the dealer more profit per sale than any other insect spray,

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

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

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

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



What it is and what it does

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

To Dealers

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

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

Name

Address

Town State.....

STANDARD OIL COMPANY (INDIANA)

910 South Michigan Avenue—Chicago, Illinois

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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.

MORE WHEAT THAN EVER.

Before Congress puts the Government into the grain business it should cast its collective eye over the picture of the wheat situation drawn by the Crop Reporting Board of the Department of Agriculture.

The board sees for this year the largest wheat area in the world's history and for next year one still larger. With favorable growing conditions, therefore, the world will be producing more wheat than it is producing at present.

From this outlook the Crop Reporting Board is compelled to deduce the conclusion that American farmers will be dependent for a market upon foreign countries to a greater extent than hitherto and the further and disconcerting conclusion that that market will be less favorable than now.

Suppose that under these conditions the Government is compelled by law to finance, either directly or indirectly, the purchase of the American wheat surplus. How long will a revolving fund of even \$250,000,000 be able to revolve?

The indispensable condition of such an arrangement would be a provision for restricting the area planted in wheat in this country, but nobody has ventured to say that such a provision could be adopted or how it could be enforced.

The farm-relief measure to which an attempt was made to fasten the Administration tag a few weeks ago frankly placed its reliance for restriction of crops upon the farmer's voluntary action. He was to be supplied with authoritative information. Learning from that information that too much wheat or cotton was being sowed or planted, he would reduce the amount of space given to the offending crop and put something in its place.

This is counsel of perfection. There is nothing in the history of agriculture to justify it. Recent years have witnessed the breakdown of definite efforts to carry it into effect.

The analysis issued by the Crop Report Board shows the folly of farm-

relief schemes which would make the Government guarantee the sale of surplus crops.

TWO ATTACKS BY RADICALS.

Two traditional Christian moral ideals are being subjected to a rapid-fire attack by the radicals of to-day: motherhood and virginity. These radicals would reverse the customary order of things. They try to persuade women that they may have as many children as they like if they are unmarried, but if they are married they must not bear children at all. According to this new gospel motherhood is a sin if you are married, and virginity is a sin if you are not.

Most of us have been brought up to believe that motherhood is one of the noblest of feminine vocations. It is the acme of unselfishness and sacrifice. There is no memory more highly cherished than the memory of a good mother. A woman who consecrates herself to such a life is a co-worker with God, the Creator of life. Indeed, though God creates the life, the mothers form the characters of the men and women of the future. We are what we are to-day, for better or for worse, because of what our mothers made us to be before the age of 6.

God judges us largely by our intentions, and we should judge one another by the same just standard. There are many tragedies in married life, and nothing is more tragic than the man and woman who long for children, but from one cause or another are denied this high privilege.

There is no merit in spinsterhood as such, especially when soured by rebellion and complaint. When a woman, of whatever age, consecrates herself to a life of virginity because it is God's will she makes a cosmic offering which sanctifies the race and brings the Kingdom of God nearer.

For Christian women there can be only two alternatives, motherhood or maidenhood. For Christian men also these two ideals are sacred. Every high-minded Christian man regards himself as committed to the duty of preserving them. He can do this best by reverencing in every woman or girl either the dignity of her motherhood or the sweetness and purity of her maidenhood.

SUPERFLUOUS WOOLS.

Recent issuance of one of their usual "cease and desist" orders by the Federal Trade Commission against a firm indulging in sharp practice brings up anew the question of whether or not that body is a superfluous agency. In the case in point the complainant charged a competitor with secret espionage of its business in order to discover its facilities, operations, cus-

tomers, etc., and also with circulating misleading statements as to its being able to fill orders or to make deliveries. Other charges were that the defendant also circulated charges calculated to affect the plaintiff's financial standing, etc. The Commission held these acts to be unfair competition within the scope of the Clayton act. If there were any finality about such a decision it would doubtless serve as a short cut to ending a controversy and securing justice speedily and at a comparatively small expense. But the defeated party in such a proceeding has the right to appeal from it to the regular Federal courts, which have the power to set aside the rulings of the Commission. In the case under consideration the complainants had a perfect remedy by a suit in court. Furthermore, by means of an injunction pendente lite, which could be obtained in less time than could a hearing before the Trade Commission, the practices complained of could be summarily stopped until after the trial and determination of the case. Time and probably expense would probably be saved in this way. Another consideration in favor of the court procedure is that by it damages could be recovered for any injury caused, which is not the case with a matter brought before the Commission. In matters of this kind the Commission seems about as useful as a fifth wheel to a wagon.

EFFECT OF THE WEATHER.

It is doubtful if the vagaries of the weather have, in a very long time, had such a marked and detrimental effect on many lines of business as they have had this year. A long, cold and wet spring over a great portion of the country was followed by only a few days of ordinary summer weather. Since then there has been a succession of days with little sunshine. The effect of the unseasonable weather has been to retard the sales of hot-weather apparel of all kinds, and more especially such as is worn by men. At the summer resorts business has been in the main quite poor and more especially so because of the many wet weekends. Elsewhere vain attempts were made, as the season advanced, to dispose of stocks of lightweight clothing by means of reduction sales. Even bathing suits failed to move to any marked extent and there was a decided falling off in the demand for the so-called athletic underwear. A marked restriction in the sales of straw hats was another of the happenings. There is still an effort to dispose of summer suits, and a few weeks of really hot weather would help in this direction, although the results as a whole would hardly come up to normal. The effect of the poor business is apt to reflect

in the collections, especially from the smaller dealers, and credit men are taking the situation into account. Conditions, however, are not serious, and it is believed that matters will straighten themselves out as soon as the fall business gets fairly under way.

GENERAL BUSINESS FAIR.

Business in general is just now facing an intermediate period with the winding up of sales for the summer season, which, according to the calendar, has yet nearly a month to run, and a more active pushing of fall goods. At retail the offerings during the past week have included fur coats for women, besides dresses, school togs for the juniors, dress goods, furniture, dress accessories and quite a wide range of men's belongings. The temperature was such as to incline persons of both sexes toward attire for cooler weather as well as to make shopping less of a penance than it usually is at this period of the year. Consumer response was quite favorable and it encouraged retail store buyers to put in fresh orders for merchandise. While the prospects for a good fall business appear quite promising, there is still no disposition to anticipate with volume purchases. In the primary markets the situation appears to be brighter, the enquiries becoming more numerous and persistent and the actual sales getting larger. This result is in some measure due to the price advances made or in contemplation in a number of the textile lines. Not all, however, are influenced by this circumstance, there still being many who are buying simply for immediate needs and who say that, later on, they will pay whatever the market prices may be for what they need. They are inclined to be skeptical on the probabilities of any material advances.

Another blow is struck at the supposed moral superiority of the country over the city, this time by a theological authority, who declares that statistics show that only 18 per cent. of the people in rural communities are church members, while 77 per cent. of city dwellers answering a recent newspaper questionnaire have a church connection. People who live in the country will kindly refrain from asking how many persons failed to reply to the questionnaire.

A singer in Chicago is said to have coaxed worms out of the ground with her tones. Some hardened opera-goers may think that the worms were hurrying out to be strung on hooks to end their agony.

Business is sensitive. It goes only where it is invited and stays only where it is treated well.

MEN OF MARK.

W. J. Chittenden, Jr., Manager of the Detroit-Leland Hotel.

Forty odd years ago the writer was honored by the friendship of W. J. Chittenden, Sr., managing owner of the Russell House, in Detroit. In retrospection I can still vision the goodness of this wonderful individual; his friendly recognition when you made your return visit to his popular hostelry; his desire to make it known to you that your interests were his, and his wonderful accomplishments. His was a real home, his friendship was not chimerical and he was beloved by all who knew him.

When my editor requested me to give a painstaking biography of Will Chittenden, I explained to him that it could not be, that I was not addicted to the production of mortuary records or the compilation of chronological data, but if he wanted me to tell the Tradesman readers what I really thought of this virile individual, I would accept the assignment, and regard it as an honored privilege.

It may be said at the outset that William J. Chittenden, Jr., has an inherent predilection and talent for the important line of enterprise with which he is so prominently and successfully identified as one of the essentially representative hotel operators of the United States.

He is the son of the individual mentioned in the opening paragraph of this article, who for a half-century presided over the destinies of the Russell House with a prestige of the highest order. The son is admirably upholding the honor of the name he bears both as a progressive and public spirited citizen and as an able and successful business man.

There are some biographical facts which I, in writing this personal tribute to a friend of many years standing, will revert to but briefly.

Will Chittenden is a native son of Detroit and was born March 21, 1874. His educational training was of the public schools, with an effectual supplemental finishing academical course in an Eastern college. He initiated his business career with the First National Bank of Detroit, but upon attaining his majority in 1895 he entered the service of the Russell House and continued to be identified with that institution until it was demolished in 1905, to give place to the Hotel Pontchartrain, which, in its day, was one of the finest public houses in America, if not the entire world. During his connection with the Russell House, Mr. Chittenden at first was what is technically known as "back of the house" manager or steward, as I presume he was regarded at that time. It really means that he was the individual upon whom rested the responsibility of providing the food and superintending the physical operation of the hotel. I remember well when Will gave up his position at the bank and came over to the Russell, to become, as his father expressed to me with much pride, a hotel man. Was he afraid to work? Well, ask any of the old operatives of the hotel or any of the old time drummers who watch-

ed him grow. At that time he showed clearly that he had inherited many of the qualities which had so attracted the public to his father, among them the desire to please such as he came in contact with. He was thorough and practical. While the Russell House was considered a long way on the road to perfection, he inaugurated certain changes and improvements which added to the reputation of the Chittenden regime for service. Whether as chore boy in the kitchen or as room clerk in the front office, he acquitted himself in such a manner as to create the impression that he was extracting a full measure of enjoyment out of his early existence.

Upon the organization of the Pontchartrain Hotel Co., he was, on ac-

retirement early in 1925. It was soon after this that he became resident manager of the Book-Cadillac, a position he was agreeably filling when he became general manager of the Detroit-Leland in June of the present year.

It may be a stroke of policy, as one hotel regards it, to assume the attitude that "the guest is always right," but we all know to a dead moral certainty that he is not, and I never felt that the individual himself was ever appealed to by any such invitation to compromise, whether he was right or not. Will Chittenden rather leans to the application of the Golden Rule when it comes to the adjustment of differences, but he obviates much of the discomfort and annoyances of differences

ness—no high-hatting. Without the slightest suggestion of harshness or arbitrariness employees are given to understand that they must be conscientious and consistent in their service. Coming in contact with them you are treated with deference without a suggestion of servility on their part. And this trait reflects with accentuation the spirit of democracy which is an element with Mr. Chittenden. If he inherited it from his father, it does him credit in possessing the good business sense to inculcate it among his employees.

The Detroit-Leland is by no means a one man enterprise, but there is a directing spirit which is endowed with sufficient energy to center the target and that presiding spirit in the subject of this sketch.

Then there is the element of personal magnetism. Once you form the acquaintance of this exceptional individual, you know beyond peradventure that he is sincere. Operating a hotel or greeting its patrons is not a mere perfunctory occupation with him. His is not an impersonal relationship. Retaining his friendship is, to be sure, a matter of contingency upon your own treatment of the case, but given an opportunity this man I am telling you about will grow upon you with his personality, and you cannot doubt that he means it all.

I made the statement some time ago that Will Chittenden was the best hotel man in the Middle West and there will be no retraction on my part. I might, to a certain degree, qualify that statement by emphasizing with a further statement that his knowledge of hotel details is second to none which, in combination with such a wonderful personality, needs no further corroboration.

Mr. Chittenden, in addition to conducting a wonderful hotel, of which I will speak more in detail later on, manifests deep interest in all that touches the welfare and progress of his native city and is in entire sympathy with the development of all civic affairs. Naturally, he is an active member of the various organizations which promote local industries and he and his estimable wife are popular factors in Detroit's social activities.

He has long been a member of the Hotel Mens' Mutual Benefit Association, as well as the state organization, in which he has been given deserving recognition.

It seems fitting that the friends and acquaintances of Mr. Chittenden should know something of his new acquirement and the latest candidate for public favor in Detroit—The Detroit-Leland, which I carefully inspected on my visit there last week.

It is a magnificent twenty-two story structure, with 720 rooms, and is said in all respects to be one of the finest of American hotels.

This imposing structure, built and equipped at a cost of \$5,000,000, may truly be called a "palace of comfort," is controlled and operated by the Continental-Leland Corporation, which operates the Hotel Olds, in Lansing, and several other similar institutions throughout the Nation, and is the



William J. Chittenden, Jr.

count of his intimate knowledge of every detail of operation, elected one of its officers and naturally had much to do with the building, planning and construction.

When the Hotel Pontchartrain was opened to the public in 1907, he became associated with George Wooley and was one of the two active managers of that institution, an incumbancy which was maintained until 1917, when the hotel site was disposed of and the building demolished to make way for the First National Bank building.

After that and until 1924 Mr. Chittenden was occupied with hotel building deals, always successful, until he was called upon to assume the assistant management of the Morton Hotel, Grand Rapids, under W. C. Keeley, taking charge after that individual's

by obviating them. In the first place he is eternally on his job. He has a trusted corps of lieutenants, many of whom have co-operated with him in past years, but he does not shirk any of these responsibilities himself. It is no easy thing to absorb every detail an intimate knowledge of the minutia of hotel operation, but it is a surpassing asset after it has been acquired, and Mr. Chittenden has it. He is not content to sit in his well appointed office and scan black and white reports as to the lay of the land. He just keeps in personal touch with his employees; knows just what they are doing and if the guest has a grievance he takes pains to get at the bottom of the trouble. In other words, he is "from Missouri."

Then, again, there is no snobbish-

"flagship" of the entire fleet, in excellence and equipment.

It is located at the corner of Bagley and Cass avenues, the main approach being from Bagley, with another entrance from Cass avenue. Eleven stores and shops have been included in the ground floor arrangement. Passing through the main entrance, a grand stairway leads into the lobby, where the guest is welcomed to an atmosphere of friendliness and immediately impressed with the idea that his presence is desired, without unnecessary ostentation. He at once enjoys a proprietary interest in the institution and feels that hospitality is not, as claimed by many, a long lost art. The main lobby is a luxurious hall of sumptuous proportions with a pleasing intermingling of color and light. The carpets are soft and heavy, the draperies, rich in color, hang in deep, ample folds, while the light, from especially designed chandeliers, bring into prominence the soft, glowing colors and intricate design of the ornamental ceiling. Stately, yet not formal, this beautiful room expresses warm hospitality and refined luxuriousness, the keynote to a successful modern hotel.

The furnishings are a happy intermingling of the modern and antique, but withal substantial and comfortable. The sofas and chairs in the lobby, together with suitable tables, are arranged in convenient groupings among growing palms and trailing ivy. Altogether the lobby is much larger than that in any similar institution in Detroit.

The main dining room is directly off the lobby and is of the Italian Renaissance, beautiful in detail and affords a wide scope for the application of the decorative Italian type. The appointments of this room are truly magnificent and I am not attempting to describe them in the limited space I have at my command. There are numerous dining rooms for all types of service, together with a ball-room and banquet hall. Too much cannot be said for the exquisite beauty of this ball room with its detail of plaster work, its imported marble floor, its exquisite decorations and wonderful lighting.

On the mezzanine level are numerous apartments, such as conversational rooms, writing rooms, beauty parlors, etc.

There are seventeen sleeping floors in the Detroit-Leland, with 720 rooms divided into single, double, or rooms en suite, tastefully decorated, with furnishings of all periods and the highest type of beds known to modern science. The carpets are of rich texture and of fascinating patterns. All in all, the rooms carry with them an atmosphere of hominess one seldom finds in public establishments. The plumbing is most modern, and for the first time I discovered running ice-water which really circulated and responded to the guest's real requirements.

Neither have the needs of the commercial traveler been overlooked. In planning this hotel more than 100 sample rooms have been provided, the largest offering more than 100 feet of sample space. All rooms are well

lighted and ventilated and open into extra wide corridors. In the sample rooms the beds are of the wall type—that is, completely covered when not in use—thus giving a maximum floor space and omitting the suggestion of a bed room. Traveling men tell me these sample rooms are, by all odds, the most satisfactory in Detroit.

Also it is reported that the kitchen equipment, up to the minute in economy and convenience, has no superior in America. Its storerooms and refrigeration plants answer every known requirement.

The Detroit-Leland coffee shop is of large proportions, seating 120 persons at the counters and 180 at tables and food service is maintained from a special grill-type kitchen. The equipment is of the very latest type.

A friend of mine who patronized a certain Detroit hotel for a long period of years once said to me that he had "stopped here half my natural life and half of that period has been consumed in waiting for elevator service." The Detroit-Leland provides for its guests twice as much efficient elevator service as any other hotel in Detroit. They are of the Otis pattern and automatically equipped. When using them you will no longer hear the warning, "Watch your step!" They stop even with the floor level automatically.

I could tell you a lot more about Will Chittenden's hotel, but to get the right slant you will have to go and see it.

Business there has more than doubled within the last month. The rates

are equitable for both food and accommodations. Frank S. Verbeck.

Men of Light and Leading.

America's greatest need to-day is a man of light and leading. Every generation produces able men. The different departments of life require competent, learned, efficient men to conduct them, and such men are always forthcoming. But what I term "a man of light and leading" does not fall into the category of merely competent men.

A man of light and leading occupies a place in the body politic analogous to that of the president of a large business concern. The president of such a concern appoints managers over the various departments of the business, each of whom has jurisdiction over his own department but has little to do with other departments. The president of the concern has general and plenary jurisdiction over all the departments of the business.

So it is in the case of the body politic, which (to use a language best understood in our day) is the largest business concern of all. The different departments of the body politic are headed by "managers," that is to say leading statesmen, clergymen, educators, doctors, lawyers, etc., whereas the man of light and leading exercises a general controlling, stabilizing, reforming jurisdiction over all the "managers."

Every generation ought to have at least one such man. It is the misfortune of this generation that it has not one. There is not a single man in

America to-day whose training, experience, wisdom and moral force and earnestness combine to make him the outstanding character in the Nation.

Lincoln—beloved Father Abraham—was a man on this order. Another such man was Theodore Roosevelt. Every family in the land regards such a man as one of its own members. Everything he says and does is discussed in the intimacies of the household like the sayings and doings of a member of the family. He is regarded with veneration and love or with fear and trembling: with love by well-doers, with fear by evil-doers. He is not mocked and derided as all our public men are to-day. Why is the man of light and leading regarded with love and veneration. Because "he loves the Lord his God with all his heart, and with all his soul, and with all his strength, and with all his mind; and his neighbor as himself."

Frank Stowell.

It is defeat that turns bone to flint, and gristle to muscle, and makes a man invincible, and forms those heroic natures that are now in ascendancy in the world. Do not, then, be afraid of defeat. You are never so near to victory as when defeated in a good cause.—Henry Ward Beecher.

Certain pacifists have suggested that if the young men going to the military camps want a vacation they would do better to strike for higher wages. Unfortunately, that sort of vacation is likely to be too prolonged.

HOWE, SNOW & CO., INC.

TAKE PLEASURE IN
ANNOUNCING THAT

MR. DAVID A. WARNER

Now a member of

Travis, Merrick, Warner & Johnson

will become associated with them as active Vice President
and a general partner in their business on September First.

MOVEMENTS OF MERCHANTS.

Buchanan—O. A. Barr has engaged in the shoe business here.

Blissfield — The Continental Sugar Co. has increased its capital stock from \$2,500 to \$5,000,000.

Grand Ledge—Ira Howe has engaged in the grocery business, the Worden Grocer Co. furnishing the stock.

Detroit—The Consolidated Distributing Co., 4159 Cass avenue, has changed its name to the Michigan Triple Duty Boiler Co.

Coloma—The Coloma Canning Co. handled 540 tons of cherries this season, paying farmers of that territory over \$103,000.

Vassar—Negotiations are on for purchase of the municipal power, heating and water plant here by the Michigan Electric Power Co.

Detroit—L. Bergman will engage in business Sept. 3, at 22912 John R. street, under the style of the Hazel Park Home Bakery.

Clare—E. S. Chaffee has purchased the grocery and produce stock of Bart Barrus and will continue the business at the same location.

Saginaw—Krause & Vibert have engaged in the clothing and men's furnishings business at 414 Court street.

Jackson—Willeray Stores, Inc., has been incorporated to deal in confectionery, pastry, etc., with an authorized capital stock of 1,000 shares no par value.

Bloomington—H. H. Blaine has sold his plant, the Bloomington Creamery, to The Pet Milk Co., which conducts a number of condensaries in this locality.

Detroit—The Gunsberg Packing Co., Inc., 2380 Twentieth street, meats, food stuffs, etc., has been incorporated with an authorized capital stock of \$300,000.

Detroit—Display Craftsman, Inc., 84 Brady street, has been incorporated to construct and install service windows, show cases, etc., with an authorized capital stock of \$6,000.

Detroit—The Murray Optical Co., 1119 Griswold street, has been incorporated with an authorized capital stock of \$10,200, all of which has been subscribed and paid in in property.

Detroit—The Novelty Gift Shops, 66 Adelaide street, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and \$270 paid in in cash.

Jackson—The Gage Fuel Co., 909 South Water street, has been incorporated with an authorized capital stock of \$20,000, \$10,500 of which has been subscribed and paid in in property.

Marquette—Jacob Rose has sold his interest in the Jacob Rose & Sons stock of boots, shoes, etc., to his sons, Philip and Samuel, who will continue the business under the style of Rose Bros.

Pontiac—The Pontiac Home Builders, 42 Green street, has been incorporated with an authorized capital stock of \$25,000, of which amount \$2,500 has been subscribed and paid in in cash.

Detroit—The National Twist Drill Sales Corporation, 6522 Brush street, has been incorporated with an authorized capital stock of \$10,000, all of

which has been subscribed and paid in in cash.

Detroit—The Cameron Steel Co., 403 Insurance Exchange building, has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$2,500 paid in in cash.

Sand Lake—The Sand Lake Co-Operative Association has sold its elevator and grain stock to the Pierson Elevator Co., which will continue the business under the management of Frank Rushmore.

Saginaw—The Art Sample Furniture Co. has leased the four story building on South Baum street, formerly a part of the Barie store and will occupy it with a complete stock of furniture, carpets, rugs and stoves Sept. 15.

Mt. Pleasant—Bert Shangle and C. Dale Richmond have purchased the McGregor & Marshall hardware stock, taking immediate possession. The business will be conducted under the style of Richmond & Shangle.

Detroit — Scholnick's, Inc., 1400 Washington boulevard, has been incorporated to deal in men's and women's clothing at retail, with an authorized capital stock of \$100,000, \$80,000 of which has been subscribed and paid in in property.

Detroit—Elliman's, Inc., 204 West Grand River avenue, has been incorporated to deal in women's apparel at retail, with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in, \$5,232.50 in cash and \$4,767.50 in property.

Big Rapids—E. A. Darling is closing out his stock of boots and shoes at special sale and will retire from trade after thirty-three years of continuous service. Mr. Darling has leased his store building to the C. Thomas Co., of Grand Rapids, for a grocery store.

Lansing—The Dunham Hardware Co. is completely revamping its buildings at 1216 and 1218 Turner street, installing complete new fronts for both places and remodeling the upper floors of both buildings into stock rooms and display rooms for the heavier domestic equipment.

Negaunee—Robert Cronin, who has been in charge of sales in Marquette for the Gamble-Robinson Co., wholesale dealers in fruits and vegetables, has been transferred to this place as district manager for the firm. He will move his family to this city from Marquette at an early date.

Ishpeming—George Drach, who is to leave the city this week to accept a position in San Francisco, Cal., was honored Tuesday evening by a dinner at the Marquette club by the members of the Shrine Chanters, of which he has been the director since its organization. Twenty-two composed the party, which was a most enjoyable affair.

Manufacturing Matters.

Saginaw—Peter Eckrich & Sons, Inc. Inc., manufacturer of fine sausages and smoked meats, have taken possession of their modern new plant at 645 Second street.

Detroit—The Detroit Bedding Co., 3976 C street, has been incorporated to manufacture and sell bed springs,

mattresses, etc., with an authorized capital stock of 100 shares no par value.

Alpena — The Alpena Industrial Works, 128 West River street, has been incorporated with an authorized capital stock of \$50,000, of which amount \$35,000 has been subscribed and paid in, \$10,000 in cash and \$25,000 in property.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 30—The Chipewewa county fair ended Aug. 27, after a four day exhibition. For the first time in several years we had ideal weather, which accounted for the record breaking attendance. The stock exhibit was the best we have ever had, while the vegetable and grain displays were not up to the usual standard on account of the early dates. The pageant, with over 300 people in the cast, giving the early history of our country, was a great success, drawing a large evening attendance. The horse races were the best which have ever taken place in the Upper Peninsula. The officers of the Fair Association are more than pleased with the results of their efforts and the success of this year's fair.

Prof. L. G. Lamson, of the Hinsdale Sanitarium, near Chicago, is spending his vacation here this week with his wife. They have made us a yearly visit for the past several years and think the Soo is the most interesting place in all of the many places they have visited. The locks and the many side trips around here make this an attractive place for tourists.

Eckerman now has a movie house. This is another asset to the village, with the new hotel and two good stores. It is also the hub in that locality, with Shell Drake, Emerson and Whitefish Point getting their freight via Eckerman. The sawmill also gives work to many men and in the winter the place is headquarters for hunters.

G. P. Taylor, proprietor of the Emporium dry goods, clothing and notion store at Pickford, has sold the stock to S. G. Wilson and Roy Askwith. The Emporium has been operated by Mr. Taylor for the past thirty-five years and has an established reputation and a large patronage. The name of the store will remain the same, with the firm name Wilson, Askwith & Co., proprietors. Mr. Wilson needs no introduction to the public, having been in the storage and transfer business here for the past twenty-five years. Mr. Askwith has been in the employ of Mr. Wilson for the past three years. The members of the new firm state there will be no change of policy in the operation of the business.

During our hot spell a short time ago it was so warm that some of our band men had to remove their coats while playing. Still they had nothing on the Scotch musicians who have to play without their trousers.

William G. Tapert.

J. D. F. Pierson, general dealer, Kenton: "I consider the Tradesman the best trade journal published and would not think of dropping it for a single issue. Your open letter to "Henry" was worth many times the subscription price. That is right, Friend Stowe. Continue to hew to the line and let the chips fall where they may."

J. A. Mitchell, proprietor of the City Cash Market, dealer in fresh and salt meats at Iron Mountain, writes the Tradesman as follows: "Once more our turn to help good work has rolled around. Check enclosed. Keep up the good work."

SAFETY VERSUS STUNTS.

Transoceanic flyers have taught the world two valuable lessons.

The first is that it is perfectly possible under favorable conditions to link continents by the air; the second is that in the present stage of aeronautical development flights over the Atlantic or over the Pacific are neither highly practical nor safe. It is now high time that further dramatic but needlessly dangerous ventures were abandoned and that the money and energy expended in seeking new records be devoted to the problem of aerial safety.

The Dole air race to Hawaii has drawn attention to the risks involved in transoceanic flying in a way which should discourage further flights of this nature until there has been distinct improvement in the adaptation of planes to long-distance flying. Under the circumstances in which that flight was held it did nothing to advance the cause of aviation. We knew that the flight to Hawaii was possible. We knew that it was dangerous. And the result of this sensational air race simply served to emphasize at bitter cost the reality of those dangers.

Flights to Tokio and Hongkong are now talked of. What possible good can they accomplish? Rather than promote aviation they will tend to dispel public confidence in travel by the air. If flying is to become a regular means of transportation those who have the cause of aviation at heart must forego the sensational for the practical. We have had enough of what is coming to be mere stunt flying.

There can be no doubt of the future of aviation, and we are confident that in time flights to Europe and to Asia will be made safely and regularly. But that day is still distant. It will be brought much nearer if patrons of aviation who are ready to offer prizes for new long-distance flights turn their attention to rewards for increasing the aerial factor of safety.

A popular idea receives a jolt in the news of a price-cutting war between the Standard Oil Co. and independent producers. To the man in the street the Standard has long stood as the model of absolute monopoly. Never altogether true, this notion has of recent years been far from accurate. It will not be easy, however, to convince all those who hold it is a misconception. Some of them will take refuge in the familiar explanation that the newspapers are lying. Others, more polite, will suggest that the press is being fooled by the monopoly crowd, the apparent war being only a sham battle. The incident calls attention to our careless use of the word "monopoly." We apply it to the largest factor in an industry without stopping to think whether or not competition has been abolished. In this view the United States Steel Corporation is a monopoly. Yet many independent steel companies continue to flourish. The influence of such large units as Standard Oil and United States Steel upon prices and policies is naturally very great, but there is a wide gap between this influence and the dictatorial power of an actual monopoly.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.40 and beet granulated at 6.30.

Tea—Vastly stronger tendencies are noticed abroad and bullish statistics serve to support this attitude. Some operators in the local trade see sufficient evidence to prompt them to cover for part of their future requirements, and the trade looks for many consumers throughout the country to begin acting in a like manner by about the beginning of September. United Kingdom stocks, as is reported this week, are far below the two previous year's averages, and the August production of Indias is expected to fall short of its mark anywhere from two to three million pounds.

Canned Fruit—California peach canners are not seeking business at concessions under opening. Some have advanced their prices all along the line and others are refusing business at full opening, as they say that they are not sure that they will be able to take care of that already on their books. The packer shows strong confidence in the market, and he has assumed the attitude of "take it or leave it."

Canned Vegetables—Peas are already in the can and production is a closed chapter. Packers are advancing their ideas, and, while they still quote a full line out of Wisconsin, they are often 10c over the ideas of buyers and will not shade the fancy grades. Tomatoes are still unsettled, but California packers have booked so much business that they are no longer in the market in an important way. Corn is firmer, owing to the cool weather recently in all producing states, which has retarded development and made the frost hazard more apparent. String beans pack is being completed with no apparent surplus.

Dried Fruits—The prune situation seems to be shaping itself for a general improvement in values and in a widening in the demand from operators who have heretofore neglected the market. California packers remain firm at the recent advance and while large sizes can still be bought in straight lots some packers intimate that as large prunes will be a smaller part of the crop than usual that a percentage of small counts will be necessary when confirmations are made. Such a step would be one more move toward an independent position for the packer. In the early part of the season the packer was dominated by the buyer but he is gradually assuming the role of leadership. Postings from the Northwest are to the effect that the coming crop is showing a large percentage of scab. A meeting of packers has been called to determine the tolerance which will be allowed. The scabby fruit, it is said, will cut down on the gross tonnage which was originally estimated at 55,000,000 pounds. Local buyers are still unwilling to alter their stand as to covering but there is more confidence expressed in the situation because of the knowledge that there will be a large consumer demand, while it is not thought that even under the most adverse conditions that the market can go much if any lower than at

present. The peach market on the Coast is firmer and there is not so much pressure among the smaller packers to push their merchandise on an unwilling market. Packers have higher ideas because they say that the amount of peaches dried this season will be less than half of that turned out last season. The low prices offered growers by canners and driers caused an unexpectedly heavy movement of peaches through the green markets. The large part of the early varieties has been moved and with a better situation prevailing in the canning field packers are more interested in peaches than they were which makes it necessary for driers to meet that competition. There has been no change in apricots here but the Coast market remains firm among the leading packers. Spot raisins of all varieties are in moderate supply, with pronounced shortages of some types such as package Thompsons and seeded of the fancy brands. Bulk Thompsons have not been allowed to accumulate here and there is a widening in the consuming and manufacturing outlets.

Canned Fish—No change in the fish situation. Salmon is as firm as ever in all positions.

Salt Fish—It is a little early to expect the fall demand for mackerel, but after Labor Day the trade anticipates a widening in the outlets, since retailers for some time have bought sparingly and are accredited with carrying less than their usual volume into the fall season. Reports from Norway are not encouraging, as most of the fish run to the larger sizes and the ideas of fishermen are for high prices. Whether they will be able to maintain their position cannot be determined now. Along the American coast fishing has been suddenly brought almost to a complete halt because of recent storms which have driven fish into deeper water, and the rough seas have prevented the small boats from following them. In calm seas the fish come in to feed and small boats answer fishing requirements. There have been plenty of fish, but the problem has been to make catches. Weather conditions are a governing factor. As the pack is in the process of making, the final results of the season cannot be judged now. Shore mackerel are running larger than last year, but show good quality. They are not quite as salable from a retailer's standpoint as the one pounders which predominated last season. Salted salmon is much firmer on account of the shortage of fish which has been noticeable in canning and salting circles. The salmon line shows an advancing tendency.

Nuts—The almond situation is causing a great deal of confusion as there are conflicting reports regarding world crops. That in California is estimated by Federal authorities as 68 per cent. of last year and it is reported that independent packers have been paying high prices to the grower for favorite varieties such as Nonpareils. It is quite apparent that packers expect to open on a high basis. Opening prices are expected shortly after September 1. Most reports from Italy are that the crop is making good progress and is of normal tonnage, but postings from

Spain vary. The unsettled situation causes buyers to postpone buying until opening prices on domestic nuts have been announced before they make extensive contracts for foreign shelled or unshelled almonds. Unfavorable weather during the past few weeks in France is said to have cut down the walnut crop in the various producing districts, and what is equally important, has injured quality so that it will be difficult to get the sufficient amount of nuts of the proper quality. Also it is feared that the long spell of cool wet weather will delay maturity and make early shipments impossible. First arrivals of new crop are wanted as the jobbing markets of this country are more or less bare. No unfavorable reports have been received from California where a larger crop than last year is in sight, with earlier maturity than in 1926 in prospect. Opening prices on pecans were named last week on a lower basis than last year. Confirmations are coming in slowly as there is a surplus from last season and the trade is not in real need of replacements.

Rice—As long as the character of trading remains what it is, little change in the spot rice market can be expected. The demand for jobbing parcels is up to normal, but that constitutes most of the enquiry. Rice in later positions is not attractive at the moment, although there are light holdings reported throughout the distributing trade. With no pressure to move spot merchandise and with new crop being absorbed at the source without accumulation, the market in both quarters is steady but featureless.

Review of the Produce Market.

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

Bananas—6½@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 44c, prints at 45c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—\$3 per 100 lb.

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 ----- \$6.30

Light Red Kidney ----- 7.00

Dark Red Kidney ----- 6.00

Eggs—The market has advanced 1c per doz. during the past week. Local jobbers pay 31c for strictly fresh.

Egg Plant—\$2.25 per doz.

Garlic—30c per string for Italian.

Grapes—Thompson's Seedless, \$1.75 @2.25 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 command \$3 for Jumbo and \$2.50 for Medium.

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

Onions—Spanish, \$2.50 for 72s and \$2.75 for 50s; home grown are now in market, commanding \$2.50 for white and \$2.25 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. Home grown are coming in some, but not in sufficient quantity to establish quotations. The local crop is very light.

Pears—\$2 per bu. for Bartlets.

Peppers—Green, 50c per doz.

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

Plums—\$1.50 per bu. for Burbanks.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 20c
Light fowls ----- 14c
Heavy Broilers ----- 23c
Light W. L. Broilers ----- 18c

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

Spinach—\$1 per bu.

Sweet Potatoes—\$5 per bbl. for Virginia.

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.

Electrification of Poultry Farm in Maine Completed.

West Wintport, Me., Aug. 26—The electrification of the poultry farm of Charles C. Clement, of this point, the first of a series of Maine farms to be remodelled into modern electrically equipped farms for demonstration purposes, was completed recently. The work of farm electrification is being done in conjunction with the University of Maine College of Agriculture and the rural service department of Central Maine Power Co. It is proposed to show the various ways in which electric current can be used in carrying on the work of the farm and the farm household.

It is always disappointing to find a man who plays hard and enjoys it, grunts hard when he works.

RETRACTION NOT GRANTED.**Tradesman Cannot Deny Statements Based on Court Records.**

Grand Rapids, Aug. 24—Your attention is hereby challenged to three separate articles appearing in your publication, the Michigan Tradesman, respectively on June 29, 1927, July 27, 1927, and August 10, 1927, in which you accuse me, among other things, of being a thief, a defaulter, a perjurer and an embezzler.

The article of June 29 is on page 32 and is entitled "Double Dealing."

The article of July 27 is on page 32 in is entitled "Bankruptcy Application Bears Evidence of Dishonesty."

The article of August 10 is entitled "DeGraaf Headed for Jail. Must Return Stolen Money or Serve Time."

Demand is hereby made that you retract every statement in each of said articles which in any way charges or imputes criminality or criminal intent or purposes to me. Martin DeGraaf. Fred P. Geib, Attorney.

Open Letter To Fred Geib.

Grand Rapids, Aug. 29—I acknowledge receipt of your letter of August 24, 1927, calling for a retraction of statements regarding Martin DeGraaf heretofore made in the columns of the Michigan Tradesman, in which you state I have accused De Graaf among other things of being a thief, defaulter, perjurer and embezzler.

As you are the fifth successive attorney in the past few months that De Graaf has employed since he got into trouble for taking the funds of the Wolverine Metal Specialties Co. I take it for granted that you are not acquainted with the facts in the case, as otherwise you would not ask for such an absurdity as a retraction.

In regard to the statement that De Graaf was a perjurer, you can ascertain from the files of the Circuit Court for the County of Kent that De Graaf has made two affidavits regarding the taking of this money entirely contradictory to each other. In one affidavit, he stated that he took the money to apply on his account against the company. When Judge Perkins directed an order to be made requiring him to return the money back as he had no right to take it on such a pretext, De Graaf then made another affidavit contradicting the first affidavit in which he stated that the money was applied not on his account but on an account of his wife against the company.

Of course, both of these statements were under oath and were filed in court proceedings. When this latter claim was made to the court, Judge Perkins made the following statement on the hearing:

"I am going to sign this order. You can do anything you have a mind to with it. I cannot tolerate this double crossing of the court one way or the other. De Graaf is estopped by every rule of law to come in and make this claim and he should make reimbursement to the company. His wife, as a creditor, should stand with the other creditors of the company. As Treasurer of this company he had no right or authority to draw this money out while receivership proceedings were pending and pay his wife's claim, even if they were so. But it is not so according to the record as it stands in this court up to the present moment. The claim now made—that the obligation was a debt due the wife and not due the husband—is diametrically opposite to all of the pleadings filed and diametrically opposite to the arguments heard before in this matter and I cannot tolerate that sort of double crossing. If this man, De Graaf, was acting in good faith with this court, his answer to the petition and his attitude on the hearing of this case in the first claim should have been correct. He knew then, as well as he knows now. And after I had made

the order to attempt to avoid the operation of the order by claiming his wife as a creditor, I cannot stand for it, and I won't stand for it, and you may take your remedy whatever that remedy may be."

He then made an order that De Graaf return \$2,272.22 and on his failure to do so, issued an order for De Graaf to show cause why he should not be punished for contempt of court. On the day set for the hearing of this order, Judge Perkins enquired if the money had been paid back and stated that if it was not paid back, he would send De Graaf to jail.

Just before the court was to make the order sending De Graaf to jail, De Graaf, in order to avoid and delay this punishment filed a petition in bankruptcy in the U. S. District Court and on the representation to the court that the \$2,272.22 in question was a debt dischargeable by bankruptcy, he secured a temporary stay of proceedings from the U. S. District Court and in order to do this, he made a further false statement, under oath, in the U. S. District Court, that the \$2,272.22 was a debt owing by him to the Wolverine Metal Specialties Company.

This was in absolute contradiction to the other two affidavits previously made in Circuit Court, which disputed each other.

It was necessary, in order to secure the stay of proceedings, to make the claim that this was a debt which De Graaf owed to the Wolverine Metal Specialties Company.

On the hearing of the motion for a stay of proceedings, Judge Raymond enquired how De Graaf could claim that the company owed him the \$2,272.22, at the time he took it and also claim at the time of the hearing that he owed the company this same sum. Thereupon Judge Raymond denied De Graaf's right to a stay of proceedings, sending the case back to Circuit Court to enable the Circuit Court to punish De Graaf for contempt or for other such action as the court decided upon.

In deciding the case, Judge Raymond held that he had no jurisdiction to grant a stay of proceedings if the debt was one created by the fraud, embezzlement, misappropriation, or defalcation of De Graaf and stated that he examined the order of the Circuit Court and that he had no doubt that it was based upon the finding of that court that the bankrupt misappropriated the cash of the Wolverine Metal Specialties Company which was in his possession at the time of the appointment of the Receiver.

Therefore, as to the question of the statement that De Graaf is a perjurer, I have only stated this to be a fact after an examination of the court records and affidavits of De Graaf himself in the case and the statements of Judge Perkins of the Kent Circuit Court and Judge Raymond of the United States District Court, where these matters were heard.

This, being the truth of the matter, there is nothing to retract.

Referring to the statement that De Graaf represented he owned Eight Thousand Dollars worth of stock in the Round Oak Heating Company on July 13, 1926, I have ascertained from the Treasurer of the Round Oak Heating Company, that he has never been a stockholder in this organization and that a financial statement setting forth that he owned Eight Thousand Dollars worth of stock in this company, is false and dishonest.

With regard to the publication of the statement that De Graaf is an embezzler, the facts are that he was Treasurer of the Wolverine Metal Specialties Company and that while proceedings for the appointment of a Receiver for that company were pending De Graaf abstracted the sum of \$2,272.22 for his use, by withdrawing this money from a checking account of the Wolverine Metal Specialties Company and refused to surrender the same

AN INVESTMENT IN GRAND RAPIDS' FINEST OFFICE BUILDING



Although completed less than one year ago this building is already over eighty per cent occupied. With the Grand Rapids Trust Company owning the substantial equity in the property, the First Mortgage Bonds are especially appropriate where a "Worry Free" investment is desired.

We Suggest

GRAND RAPIDS TRUST BUILDING
1ST. MORTGAGE 5% BONDS.

GRAND RAPIDS TRUST CO.
GRAND RAPIDS, MICHIGAN

WORDEN GROCER COMPANY

The Prompt Shippers

Ere the Frost is on the Pumpkin
And the Corn is in the Shock,
Every live, aggressive Grocer
Will be carrying it in stock.

COMING SOON
IT'S WONDERFUL

WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years
OTTAWA at WESTON GRAND RAPIDS
THE MICHIGAN TRUST COMPANY, Receiver

to the company or to the Michigan Trust Company, the Receiver.

The Circuit Court has repeatedly decided that De Graaf had no right to this money and has ordered him to return the money to the Michigan Trust Company, as its representative.

His taking of this money from the Wolverine Metal Specialties Company, while proceedings for a Receiver were pending and wrongfully converting the same to his own use and refusing to repay the money to the company, although the court has repeatedly ordered him to do so and has ordered him to show cause why he should not be punished for contempt for refusing to return this fund to its rightful owner, is certainly embezzlement.

In reference to the statement that De Graaf is headed for jail and must return the money or serve time, these are the actual facts. He is headed for jail and he will have to repay the money or go to jail by order of the court without any additional proceedings on the part of anyone except the court and the Michigan Trust Company.

There are numerous other matters which I will not take the time to review at the present time which aggravate all of his previous misconduct in these particulars.

All of the statements which I have made in the columns of the Tradesman, are true. They can be verified by you or anyone else by a review of the court records in Circuit Court and in the United States District Court and by an investigation of financial statements made by De Graaf by inspection of the stenographic record in Circuit Court, and by the records in the hands of the Michigan Trust Company, Receiver of the Wolverine Metal Specialties Company.

There will be no retraction of any of the statements made.

E. A. Stowe.

Late News From Charlevoix the Beautiful.

Charlevoix, Aug. 30.—Last Sunday I met with good success photographing the local Ottawa and Chippewa Indians and I sent some of my snapshots to the various museums which are interested in this line of work.

To-day I was agreeably surprised to meet Mrs. B. Wolf, of Grand Rapids, with her sister, Mrs. Bertha Levy, and her daughter from Ann Arbor. Mrs. Levy remembered the time when she was Miss Bertha Wolf and we exchanged lessons. She taught me English and I spoke Bohemian to her. That was in 1884 in their home on Division avenue, Grand Rapids, in the good old days.

Mrs. Therese Straus, of Cincinnati, and Miss Morris, of Detroit, gave a recital concert to-day in the Riverside cottage, which was well attended and wonderfully executed.

The summer season is about over and the good people here begin to ad-

vertise the winter sports for 1928. Almost every show window has some kind of sport article exhibited and it is hard to tell which one deserves a prize.

The Charlevoix Hardware Co. has a toboggan scene.

Herman's Central drug store has a lighthouse and others have bob sleds, coasting bobs, skates and skis.

In front of the real estate office of Earl A. Young we find the most unusual winter sport advertising in a column of real ice, eight feet high, illuminated at night by colored lights.

The general advertisements call for tobogganing, hockey, skating, dog racing, skiing, ice boating, coasting, snow shoeing, and if anyone desires there is hunting, fishing through the ice and sleigh rides.

Levinson's dry goods store has a life size ski sportsman with the appropriate outfit for show.

The Chamber of Commerce displayed photos of sports.

Miss Adeline Holley's show window attracted a good deal of attention. She has always some original idea. This time she has a miniature street scene with illustrations of dog teams, also Jeff the Policeman, and a traffic scene on Main street, Indian dolls and fishing in the ice, as well as interesting photos of winters of years gone by.

Fessenden's drug store has a very attractive display and so have almost all who have the interest of Charlevoix at heart.

The weather is now most beautiful up here and it's a pity that the tourists are breaking up camp here.

Dr. H. I. Davis, the celebrated neurologist of Chicago, who spent two weeks in Charlevoix and enjoyed his stay here, has gone home. He expects to return here next year for a well deserved vacation. L. Winternitz.

When on Your Way, See Onaway.

Onaway, Aug. 30.—This week we have registered more names of former Onaway residents than on any previous week. How glad they all appear to return to their former home and what words of praise they all have for the improvements made as to roads and especially the growth of the trees. Since "Put out your camp fires" has been the slogan the trees have made wonderful growth. Vast tracts of barren lands have become places of beauty providing shade and camping grounds for hundreds of tourists, accompanied by that freedom which is being sought as a relief from the hot and crowded cities. Fishing has been wonderful this year and many of our visitors are much interested in the future of Onaway from a manufacturing standpoint, as well as in agriculture, owing to the fine climatic conditions, high altitude and pure water.

The Milligan Garage Co. is rapidly clearing the ground for the re-erection of their new building, recently destroyed by fire. This building will be

an ornament to the town, of brick and concrete construction, located at the intersection of State street and Washington avenue.

All set for the big fair this week and attractions and concessions are already on the ground. Unusual interest is being shown this year and every effort is being made to produce something bigger and better than ever. There's a reason.

H. D. Tisdale, of Flint, former editor of the Onaway Outlook, has been spending a part of his vacation in the city. Harry is an enthusiastic trout fisherman and he immediately recognized his own picture in our card rack, taken on a trout stream twenty years ago, recalling fond memories.

When on your way, see Onaway.
Squire Signal.

Home-Owned Store Idea Going Good.

Saginaw, Aug. 27.—The Home-Owned Store idea is going over even better than we anticipated it would. The facts of the matter are, we have not had time for the past two or three weeks to do much of anything else but check up on the orders that we have received.

We have some markets of course, which have not done so well as others, but we believe that as soon as we have an opportunity to get to those markets, and put a little enthusiasm behind the project, that we will have no difficulty in having a very wonderful reception.

We have not had time to interest as many merchants other than grocers as we would like to, but as soon as we feel that we have about exhausted our field with the grocers, we are then going to turn our attention to the other retail lines.

We have more than a half million of the inserts sold and they will be ready for distribution within the next few days.
P. T. Green, Sec'y.

Fire, flood or bankruptcy may directly or indirectly cause you serious loss, but you don't neglect any possible opportunity to take off the edge of the loss by making it the occasion of a big selling event.

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

Michigan State Normal College

Opened in 1852

Educational Plant

Campus of 100 acres.
Ten buildings with modern equipment.
Training School, including Elementary and High School Departments.

Certificates and Degrees

Life Certificate on Completion of Two and Three Years' Curricula.
A. B. and B. S. (in Education) Degrees on completion of Four Years' Curriculum.

Special Curricula

Home Economics, Kindergarten, Physical Education, Public School Music, Music and Drawing, Drawing and Manual Arts, Commercial, Rural, Agriculture, Special Education.
Normal College Conservatory of Music offers courses in Voice, Piano, Organ and Violin.

Fall Term Begins September 20, 1927.
Write for bulletin and a list of rooms.
Rooming houses for women students offer a single bed for every girl.

C. P. STEIMLE, Registrar
YPSILANTI, MICHIGAN

HART BRAND CHOICE OF THE LAND

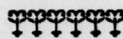


Look for the Red Heart
on the Can

LEE & CADY

Distributor

Don't lumber up your shelves with slow moving "sleepers" for which there is no demand. There is quick turnover and daily profit in



SHREDDDED WHEAT

ELIMINATING NOISE.

Some persons like noise. "A large proportion of the younger generation," observes Lord Montagu of Beaulieu in the London Times, "likes to hear at meals jangling bands which are so deafening that conversation is difficult." He goes on to say that in the United States the arrival of notable persons such as Colonel Lindbergh, the celebration of national anniversaries and the winning of any kind of race are acclaimed "by making the greatest amount of noise possible."

Mechanical devices have superseded the comparatively feeble methods of yells and clapping of hands. Horns, drums, steam whistles and other racket producing contrivances show what the modern world can do in the way of making the welkin not merely ring but resound. Yet the resort to artificial means of creating a din is not new. As Lord Montagu is fair enough to admit, despite his hit at this country, "the arrival or departure of kings, princes and great personages has been accompanied from time immemorial by the firing of guns and the making of strange noises, especially among savage tribes."

The reference to savage tribes leads him to add that causing a noise in order to demonstrate joy or give a welcome may almost be said to be a survival of barbarism, so that "one might almost be tempted to ask whether, in this matter, if not in some others, we are not becoming more barbarian than we were."

However this may be, the noise we make voluntarily in giving vent to our emotions upon the arrival of a Lindbergh is nothing in comparison with the noise which is made regularly by the operation of modern inventions. The engine of a good, new automobile runs almost silently, in gratifying contrast with the turmoil such an engine set up only a decade or so ago, but in general the motor car—and particularly the motor truck—has added immensely to the vocality of the atmosphere.

Nobody contends that there is any gain to human health or happiness in any of these involuntary noises. On the contrary, they are realized to be a menace to nerves. We have formally recognized this fact by establishing traffic regulations which are designed to protect hospital patients from noise so far as possible.

We can do much more than we are doing to reduce the volume of unnecessary noise. But there will still remain a distracting amount of noise which can be eliminated only by such scientific advances as that which has made a good automobile engine almost noiseless. Prizes for the perfection of devices which would have this effect would be as justifiable as prizes for safety devices. In fact, they would be safety devices.

NEW USES FOR COTTON.

With manufacturers of cotton goods expressing apprehension over the possibly small yield of cotton this year, there is at first sight an element of the grotesque in the announcement from Washington during the past week of the formation of a new unit in the textile division of the Department of Com-

merce whose purpose is to study new ways and means of using cotton. Some are even wondering where the supply is to come from to meet the usual and ordinary needs and to provide a sufficient reserve or carryover. They were doubtless amazed at the reasons given by the Commerce Department in making its announcement. They were in these words:

The large supply of raw material, the relatively small demand for manufactured products, together with numerous other difficulties, have brought about a situation in the raw cotton and cotton textile industries where it is imperative that present uses be extended and new ones developed.

This is a fair description of how matters stood about a year ago, but can hardly be said to cover the present situation, when the cotton supply promises to be short and the needs rather heavy than otherwise. It would appear, however, that no conclusions are expected this year because the proposed investigation will be a long one and that whatever recommendations are come to will be to meet cases where there is again a record crop of cotton. It is not likely that there will be any kind of desire to find new uses for cotton when it is selling at 22 cents a pound or thereabout. If such new uses were found, the result could only be to raise the cost of the raw material and curtail the production of the usual cotton goods which would be the very opposite of what is contemplated.

WOOLS AND WOOLENS.

Interest in the woolen situation centered during the week just past rather in the goods market than in that of the raw material. The latest auction sale of wool began at Sydney, Australia, this week, with offerings of 40,000 bales. Many buyers, especially from Continental Europe, are reported as being there to bid at the sale. Wool stocks are generally large in most consuming countries. In Great Britain at the close of June over 430,000,000 pounds were held. Deducting what was sold to outsiders at the July auctions, there still remained about 400,000,000 pounds. In New South Wales the production keeps increasing, having nearly doubled in the past six seasons. It is also noteworthy that the average yield per head in the past season was 8.8 pounds. In this country sales continue at a moderate rate, with no change in prices. The principal event in the goods market during the week was the opening by the American Woolen Company of its fancy woollens and worsted for the spring season. The advances in price for the various fabrics were very slight, but it is regarded as possible that further increases may be made on certain numbers later on. Some other woolen concerns preceded the big company in their openings, and others followed after. Before the end of the present week practically all of the offerings for spring will be on the market. A fair response has been made to the goods now on sale, but the bulk of the buying is not expected until after the beginning of next week. In women's wear the interest is still keen in the fall offerings, many of which have been bought in quantity.

NOT IN BAD PLIGHT.

So much has been said and printed in recent months concerning the supposed bad plight of the woolen industry that many are inclined to believe that it is in worse shape than is really the case. To counteract this impression a reassuring statement was issued last week Wednesday by the publicity division of the Committee on Distribution of the industry which is functioning under the Whiteside plan. It declared that the woolen and worsted industry is in a strong strategic position. Costs have been thoroughly deflated and the general level of production efficiency is high. These things being so, the mills are able to concentrate on efforts outside to increase the sale and use of woolen fabrics. It is inferred that an intensive campaign will be begun to interest the general public in the matter, because the purchase by the people of woolen and worsted fabrics and garments made of them will have to be the basis of improvement. In furtherance of this there will be co-operation between the manufacturers of clothing and women's garments and the makers of the fabrics. The task, although not an easy one, is not hopeless by any means. The fact is that men have not been buying the clothing they ought or replenishing their wardrobes when they should. They are not, in general, as well dressed as they used to be before the war. With women the use of woollens has suffered from two causes. One of these is the smaller quantity required by the abbreviated costumes in vogue and the other is the substitution of silks for woolen fabrics even when the latter were more comfortable and appropriate. The weaving of sheer fabrics, which has been carried to a high point of excellence, is expected to help in the last-mentioned matter. The woolen people have a good talking point and will doubtless take advantage of it.

COTTON CONDITIONS.

Cotton quotations kept mounting up during the past week because of reports of bad weather in the growing districts and of supposed ravages by the boll weevil. It began to look as though the declaration of a coterie of Texas growers to hold their product until it reached 25 cents per pound were no idle boast. In spite, however, of all the reports showing a small yield, there still exists a feeling of incredulity, mostly on the part of cotton users, who think the estimates are much too low. They have nothing tangible on which to base this nor will there be anything definite until the next estimate of the Department of Agriculture is issued, which will be on Sept. 8. Meanwhile, there will be a fair field for speculative activity, which will doubtless be taken full advantage of. The continuance of the high cost of cotton has had a decided effect on the prices of cotton fabrics and other goods. Advances have been made in practically all of these and it is intimated that further ones will have to be made before long. A fair amount of business continues to be put through at the new levels, and this is mainly due to the fact that the goods are needed to

supply a present demand. Indeed, there seems to be little purpose in doing more than cover immediate needs, the remaining requirements being left to circumstances. This may turn out to be the prudent course, but then, again, it may not. A real prophet just now would be a boon to many, especially if he could guarantee that his predictions would prove true.

REJUVENATING POOR SOIL.

An experiment in "electro soil" culture, now being tried in the vicinity of Rochester, is attracting the attention of expert agriculturists as well as dirt farmers from all sections of the country. The process consists in using a double-bladed tractor plow, which sends 100,000 volts of electricity into the soil as it moves along. The electricity, it is declared, eradicates weeds, exterminates insects and leaves the soil rich enough to grow crops without the aid of fertilizers. According to the reports, on June 1 one-half of a field was tilled in the customary way, treated with 1,000 pounds of fertilizer and planted with certified corn and bean seeds. The other half was treated with doses of electricity and planted with seeds that were not certified and without any fertilizer. It required sixteen days for the fertilized seeds to germinate and come up, while the electrically treated seeds appeared in five days. The inventor of the plow declares there is no such thing as worn-out soil. Ground that is infertile may be compared with an electric battery which has run down. All that is necessary is to replenish the soil with electricity and its power of functioning is again restored. If only half of what is claimed for this process is true, the farmers of the country need not bother with rotation of crops or any other means of avoiding exhaustion of the soil.

THE REWARD OF SERVICE.

There are two kinds of education: vocational and cultural. The student who takes a vocational education for the purposes of making his services bring a higher salary is a hireling. The true student is one who studies that he may enrich the lives of others.

The measure of a man is not in the number of his servants, but in the number of people whom he serves. The value of the American Telephone and Telegraph Co. is not measured by the number of its employees, but by the number of persons it supplies with service.

Americans have been accused of worshipping success; but those who constructed our bridges and opened up the wilderness of the West did it, not for self gain, but that it might benefit those who followed them.

The greatest happiness is in service. The athlete is happier than any spectator; the doctor who has saved a child is as happy as any member of the child's family; the scientist who struggles with dangerous germs gets a greater happiness from this service than those who are benefited by his discoveries; the soldier, sailor, fireman, policeman, telephone girl, all who remain at their post when danger threatens, have the reward of service.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Two towns claimed attention on last Saturday's Out Around—Newaygo and Fremont. The completion of the three mile extension from M 46 North to Bailey over a new route and the three mile stretch just outside of Newaygo gives the traveler a continuous line of cement pavement from Grand Rapids to Newaygo—a distance of thirty-eight miles. The grand sweeping curve and broad viaduct over the Pere Marquette Railway on the new extension just South of Bailey are well worth traveling thirty miles to see. The glimpse of one end of the small lake directly South of the viaduct adds to the attractiveness of the situation, making the view one long to be remembered by the passing traveler. There was a time, not so many years ago, that a trip from Grand Rapids to Newaygo, especially through the unoccupied farming districts over a dusty and uneven road was anything but pleasurable; but the continuous stretch of cement pavement has improved matters to such an extent that the entire distance can now be accomplished in about an hour under most enjoyable circumstances.

My mission to Newaygo was to see William Ansorge, manager of the Newaygo Portland Cement Co. I soon learned he was nearly a thousand miles away from home, having left last week for Montreal, Quebec and other cities in Eastern Canada.

To lessen my disappointment I dropped in on Nels Christenson and his two sturdy sons. Nels says that one son buys the dry goods and the other son the groceries, so all he has to do is to pay the bills which his sons O. K. and turn over to him. Mr. Christenson keeps his own books and has devised a system by which he can determine the exact condition of the business at any time by using a pencil and a piece of paper a few minutes. I well recall when Mr. Christenson was a clerk in the D. P. Clay mercantile emporium and how faithful he was to the interests of his employer. The habits thus formed served him to good purpose when he engaged in business on his own account and enabled him to lay the foundation of the comfortable fortune he has since acquired.

Newaygo is another town which possesses scenic possibilities which her good citizens have never fully realized. With the Muskegon River rushing through the town, most of the way between high banks, with the high hill overlooking the business portion, with the pond created by the dam, which approaches the dignity of a lake, Newaygo could be made one of the most beautiful towns in the world if her people were to join hands and induce the village government to furnish sufficient funds to employ a landscape architect to prepare a comprehensive plan for the beautification of the town and surrounding country. Such a plan, properly described and adequately illustrated, would undoubtedly influence the voters to authorize a bond issue to carry the plan into execution. Too few of our Michigan

towns realize the utility of beauty in municipal matters and thus overlook opportunities for local development and embellishment which would double the value of every foot of real estate in their places. Many towns are waking up to this idea and employing the best talent which money can command to wrest their communities from the commonplace and apply the wand of beauty which will make their towns forever memorable.

The ten mile roadway from Newaygo to Fremont is gradually being widened and improved, but the dusty condition of the thoroughfare renders it anything but pleasant to those compelled to cover the distance during a dry time like the present season.

The beautiful blue water of Fremont lake furnishes a delightful setting for the town when approaching from the South.

In many respects Fremont is an ideal community. She has exceptionally fine school buildings and a very creditable community building; a first-class hotel, excellently conducted; good store buildings and well kept stocks; a cannery which has given the town a National reputation; two banks which are thoroughly representative of the progressive spirit of the place. Above all other features, she has high class business men who aim to keep Fremont up to an exalted standard in social, financial and material matters. No town of my acquaintance is more generously favored in this respect.

My first call was on W. N. Senf, who is entitled to much credit for the masterly manner in which he has created a large and lucrative following for the Michigan Bankers and Merchants Mutual Fire Insurance Co. Mr. Senf is a good citizen in all the term implies and the careful and conservative manner in which he has directed the affairs of his company have won for him the recognition and commendation of men who stand high in mutual insurance circles.

My next call was on the Fremont Canning Co., which is about the liveliest place of the kind I have ever inspected. One feature of this institution always gives me especial pleasure when I approach this plant—the monster invitation on the top of the main building, "Visitors Welcomed." I have seen canneries whose managers frowned on the intrusion of the public, but the Fremont food producers not only welcome inspection in every department of their plant, but furnish a guide if desired, to see that no feature of the process of manufacture is overlooked. I have seen canneries where lack of care and cleanliness caused me to make a mental reservation to avoid their brands in making purchases, but a visit to the Fremont cannery certainly produces the opposite effect. I wish every food manufacturer in America could visit the Fremont plant and note how thoroughly the management has succeeded in eliminating any possibility of uncleanness in any department.

I was delighted to renew my acquaintance with Frank Gerber, whom I had the pleasure of seeing frequently on a trip to Costa Rica and Panama in the early spring of 1912. He has since then had the distinguished honor of

having been elected President of the National Canners Association. Few men in the canning trade ever reach this position, which is universally conceded to be the highest token of esteem a canner can receive in this country. A year or so ago he took a trip around the world, which greatly enriched his knowledge of food conditions in other countries and climates. Mr. Gerber is gradually throwing the management of the cannery, more and more, on the shoulders of his son, Donald, who takes to the business as naturally as a duck takes to water and who gives every promise of reaching the same distinction his father has achieved as a leading American food manufacturer.

I could not leave Fremont without calling on my long-time friend in the drug line, D. D. Alton. We soon found we had met many similar experiences during the past year in connection with the construction of new homes and almost before I knew what was happening to me I was whisked over to his new residence, which is not yet fully completed. The new domicile is certainly one of the show places of Fremont. Built of tile, in bungalow type, with appropriate outer trimmings, it appeals to the eye, while its inside arrangements are "beyond reproach." Internally, it contains an attractive living room of substantial dimensions, a sun parlor, breakfast room, three guest rooms, and one of the completest kitchens, with mechanical refrigeration, that I know of. Occupying, as it does, a prominent corner lot in close proximity to the business district, and designed with a desire for artistic effect, in addition to supplying comfort and convenience to the Altons, it has added to Fremont's attractiveness.

E. A. Stowe.

Tradesman Contributor Pays First Visit To Grand Rapids.

Ann Arbor, Aug. 25—Through the kindness of yourself and Mr. Charles W. Garfield, Grand Rapids is no longer to me an undiscovered city. The impressions of my visit are so vivid and permanent that I shall be able to bring the scenes before my mind's eye at any time and see again the massive structures of the business district, the broad, smooth, tree-bordered streets, the beautiful and substantial residences, the churches, schools, cemeteries and parks. Then we come again to Mr. Garfield's home bower of native trees, shrubs and plants and sense the rest, quiet and peace which there abides.

Mr. Garfield is happy; not because of possessions, but because of surroundings, occupation and achievement. And there are no disturbing memories of the past; nothing to wish to forget; nothing to regret except lack of co-operation on the part of others which might have enabled him to do more good for the present and coming generations.

With a shade of chagrin I am reminded that my visit was just grasping an opportunity—which the day; and not the fulfillment of definite plans and preparation. But such is life today. Each and every plan made seems dependent on what may or may not occur at any hour. Plans for the morrow must so often be changed to meet changed conditions.

However, it was well worth the effort, and when Mr. Garfield took me to the roof of the Grand Rapids Savings Bank building and gave me a chance to locate and assemble the various sections of the city in one panoramic view, it was far better than

studying a map and capped the day's program with satisfaction.

Although in need of rest in some ways, it was not change of scene or location I needed, but social contact and new views of life and conditions for future meditation.

In all my labors as a printer I was never simply an employe and never helped to print or write for a publication without being interested in and in full accord with its aims and methods, and felt I had a share in the good it accomplished. It is one source of satisfaction to be connected with the Tradesman and know that it is devoted to the spiritual interests of its readers, as well as guiding them in obtaining necessary and desirable material things.

E. E. Whitney.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

P. G. Vincent Cigar Corporation, Detroit.
Detroit Seat Adjuster Co., Detroit.
Kanawha Eagle Coal Co., Grand Rapids.
Onaway Lumber & Coal Co., Onaway.
Chesapeake & Virginian Coal Co., Inc., Detroit.
Investment Realty Co., Grand Rapids.
Atlanta Tie & Post Co., Atlanta.
Standish Elevator Co., Standish.
Brewster Lake Development Co., Detroit.
M. & S. Electric Co., Flint.
Sandwich Shop, Pontiac.
Little Beauty Cigar Co., Tecumseh.
Dehco Baked Enamelling Co., East Lansing.
Eddy Bros. & Co., Ltd., Bay City.
Jugoslavia Jewelry Co., Detroit.
West Michigan Advertising Co., Muskegon.
Texaco Gas Co., Carson City.
Federated Utilities Incorporated, Battle Creek.
Mammole Co., Detroit.
W. L. Rowe, Inc., Detroit.
Louis Biegler Co., Detroit.
R. Zueback & Co., Inc., Detroit.
Star Sales Company, Detroit.
Porter Co., Lansing.
Cadillac Publishing Co., Cadillac.
Todd's Clothes Shop, Detroit.
Benton Harbor Castings Co., Benton Harbor.
Lake City Improvement Co., Pontiac.
Wadsworth-Addison Co., Detroit.
Grand Rapids Cigar Box Co., Grand Rapids.
Regenerator Company, Detroit.
Perfection Socket Co., Detroit.
Dahl-Stedman Co., Ann Arbor.
H. G. Field Construction Co., Birmingham.
Excelsior Clothes Rack Co., Monistee.
Wayne Leasehold Co., Detroit.
Palmer Park Realty Co., Detroit.
Community Sales Incorporated, Port Huron.
Highland Realty Co., Highland Park.
Hazel Park Bldg. Co., Royal Oak.
Caskey-Dupree Mfg. Co., Coldwater.

Curious.

Binks bought a new shirt, and on a slip pinned to the inside found the name and address of a girl, with the words: "Please write and send photograph."

"Ah," said Binks, "here is romance." He wrote to the girl and sent her a picture of himself. In due course an answer came, and with heart a-flutter Binks opened it. It was only a note: "I was just curious to see," it read, "what kind of looking fellow would wear such a funny shirt."

The store keeper who short changes his customers soon finds himself without any; so the clerk who tries to get by with the least possible work soon finds himself without any work.

SHOE MARKET

Shoe Merchants Co-operate To Fight Return Evil.

By co-operating through the local association, San Antonio, Texas, shoe stores and departments have reduced the number of returns 50 to 75 per cent. and have gone a long way toward solving the troublesome and expensive returned goods evil which had reached a costly point in San Antonio before the merchants got together to combat it.

Through the Retail Shoe Dealers Association of San Antonio, the shoe stores issued a dodger in which were set forth the rules governing the return of purchased shoes. The slips were printed and distributed to the various shoe stores and departments and are being used as enclosures with all shoes sold.

The plan has been in use almost a year now and a survey at the San Antonio stores proves that the idea has been successful. For instance, J. M. Watson, owner of the Guarantee Shoe Store says: "Since the inauguration of the blue slip system about a year ago, our losses from adjustments have fallen off somewhere between 50 and 75 per cent., but much nearer the higher mark. We have put a blue slip in every pair of women's shoes leaving our store since the system went into effect. Formerly shoes were taken home, kept a week or more and then brought back on charge accounts. That has been eliminated to the greatest extent. But," he added whimsically, "there will always be a few returned as long as there are women in the world."

At the Vogue Shoe Department, Mr. A. Zowarka, assistant manager, who has charge during G. Tannehill's absence, says, "Our adjustment losses have fallen, I could say, just about 75 per cent. since we have been using the blue slips. We have noticed a material difference and a great falling off in the returning of shoes after they once leave the store. We expect to continue the use of these slips, indefinitely."

J. Wiley Biggs, manager of the French Booterie at Wolff & Marx, stated, "We have benefited to quite an extent through adjustment losses since using the blue slips, but it will take time to educate the people to the idea, and that cannot be done in so short a time, especially since the evil has been going on so long. It could be made a real beneficial thing if the merchants all over the country, not only shoe merchants, but those in other lines, would join in and do the same thing. Then finally people would get accustomed to the idea of keeping goods bought in good faith and not return them for new after they had been worn or used. Of course the charge customers will always be the biggest problem and I do not know if it can be done away with entirely. But at any rate it could be reduced to a minimum."

W. B. Blaize of the K & M Shoe Store stated, "Since the inauguration of this caution slip, about a year ago, practically 80 per cent. of the adjustment evil of our store has been done

away with. That means a great saving to us in dollars and cents in a year's time."

The only criticism of the plan came from the manager of a popular priced shoe store who said that they had to stop using the slips because when they began using them people just brought their shoes back on general principles within the stated time for exchange, sometimes taking opposite styles as blond for black and vice versa.

Shoemen agree that the system is educating customers in buying, for they now leave the fitting of their shoes more to the salesman. Before this, many women insisted on being fitted their own way, too often purchasing shoes that were too short, merely because it made the foot look smaller. They did this in spite of the salesman's advice and knowledge. The present tendency of very high heels and short vamps makes fitting a delicate operation even by the expert fitter, but when women take things into their own hands many adjustments must naturally follow.

Promising Business Outlook For Fall.

With the midsummer lull in retail activity past, the vacation season drawing to a close and the period of clearance sales nearing its end, the shoe trade approaches the autumn season with brighter prospects for active and profitable business than have appeared on the horizon at any other time thus far during the year 1927.

It now seems reasonably certain that business in general will maintain a high level during the balance of the year. All of the visible signs point in the direction of a distinct revival in industrial activity. The agricultural situation, in particular, is much more promising than it was a few weeks ago. Warm weather has improved the outlook for leading crops and with the prospect of better prices, the buying power of the agricultural population should experience a marked improvement.

Manufacturing industry, in general, has held up remarkably well during the summer months and is now experiencing the seasonal impetus of the fall demand. While it is true that employment has shown a slight decrease in the past twelve months, the falling off has not seriously impaired the purchasing power of the industrial population, especially in view of the fact that wages have held up well. There has been little speculation in commodities either in the open market or in the building up of inventories, with the result that retail and wholesale stocks are in a healthy condition which promises a steady demand for merchandise as the season advances.

Basic business conditions continue sound and the commonly accepted trade barometers point to a continuance of industrial activity at a high rate. Reports from the iron and steel industry show an increased demand for these commodities, structural steel continuing at a rate of activity that reflects the continued large scale of building operations. Production of automobiles and trucks during the last half of the year is expected at least to equal the production for the first six

months, in which event the year's production will not show a serious falling off from that of 1926. July witnessed an unprecedented volume of transactions on the New York Stock Exchange and a substantial appreciation in prices.

Hide and leather prices continue to hold firm, indicating that recent advances in shoe prices are likely to be maintained. Whether this tendency will prove an advantage to the retailer or result in a further curtailment of his profits will depend on the merchandising skill with which he is able to meet the altered price situation. In the majority of instances, there appears to be no logical reason why the retail merchant should continue to sell shoes at the same prices as heretofore while obliged to pay higher prices at wholesale. As has been pointed out frequently in the past, the retail shoe business at best is none too profitable. Consequently the present market situation should be used wherever possible as a lever to lift the trade to a more profitable basis, instead of permitting it to result in further inroads on the existing margins.—Shoe Retailer.

Jobbers Are Paying Up Slowly.

According to the experience of the National Association of Hosiery and Underwear Manufacturers' credit department, jobbers' collections need more careful watching now than at any other time during the last six years. Collections placed in the hands of the association by its members thus far this month are running almost 100 per cent. higher than for any month in the history of the organization. The apparent cause is the poor consumer demand and the resultant inability of many of the retailers to meet their obligations as promptly as usual.

Negligees Are Most Elaborate.

Negligees are now being shown in some of the finest fabrics of the season, according to a report from the United Underwear League of America. Velvets are much in the foreground, both in the new printed patterns and in handpainted designs on plain grounds. Coat lines prevail in most of the best selling models. Hand-painted crepes in delicate colors, with touches of gold on them, are also among the desirable items for Fall. Business is reported to be excellent, with a strong tendency seen on the part of buyers toward style and elegance.

ARE YOU INTERESTED IN IMPROVING THE APPEARANCE OF YOUR STORE

We can help you. We can supply you with:

New Opera Chairs
Fitting Stools
Show Cases

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

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



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 TORSON 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 Torson 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.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY LANSING, MICHIGAN

Prompt Adjustments

Write

L. H. BAKER, Secy-Treas,

LANSING, MICH.

P. O. Box 549

Ragout of Mutton With Farina Balls.

Mutton is a kind of meat with many possibilities of use and yet it is not much used by the average family in the United States except in sections where mutton abounds and is the chief source of meat supply. Many retail meat shops do not carry mutton at all, because they have so little call for it. Any shop will be glad to get mutton for regular customers, providing time to do so is given. Mutton is one of the lowest priced meats and so proves a very economical and highly satisfactory kind of meat if cooked properly. To make the ragout, one and one-half pounds of the neck may be used. This is about the cheapest cut in a cheap class. The other ingredients are one tablespoonful butter, one of flour, one onion, one carrot, one-half can peas, two cups hot water, one teaspoonful salt, one-quarter teaspoonful pepper, one bay leaf, a sprig of parsley and one clove. Put butter in frying pan. When melted add flour and brown. Add carrot and onion, cut in dice. Remove vegetables and add meat, searing well. To meat and vegetables add hot water and seasoning. Put in a suitable kettle, cover and simmer for two hours. Add peas ten minutes before serving in a dish containing farina balls made as follows: Cook farina and milk in double boiler for one hour. Add seasoning and well beaten yolk of egg. Stir well and cool. Then cold roll into balls. Dip in egg and crumbs and fry in deep fat. Rice may be used as a substitute for farina and cooked in a similar way. This will make a satisfactory meat dish for the Summer dinner when something different from the ordinary is needed to appeal to the appetite. The greatest satisfaction from such a good dish is that the cost is not prohibitive for anyone and yet it provides all the nourishment needed. There are many similar ways to use meat and make the family happy without spending the money necessary to secure choice chops and steaks. The tenderness and general satisfaction from meat depend on the cook as much as the meat itself. Conventional dishes become prosaic if not tiresome, and changes are relished by most of us. It is not unusual to find greater pleasure in a meal that costs moderately than one that is very expensive. The trouble of preparation may not be any greater, especially if its preparation excludes the necessity of cooking vegetables separately.

Progress of the National Ham and Bacon Campaign.

Most people who have followed the advertising sheets in newspapers know that there has been inaugurated by the meat industry an extensive campaign to sell hams and bacon. Those who do not read the advertising in the papers may have seen the display streamers and posters in the windows and other places around the meat markets. Some consumers may not know what it is all about, while others may be skeptical enough to think there is a trick in the plan somewhere. The whole matter is very simple and easy to understand, even without a post-graduate course in meat packing. The

supply of bacon and hams in the country is large considered from the point of normal consumption. For some reason hams and bacon have not been eaten in especially large quantities during the recent few months, although the prices have been relatively reasonable and the quality good. The losses that had to be sustained, especially by the producers or farmers, have been enormous. At the present time there is an honest effort being made to attract enough consumer attention to hams and bacon to use up the surplus and put this branch of the meat industry on a profitable basis. Wholesalers and retailers are co-operating in the movement and as a result an exceptionally good kind of food is being sold at what many are calling bargain prices. This term "bargain prices" certainly is not out of place when commodities are selling below cost of production and subsequent expenses necessary to place them in the hands of consumers. Many retailers are selling hams and bacon at a very close margin of profit and most wholesalers are maintaining steady values in spite of the fact that hogs have advanced alive during the past few weeks. Consumers will do well to take advantage of the campaign period and give a little more attention to their ham and bacon dishes. One can never go very far wrong in buying ham and bacon when prices are reasonable. There is probably no kind of meat that finds greater general approval in the home than the many dishes that can be prepared with ham, while bacon is always a welcome breakfast dish and adds materially to the flavor of other dishes when used as a seasoning. The chances are that for some time, at least, ham and bacon prices will be maintained at satisfactorily low levels, consumers will have an opportunity to profit by the condition.

Trees Prevent Fires.

A buffer row of evergreen seedlings planted along railroad tracks is now proposed as a preventive of fires caused by locomotive sparks. The theory is that an ember sifted through thick pine needles will lose its igniting power.

Since the experiment, which will be conducted in a forest tract, under the auspices of the Pennsylvania State Department of Forests, and Waters, it has the sanction of expert authority. Skeptics, however, will feel some curiosity about its success. Evergreen foliage is not exactly asbestos and pine forests have been known to burn. On the other hand, a blaze is perhaps attributed to railroad train sparks more often than is justified.

However, the plan is worth an experiment to determine whether or not it will be successful.

Work.

I pity no man because he has to work. If he is worth his salt, he will work. I envy the man who has a work worth doing and does it well. There never has been devised, and there never will be devised, any law which will enable a man to succeed save by the exercise of those qualities which have always been the prerequisites of success, the qualities of hard work, of keen intelligence, of unflinching will.—Theodore Roosevelt.

The Function of a Bank

The function of a good bank is deep, broad and far reaching, indeed. It teaches the practice of careful investment, that your future may be secure. It urges saving part of your income so that you may share later in the better things of life.

It drives home as much as possible the idea that intrinsically money is no good in itself, but wisely handled it leads to happiness.

GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 Convenient Offices

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

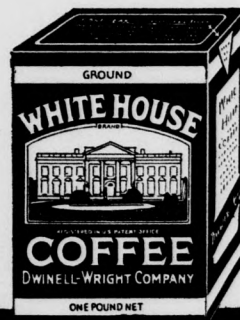
All kinds of Glass for Building Purposes
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WHITE HOUSE COFFEE

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
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FINANCIAL

Ragout of Mutton With Farina Balls.

Mutton is a kind of meat with many possibilities of use and yet it is not much used by the average family in the United States except in sections where mutton abounds and is the chief source of meat supply. Many retail meat shops do not carry mutton at all, because they have so little call for it. Any shop will be glad to get mutton for regular customers, providing time to do so is given. Mutton is one of the lowest priced meats and so proves a very economical and highly satisfactory kind of meat if cooked properly. To make the ragout, one and one-half pounds of the neck may be used. This is about the cheapest cut in a cheap class. The other ingredients are one tablespoonful butter, one of flour, one onion, one carrot, one-half can peas, two cups hot water, one teaspoonful salt, one-quarter teaspoonful pepper, one bay leaf, a sprig of parsley and one clove. Put butter in frying pan. When melted add flour and brown. Add carrot and onion, cut in dice. Remove vegetables and add meat, searing well. To meat and vegetables add hot water and seasoning. Put in a suitable kettle, cover and simmer for two hours. Add peas ten minutes before serving in a dish containing farina balls made as follows: Cook farina and milk in double boiler for one hour. Add seasoning and well beaten yolk of egg. Stir well and cool. Then cold roll into balls. Dip in egg and crumbs and fry in deep fat. Rice may be used as a substitute for farina and cooked in a similar way. This will make a satisfactory meat dish for the Summer dinner when something different from the ordinary is needed to appeal to the appetite. The greatest satisfaction from such a good dish is that the cost is not prohibitive for anyone and yet it provides all the nourishment needed. There are many similar ways to use meat and make the family happy without spending the money necessary to secure choice chops and steaks. The tenderness and general satisfaction from meat depend on the cook as much as the meat itself. Conventional dishes become prosaic if not tiresome, and changes are relished by most of us. It is not unusual to find greater pleasure in a meal that costs moderately than one that is very expensive. The trouble of preparation may not be any greater, especially if its preparation excludes the necessity of cooking vegetables separately.

Season of Heavy Gasoline Consumption Approaching End.

August is fast slipping into history without bringing the relief promised several months ago to the oil industry. Although prices of petroleum products have held relatively steady since the series of declines in April and May, the season of heaviest gasoline consumption is rapidly drawing to a close with little or no sign of a stiffening in quotations.

For the first time since producers in the prolific Seminole area of Oklahoma began their high pressure drilling campaign late last autumn, pro-

duction apparently has been brought under control under the direction of Ray M. Collins, umpire of the district. An effort will be made to restrict output in the field to approximately 450,000 barrels a day. Although the agreement under which the producers are co-operating is an artificial expedient, tending to prolong the life of the field, it may prove in the end helpful to the industry.

Most of the important producing and refining companies that issue semi-annual reports have submitted statements covering operations in the first half of the year and these have proved in almost all cases fully as disappointing as had been expected. There is some hope, however, that the final half of the year will show some improvement.

In the first place there is a possibility of appreciation in inventories before the end of the year which will result in a better showing in balance sheets. Operating costs will be further reduced wherever possible to offset declines in profits occasioned by price cuts earlier in the year. If output can be curtailed to any marked degree supplies held in storage may be reduced and bank loans retired.

Although holders of oil securities are optimistic for the future—and it is generally agreed stocks of the strong companies are low compared to what may be expected—the general trade opinion is that no startling improvement is imminent.

An indication of the effect on earnings of increased production and price declines in the first half of the year is provided in a compilation by the Standard Statistics Company, which shows net income of twenty-three reporting companies to have been \$34,956,000 in the first six months this year, compared with \$58,527,000 in the same period last year, a drop of 40.2 per cent.

Some companies revealed larger declines—California Petroleum Corporation 73.7 per cent. and Skelly Oil Company 73.5 per cent., for instance—while others did fairly well in comparison with last year.

So far as the outlook for securities of oil concerns is concerned there appears to be little prospect of a change. This year's steady decline appears to have rather thoroughly discounted the unsatisfactory results, while signs of a recovery at this time are not sufficiently manifest to warrant speculation for the advance.

William Russell White.

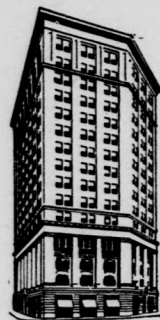
[Copyrighted, 1927.]

Business Judgment.

A railroad had paid a claim for injuries to Mandy. Her husband demanded half of the money.

"Sam, you don't get none of dis yere money. It was mah face dat was wrecked and ruined, not yours. Ah did all de sufferin, not you."

"Ah'm entitled to mah share, Mandy. Why, after the wreck dere you was a lying alongside de track, stunned and senseless wif nothing de matter with you and ah had de good business judgment to go over and kick you in de face."



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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.

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Suite 304 Ward Building, Battle Creek, Michigan

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Boston
Denver

New York
San Francisco

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

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Grand Rapids National Bank Building
Phone 4212

Detroit
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Building

Tightening the Lines Regarding Collections.

Bloomington, Aug. 25—Have noted in your Realm of Rascality considerable publicity regarding the new law about sending legal looking notices to people owing money to the person sending them out.

Of course, credit and dead beats quite often get mixed up, which makes pickings for the creditor pretty slim.

It seems to the writer that laws are being made all the while to make it easier for one who doesn't pay his bills. There was a time when bills could be recovered by the process of garnishment. Now, before that is done, a civil suit must be started and a judgment obtained before collection can be made. Usually by the time this is all done the party in question has vanished and the creditor has a perfectly good judgment which he has had to pay for and that is about all.

No doubt laws are made to protect honest people from dishonest collectors but they do make it pretty difficult for an honest collector to get his money from a dishonest debtor.

This question, no doubt, has two sides to it and I would appreciate if you would have time to advise me why it is becoming so difficult to make speedy collections. Cecil Plum.

There is too much truth in the conclusion Mr. Plum reaches regarding the restrictive measures which the Michigan Legislature has lately thrown around the enforced collections of accounts. The law enacted two years ago, which forces creditors to obtain judgments before attaching the wages of an employee, was the natural result of an abuse of the garnishment process by mercantile houses in the cities which conduct their business on the installment plan and take chances which no ordinary merchant can afford to assume. Because these chances were taken in large numbers, frequent resort was had to the garnishment of employees, resulting in the demoralization of the employee, who usually lost his job because of the frequency with which his pay envelope was attached. Before the prohibition law was enacted it was not unusual to see several hundred garnishment proceedings started against the workers in the Grand Rapids factories in a single week. The installment houses could afford to go to this expense, because of the large profits they made on their credit sales on the plan of \$1 down and \$1 per week. The ordinary merchant who had occasion to resort to the garnishment process seldom used it more frequently than a dozen times a year, but he had to suffer from the unjust exactions of the installment house and their shyster legal representatives.

The law enacted by our 1927 Legislature will work a hardship to no one. It prohibits the use of blanks simulating regular legal blanks used in courts of record by shyster lawyers whose activities are mostly confined to forcing the collection of the bogus claims sent them by houses which ship out goods unauthorized and unordered. This practice is so unfair and unethical that it is not to be wondered at that the Legislature should have placed an embargo on deceptions such as are involved in the use of the simulating documents.

The shrinking violet isn't beautiful because of its shrinking but in spite of it.

Financial Independence an American Heritage.

Practically any boy born in the United States these days inherits the opportunity to earn at least \$50,000 and retire at old age on a pension of \$1,000 a year or more—such is the glittering promise that the practice of thrift will fulfill and there are facts and figures to prove this claim in the first unit of thrift educational material being issued by the National Thrift Committee as a part of its enlarged 1927 program to commemorate the tenth anniversary of its activity.

This thrift unit, prepared under the direction of the Savings Division of the American Bankers Association, has just been completed and will be made available to the public in early fall. It is one of seven different units which will be released at intervals throughout the year. Each is to cover the thrift topic from some different angle. Each is to be edited by some business organization which has some phases of the National Thrift program as its prime motive. One unit, for ex-

ample, will be prepared by the National Association of Life Underwriters. Another will be sponsored by the Federal Council of Churches. In this way, it is expected, that the most comprehensive review ever presented of ways and means toward thrifty living will be available to the American business man.

The "Thrift Through a Bank Account" unit, just delivered from the press, features a stirring poster in colors, and the appeal to save which it portrays is also attractively set forth by supporting material which consists of folders, advertisements, newspaper and magazine articles. To anyone interested in the furtherance of thrift, this unit offers a wealth of authentic data. It claims that the American working man's heritage is financial comfort. It gives facts which prove that claim. It gives suggestions on how to attain, through thrift, the independence which is the goal of every life. And it completely explains, perhaps for the first time, the ways by

which the banker hopes to aid those who are striving toward success.

In one of the leaflets of the first unit, Spencer S. Marsh, chairman of the Newark Thrift Committee and Vice-President of the National Newark & Essex Banking Co., Newark, N. J., explains in most comprehensive fashion, the position which the banker hopes to attain in the eyes of the public. He says:

"No one in your town is as interested in your future as the local banker. Whether you be rich or poor makes no difference. The banker's future depends upon the prosperity of the whole community. If the whole community is prosperous the banker will gain. But if the wealth of that community is squandered, or if it gets into the hands of just a few avaricious men, the banker is as much the loser as you are. Whether you have a million dollars or none at all makes no difference. If the banker is to prosper, you must prosper. Your success is his stock-in-trade."

New Issue

\$575,000 STANDARD TELEPHONE COMPANY OF ILLINOIS First Mortgage Series "A" 6% Gold Bonds

Dated August 1, 1927

Due August 1, 1947

Interest payable semi-annually February 1 and August, at the National Bank of the Republic of Chicago, Trustee, Chicago, Illinois. Coupon bonds in interchangeable denominations of \$1,000, \$500 and \$100. Registerable as to principal. Redeemable on any interest payment date on thirty days' notice at 105 and accrued interest, less 1/4 of 1% for each year of expired life subsequent to August 1, 1928, but at not less 101 and interest.

THE ISSUANCE OF THESE BONDS HAS BEEN AUTHORIZED BY THE
ILLINOIS COMMERCE COMMISSION

Mr. William E. Vogelback, President of the Company, summarizes as follows:

BUSINESS AND PROPERTIES: The Standard Telephone Company of Illinois, incorporated under the laws of the State of Illinois, owns and operates telephone properties with a total of 9,160 stations, supplying without competition local and long distance telephone service to twenty-five Illinois communities in seven important counties of this state: Nacon, Piatt, McLean, Moultrie, Douglas, Champaign and Livingston, having an aggregate population of approximately 300,000. The population actually served is approximately 50,000. The territory is in the heart of the corn belt, considered the richest agricultural land in America and traversed by trunk lines of ten of the country's great railroad systems. Through agreement with the American Telephone & Telegraph Company and its associated companies, the toll lines of the Bell System throughout the United States and Canada are available for all subscribers. The properties, a consolidation of eleven independent telephone companies, include twenty-five telephone exchanges. The various properties acquired have been combined under one central and responsible management.

SECURITY AND VALUATION: These First Mortgage Series "A" 6% Gold Bonds are, in the opinion of Counsel, a direct obligation of the Company and constitute a First Mortgage on all the property owned by the Company. The Company's property has been appraised by Messrs. Spooner & Merrill at a present depreciated physical value of approximately \$1,100,000 with no allowance for intangibles.

EARNINGS: The net earnings of the Standard Telephone Company of Illinois for the 12 months ended March 31, 1927, as audited by Peat, Marwick, Mitchell & Co., after eliminating certain non-recurring items, were \$101,157.80, before depreciation, or over 2.9 times the annual interest charges on these Bonds.

MANAGEMENT: The direct management of these properties is in the hands of an organization with many years of experience in the management of telephone properties. Furthermore, engineering supervision of current operations and the engineering in connection with current additions and extensions is under the supervision of Messrs. J. G. Wray & Co., telephone engineers, of Chicago.

All legal details in connection with this issue will be passed upon by Messrs. Chapman and Cutler of Chicago. The books and accounts of the Company have been audited by Messrs. Peat, Marwick, Mitchell & Co. of Chicago. Appraisals of the Company's properties have been made by Messrs. Spooner & Merrill of Chicago.

We offer these bonds when, as and if issued and received by us, and subject to the approval of our counsel. It is expected that definitive Certificates will be ready for delivery on or about August 15, 1927.

Price 100 and Accrued Interest to yield 6.00%

Fenton Davis & Boyle

INVESTMENT BANKERS

GRAND RAPIDS

DETROIT

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

SUGGESTS A COMMISSION

To Make Thorough Investigation of Farm Abandonment.

While I was overseas during May, June and July I had several attacks of nostalgia. I wanted to see Northern Michigan again. In order to satisfy this longing I paid a visit to Emmet, Charlevoix, Leelanau and Grand Traverse counties last week, the first since I left the service of the Western Michigan Development Bureau in May, 1920.

I was greatly pleased to learn of and see the interest the State authorities are showing in building roads, preserving the natural beauties of the State, establishing State parks and game refuges and in organizing for the prevention of forest fires.

The game refuge which has been set apart in Emmet county, under the supervision of Messrs. Titus and Lovejoy, is a credit to the sagacity of the State Conservation Commission. Not only will it afford protection and a natural habitat for fur and feather, but it will also be a place where our citizens can go unhindered to enjoy wild nature in her varying moods.

The State Administrative Board lately took a step which I feel sure every good Michigander will heartily approve of, when it authorized State Highway Commissioner Rogers to spend, every year, a sum not to exceed \$50,000 for the purchase of woods abutting on the main trunk highways. What a pity it is that this decision was not reached by the State authorities sooner, so that some beautiful stretches of woodland along the West Michigan Pike, the Mackinaw Trail and other roads, might have been saved for posterity from the woodman's axe.

I was greatly interested and pleased at the development which is taking place in the counties which I formerly covered as Secretary-Manager of the Western Michigan Development Bureau. While nearly all of these development schemes have merit and will add to the attractiveness and the wealth of Western Michigan, none of them, in my opinion, have the possibilities of the Day Forest Estates, on Glen Lake, Leelanau county.

When I talked with David H. Day, the one who was possessed of the foresight and vision to make this development possible, I could not help but admire the ability, faith, courage and persistence of the man who was able to take such a long view of the situation.

The Day forest, containing about fourteen hundred acres, has been in Mr. Day's possession almost fifty years. It affords an excellent example of the fact that nature will, if left alone and protected from fire, do her full share in growing timber to cover the denuded forest lands.

Nearly a quarter of a century before there was any definite movement on foot for reforestation in Michigan, Mr. Day determined to try the experiment of assisting nature to produce a second growth of timber on his cut-over land. This experiment has been a phenomenal success. The forest now has a remarkably fine stand of indigenous trees, consisting of maple, beech, lin-

den, cherry, several different species of oak, as well as some splendid specimens of white and Norway pine, hemlock and tamarack.

Writers in the Saturday Evening Post and the National Geographic Magazine have stated that Glen Lake is one of the most beautiful lakes in America, if not in the world. Nowhere that I know of is the infinite beauty of nature's color scheme more wonderfully exemplified than in the changing, iridescent colors of the waters of Glen Lake. What a drab world this would be without color. It would be a well-nigh impossible one.

I was told that at least one million dollars would be spent in developing the possibilities of the Day Forest Estates. Driveways, bridle paths, a water and sewage system, a club house and golf courses will be built. Eventually, it is planned to make these estates a center for winter sports. The topography of the land lends itself readily to a development of this kind.

There are a number of other development schemes being worked out in Western Michigan which give promise of wonderful results in the near future, such, for instance, as the Armour Estate at Long Lake, Grand Traverse county, Mich-Eden, near Carp Lake, Emmet county, Harbor View, near Harbor Springs, and several others.

I found that the resort business this summer is somewhat spotted. At some places it is difficult to find a room and at others there are rooms to spare.

The cherry crop in Michigan this season was much below the average.

I learned, though, that the Cherry Home orchards, near Northport, had harvested more than 300,000 pounds of Montmorencies, the market price for which was 10 cents per pound. This orchard has more than 20,000 cherry trees.

While motoring through Northern Michigan I could not help but notice the large number of deserted farms. In one township which I visited there are sixty-two, nearly all of which are hard wood land capable of growing diversified crops at a profit. The farm homes and the barns on many of these farms are in a fair state of preservation and I was forced to the conclusion that there must be something wrong with our social and economic structure to make this condition of things possible. I was told that in most cases the young people had gone to the city and that the old folk left behind had not been able to carry on.

This is not a satisfactory explanation. It should be worth while for the rising generation to till the land. In my opinion it is high time that the Governor appointed a commission to make a thorough and far-reaching investigation of this whole matter, with a view to finding a remedy: for, after all, the prosperity of the farmer is co-incidental with the prosperity of the State, and fundamentally the welfare of the people depends on the cultivation of the soil. John I. Gibson.

Battle Creek, Aug. 29.

Fish Never Close Their Eyes.

Fish are unable to close their eyes and do not sleep in the ordinary sense

of that term as applied to mammals. U. S. Bureau of Fisheries, however, experiments with special apparatus indicate that fish are more active at certain times and that these periods of activity are followed by periods of repose. Such periods of inactivity, more or less variable in degree, may be comparable to sleep in the sense of physiological rest and quiet. The extent to which the sense organs become insensitive to external stimuli during these periods of repose is unknown.

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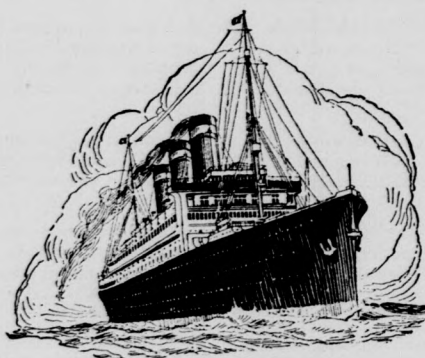
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IMPORTERS may select exclusive lines of highest quality from true samples displayed by us, and all purchases will be routed by our office through the world's largest shipping agency, resulting in lower rates and speedier service to clients.

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.

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GRAND RAPIDS, MICHIGAN

PHONE 62477

Are We Approaching a Crisis in Automobile Production?

Grandville, Aug. 30—This is a progressive age, there can be no discounting that.

It is an age of automobiles, radio and airplanes, as well as many other improvements worthy of notice. There are some who question the advancement made of late years as benefiting the human race as a whole.

What have we won for advancement of morals and home life in adopting the automobile in place of horse locomotion? What we have gained in speed we have lost in genuine comfort and a contented heart.

No family of any consequence to-day thinks of getting along in the world minus an automobile. Farmers are simply back numbers who do not own one. Good roads have come about because of the auto, which, of course, is an advantage worth noting.

The thousands of deserted farms throughout the country does not, however speak in high praise of the progress we are making. Many of these farms were profitless to their owners with the city beckoning them to the highest kind of wages. However, those farmers who stuck to their acres, genuine soil-workers, have benefited by remaining on the farm, and it seems to be only a question of time when these aristocrats of the soil will be strictly in it, to use a crude expression.

The automobile has benefited some and ruined others. Take the country by and large and it may well be questioned if the auto has not been rather a damage than an asset to the human family. However, the facts are as they are and must be looked squarely in the face. All such improvements have come to stay and the world must face things as they are not as they once were.

The swift movement of travelers is in some ways no doubt a benefit. No matter how fast we go, there are always some who wish to go a little faster. Had there been no automobiles there would still remain rural schools. It was this easy mode of locomotion that led to the establishment of central schools to the downfall of the old local rural temple of learning. All of which is progress, of course, and eternal progression is a law of nature which can no more be set aside than disposing of the moon or stars to a bidder from spheres outside our own little ballwick.

We hear grandmothers and others speak of the good old times. Well, they were good times perhaps, good for the day and age in which they flourished, but with to-day they have no abiding place.

We are, no doubt, in an era which opens on many new discoveries soon to come. The air seems to have the preference for experimenting at the present time. What may come of it remains to be seen. The many fatalities which seem to be an adjunct of this exploration of the upper air are only a part and parcel of learning the game. The time will come when it will be as safe to explore the upper air as it is now to navigate an automobile by land.

Those who imagine that dobbin has seen his day and will gradually disappear from the face of the earth are counting without their host. That machine, however popular at present, which drives schools and churches into the cities to the defacement of country landscape, is going to have its day, after which will come the reaction, with stately dobbin again master of the situation.

It is said that reforms never go backward, all of which may be true, yet the wide distribution of automobiles and the tremendous increase in numbers will surely work a reaction which will curtail, even though it does not destroy, the manufacturing plants.

Too much of a good thing cannot always last. As the ox cart and lumber wagon went out, so will this automobile craze prove its own downfall. Not in my day, perhaps, but still not so far off as most people imagine.

What, then, will come to take the place of this seemingly indispensable machine which has made millionaires by the score? I am not pretending to solve that problem, but when the auto becomes so plentiful as to become a nuisance, a way will be provided to make a change. Not back to old cart and wagon days, perhaps, but to a sensible curtailment of that which promises to become more dangerous than war, famine or floods.

When the factories of the country turn off enough workers, which they are doing because so many farmers have deserted their lands for city work, there will be a backrush to the farms once more. In fact, this will be necessary in order to feed the consumer. It is well known that from the soil comes all that brings life and sustenance to man.

When the farm fails the Nation will be depopulated. Of course, this is not likely to come about, since people are not fools and no one will starve when lands for raising food are so plentiful and unworked.

The trek will be back to the farm and, doubtless, this fact is becoming more apparent each day. With more farmers as consumers of manufactured goods, factories will need added help and the ratio of stability will be again developed.

Rightly distributed, there is room in this country for all who at present inhabit it. With our immigration laws strictly enforced, the once great influx of foreigners will be held back and prosperity again come to the homes of both farmers and manufacturers of America.

Whether the tremendous production of automobiles has or not been a mistake, the change to a different state of affairs waits only upon the passage of a very short time. We learn our lessons through adversity and those of to-day are no exception to the rule.

Old Timer.

A Billion Dollar Fire Bill.

T. Alfred Fleming of the National Board of Fire Underwriters recently stated that if the fire loss and cost of maintaining American fire protection were added together America's fire bill would reach a billion dollars.

So, when everything is considered America's fire business reaches gigantic proportions, equal to, and many times more than many industries.

Industries are educating their personnel and bringing it to the highest efficiency. Industry is progressing and constantly watching for new developments and ideas.

The American public is footing the fire bill and have a right to demand the best that is in us. To give the public efficient and intelligent service we must assume the progressive state of mind of industry and be on an equal basis with industry in efficiency, progressiveness and intelligence.

Wait and See.

"Our number is 246 and my name is Hazel," a small child informed "long distance."

"What is your name, please?" asked the operator.

"Hazel."

"What is your last name?"

"My name is Hazel."

"Hazel what—what name comes after Hazel?"

"I don't know; I'm not married yet."

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20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

The Presidential Race Is Now an Open One.

Grandville, Aug. 30.—It is a surprising fact that we have not a plethora of candidates for the presidency since the declination of Calvin Coolidge.

What seems to be the matter? You will ask. At one time the woods were full of wish-to-be-presidents, and now, when the track is open, very few are willing to appear for the race.

Vice-President Dawes has signified to an enquiring friend that he is not a candidate for the nomination. This simplifies the matter somewhat, leaving the field to Herbert Hoover and a Mr. Lowden, of Illinois.

A survey of the field is not very reassuring. Of course, there are a few always with their lightning rods up, such as Senators Borah and Johnson, but neither one of these men are just what is wanted to fill the shoes of Calvin Coolidge.

There is strong talk of trying to bring the National convention next year to Detroit. Should this effort succeed, why not present a Michigan man as candidate for the Presidential nomination?

Have we such a man? Haven't we? What is the matter with our present Governor Green and that retired statesman of Grand Rapids, William Alden Smith? Nobody doubts the public standing and integrity of these two men. Indeed the country might go a long way and fare worse.

It is somewhat to be regretted that as our Nation grows in population and importance men of statesmanlike caliber seem to be dying out. Small nations often have the biggest men. Look at Russia, one of the giants of the world so far as territory and population are concerned, and yet an entire nonentity, so far as big men go.

We have no Chandler or Cass in Michigan to-day. Nevertheless the men of this State stack up fairly well with those of the surrounding states of the union. Because of this, I say Michigan should not hesitate about putting a candidate for President in the field.

The outlook at present points very strongly in the direction of Herbert Hoover as the most likely American to win the prize.

Lowden, while a good man in some respects, is a sectional candidate. As a farmer candidate he might cut some figure, but it may as well be understood, first as last, that no farmer, merchant or business man's candidate has any show for capturing the prize.

This is a government of the people, by the people, for the people. How, then, can a one idea man expect the nomination for president? The man to fill Coolidge's shoes must have brains enough to realize that the farmer, while a most important personage in our population, is far from being the whole thing. We must have a candidate who is above seeking votes from one part of our population as against another.

Many years ago I attended a Michigan Club banquet at Detroit. On the speaker's platform that night were two men who afterward became president of the United States. These were William McKinley and Benjamin Harrison. Besides these two there was Joe Cannon, afterward Speaker of the House for several terms, the man who made "Cannonism" a byword throughout the Nation.

There were other speakers, but these three were certainly the big guns of the occasion. Can we find another McKinley or another Harrison to-day? I doubt it, but such as we have we must select our candidate from, and I am strongly in favor of seeing a Michigan man carry off the prize.

However, at the present writing Herbert Hoover stands the best chance of winning. The country might go a long way and fare worse. Coolidge is out, as is Dawes. Had General Leonard Wood lived his name would have

been presented, with a fair showing for success.

Undoubtedly, new names will yet come before the people and it is to be remembered that the Republicans are not the only folks after office. The Democrats are going to make a big effort next year, and with some show of success providing they are wise enough not to make an issue of prohibition.

As a party question that should have no place in our political life. If the Republicans put up Grand Rapids Smith as against Democratic Al Smith of New York the two Smiths would make a lively scrap.

Politics are almost as interesting as a game of chess. Should Hoover be nominated that would toss California Johnson out of the ring. The progressives would have no occasion to bolt the ticket and the Republicans would, undoubtedly, escape the spanking one leading Democrat has promised them for next year.

With Hoover for a candidate there would be sure to come a break in the solid South, as he has won considerable respect and approval from that part of the country because of his call for a vigorous overhauling of the flood districts, with a view to aiding the flood sufferers, and also to making the banks of the Mississippi impregnable to future floods.

On the whole, the finger of destiny seems to point unerringly to this master mind from California, and unless the unexpected happens, he will be the nominee of the Republican party next year for the presidency.

Should this come about, the opposition will have to bestir themselves in order to find among their ranks a man who has won so much of public confidence as has Mr. Hoover.

Should the tickets be Hoover versus Smith, who can doubt the outcome? That promised spanking will have to be postponed at least another four years. One thing seems certain, and that is that we must have a man from Michigan else Herbert Hoover, of California. Which shall it be?
Old Timer.

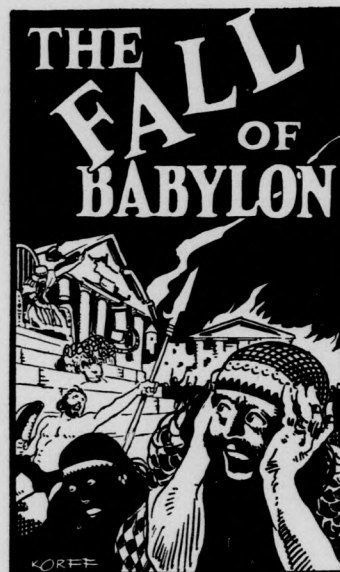
A Summer in the Bitterroot National Forest.

Written for the Tradesman.

A central high graduate of 1924, Philip Wheeler, of Eastern avenue, completed the third year in the Forestry School at Ann Arbor in June and the 21st of that month entered the U. S. Forest Service as trail and telephone maintenance worker in the Bitterroot National Forest in Montana, near the Idaho State line. July 1 he was placed as lookout man on Deer Mountain. That observatory has a living room fourteen feet square with windows all the way around it and above that the lookout station six feet square, also all windows, containing a map standard. There is a section line map showing mountains, lakes, rivers, creeks, towns, roads, trails, lookout and ranger stations of the Forest Service over a territory forty-eight miles square and occasional notations of specific heights as determined by the Geodetic Survey.

Deer Mountain has an elevation of 7,823 feet. To the West, sixteen miles, is El Capitan, 9,936 feet and several others with no height marked. Fifteen miles Southwest are the Trapper Peaks, the highest being 10,175 feet. Eight miles Northeast is Bald Top Mountain, but no height stated. About twenty miles to the Southeast is the Anaconda range, forming part of the Continental Divide, and about fourteen miles East are the Rocky Mountains. The Bitterroot range is

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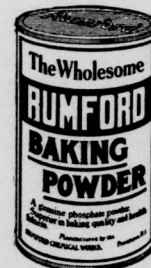
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about twenty miles to the West, forming the boundary between Montana and Idaho.

Watch must be kept over the visible district and report made of smokes from outdoor fires and storms throughout their course and any lightning, whether from cloud to cloud or to the ground. At times the clouds settle down on the mountain so that nothing can be distinguished beyond three or four hundred feet. July 4 a heavy rain took the last patch of snow visible to the Northeast and August 13, after a long, drizzling rain, there was snow on all peaks.

A telephone is used for reporting twice daily to headquarters at Darby and for receiving reports from several ranger stations showing humidity and duff moisture, which means the percentage of moisture in the vegetable deposit above the mineral soil of the forest floor. In dry weather sometimes a band of five or six hundred sheep will raise a cloud of dust having some resemblance to smoke.

The summit around the lookout is decomposed granite and the building is steadied or held in place by wire cables bedded into the rock.

Not far down the peak there are forest trees finding foothold in the decomposed material as it gradually accumulates.

Supplies and mail are brought up at ten-day intervals and some sheep herder may possibly come up to enquire whether a band of sheep has been seen.

July 13 two men came up for lunch and to look for horses and later in the day, on arrival at Darby, these men were taken directly to the sheriff as horse thieves.

One group of five horses and another band of seventeen are frequently in sight and sometimes up to the door for salt. Porcupines are frequent visitors and at night stop to gnaw an axe handle or a door sill.

When mature they are thirty-five to forty pounds in weight. The lookout man in 1926 stepped out at night in stocking feet and put a foot on a porcupine. He drew back with a mat of quills attached to his foot and later 272 were pulled out.

In such an emergency the telephone is very useful and it can be used to hear radio, victrola, player piano and other music and news and also to report what mail is accumulating for the lookout man during the ten-day intervals. Phil's twentieth birthday came during the first month on duty and delivery of packages and letters was made that forenoon, but previous information over the phone gave him pleasant anticipation of what messages he would receive.

The water supply is a quarter mile down the mountain. The climb with the gallon and a half water bag is very much like work and with the five gallon bag is a beastly job and whenever the "beast" is around and can be caught the horse is used to pack the water up.

If there happened to be a close bunch of horses it might be that the rope went onto the wrong horse, resulting in rope burned fingers and no horse to use.

Various names were picked out for the horses: Splinter was the saddle horse, because he could not ride that one bare back and so a saddle was fashioned from a canvas hammock. Molly seemed the most dependable horse and was used frequently. One rainy day, with clouds on the mountain so that it was useless as a lookout, a thirty-eight mile ride was taken to headquarters and back through various trails on Molly.

The supplies furnished are mostly in cans—even the eggs, two dozen in a can (9½ ounces) net weight quaranteed fresh and the water scientifically removed. One tablespoonful stirred thoroughly into three tablespoonfuls of water equal one fresh egg. Phil's previous camp cooking experience never required such drastic use of the raw materials; but with various cook books and advice from interested friends, he meets successfully the problems of food. He makes an ant proof food cabinet and a mouse proof bacon container; also a desk and a special chair for the telephone and the latest attempt is a corral for the horse or horses.

He writes: "This is certainly the most peaceful and restful summer I have ever spent. There are no two ways about it, it is just perfect."

Think of that living room, surrounded by windows, perched in that commanding position, so that whatever the work at any moment, he can turn to see at a glance the forest clad slopes of the great mountains, the vivid green of irrigated fields along the river or the deeper colors of glens and granite peaks in the far distance, and at night the supremely vivid layout of the stars made possible by such an altitude.

What memories to cherish of sunshine and storms, starlight and moonlight, nebulous mornings and the fading glow of eventide in all the changing marvels of such a landscape!

Frederick W. Wheeler.

The Flight of the Martins.

Written for the Tradesman.
Feathered savants of the sky
Who divined your hour to fly
From your summer cotes anew
Ere we thought the day was due;
August month is fair and warm
And is loath to give alarm
With the legend in a wind
From the north; or did you find
Through the leaves of Nature's book
Dire forebodings and forsook
Ageing nests
For the nests
Purple winged martins know
To the south of Sao Paulo?

You have earned a long repose
Where the Rio Platta flows
And your meets again will please
Folk in the Antipodes.
Little Lindberghs of the air
Open keep this thoroughfare,
Ministering as needs appear
Up and down our hemisphere.
Voyagers who claim the sky
Best shall friendships ratify
So alone
Zone to zone
Purple martins wing a way
Forth and back of peace to-day.
Charles A. Heath.

Friends and neighbors complain that taxes are indeed very heavy, and if those laid on by the government were the only ones we had to pay, we might the more easily discharge them; but we have many others, and much more grievous to some of us. We are taxed twice as much by our idleness, three times as much by our pride, and four times as much by our folly.—Benjamin Franklin.

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Hats Affect More Trimmings.

Trimming for hats is again coming into its own. The elegance movement is slowly but surely weaning women away from the masculine severity so much in evidence during the last few years. The effect of simplicity is, however, retained. This is largely due to the vast amount of self-trimming obtained by clever manipulation of fabric. There are pin tucks that encircle crowns or start from one edge of a brim and continue up and across the crown and descend to the other side of the brim. Then there are box pleats pressed very flat. Sometimes such a pleat is seen in the front of the crown and is allowed to spring into a slight fullness at the top. Again a fabric is draped so gracefully that the hat retains its simplicity but obtains a note of ornamentation through the handling of the material. Combinations of felt and panne velvet, of chiffon and Lyons velvet are seen. There are many insets of velvet on felt, and satin ribbon and grosgrain are also used. Felt and grosgrain, of course, seem to form a combination which never loses its popularity.

Elaboration on hats so long discarded returns in the form of gold and silver thread employed in stitching, tracteries and embroideries. Velvet choux are very good and buckles of gold and silver, and rhinestones and composition appear. Gold and silver braid are also used. This is quite in keeping with the tendency to use braid for trimming on dresses. Feather fancies are employed to some extent and tufts of feathers and aigrettes are featured. These frequently appear at the side in the over-the-ear movement, or at the center front. A great deal of trimming features this center front effect. Here we often see placed a buckle, a bow or insets of velvet or lines of braid.

Berets, too, are not disregarded. Georgette shows one of beige velvet. She uses pin tucks to trim the crown and brings these tucks to a coolie peak at the top. Pink composition balls are posed at the right side of the small tight brim and form a pleasing contrast to the beige. Alphonsine also shows a smart beret in beige, but uses felt, which she drapes flat to the head. On the left side crossed pins give the note of trimming. From the same house is a hat of this type developed in royal blue velvet mounted on a small bandeau of belting ribbon. Another beret is from Lewis, who mounts it on a bandeau and makes it of flat, black pony fur, with a white fur star inset on the crown. A line of white fur encircles the bandeau and is caught on the top center with a rhinestone buckle. The bandeau theme appears in a model from Reboux.—N. Y. Times.

Paris Ornaments Have Gay Designs.

Accessories of many sorts are in vogue in Paris. Various articles of jewelry have the shapes of the Parisian

leaves taken from old Cashmere shawls, rugs and hangings. Small animals are still popular in reproduction of rhinestones and enamel. Butterflies, beetles, birds and flowers are shown in beautiful colors and delicate workmanship. Drecoll is showing some rarely lovely things in glass flowers. Among them is a spray of tiny blossoms made of sapphire blue that might easily be taken for the genuine stones. Lilies are fashioned of small rhinestones wired into shape. They are very like the old-time stomachers and jeweled ornaments which were worn with elaborate evening gowns. Small tight buds from stiff boutonnieres and buttonholes are bound with fur or feathers.

Velvet is important this season for gowns, wraps, hats and even the smaller articles. Velvet bags, for example, are very fashionable, and are made in all the different shapes and sizes. Liberty is showing some bags of generous size to accompany the morning and afternoon costume. They are very practical, being made in the conventional, full-gathered way, with frames of metal or of tortoise-shell.

Higher Prices Will Surely Come.

Although well-posted factors in the dry goods trade are not altogether in accord to the amount of buying that will follow a bullish cotton crop report on Sept. 8, there is no division of opinion about the wave of price advancing that would come immediately after a report of that kind. As to the prospective buying, the statement was made that a similar condition a couple of years ago resulted in the busiest period the trade had enjoyed for a long time, and that there was every reason to expect marked activity next month if the September report should force cotton up. Against this position was voiced the view that the lack of buying excitement following the advances recently put into effect was an indication of the willingness of wholesalers to pay what was asked for the goods when they wanted them in preference to loading themselves up.

Southern Underwear Advanced.

Advances of 50 cents per dozen on men's ribbed heavyweight union suits have been announced by the Appalachian Mills Co. for deliveries this side of Dec. 1. At the same time the quotations on shirts and drawers and on boys' "unions" were advanced 25 cents per dozen. The increases were said not to be proportionate to the rise in cotton since the first advances on the goods were made early in June, and it was also said that further increases before the end of the season were not unlikely. The company also advanced yesterday its line of lightweight ribbed union suits. The rise in this case was 25 cents per dozen and the deliveries affected are from October to June. It was thought probable in the trade that the chief competing lines would be marked up to-day.

Types of Corsets Selling.

Manufacturers of corsets report that sales volumes have been at least as good as a year ago. While the number of units sold has decreased in some cases, this has been compensated for

by the sale of more garments which are combinations of corsets and brasieres. This new type of corset costs more than the one which was formerly popular. A larger number of corsets for small women are also being sold. Fashion cables from Paris do not convey news of any change in the straight silhouette which would affect the corset business. Manufacturers are watching the cotton market closely, and if further advances occur here corset corset quotations are likely to be advanced.

Fiber Hose in Better Position.

Probably no general class of women's hosiery is in a stronger position right now than the fiber, and two things are held accountable for it. One is the better demand for the goods that has sprung up, and the other is that stocks in first hands are probably as low as at any time in several years. Seamless hose are also in a stronger position than they have been, largely because of the increased sales that have grown out of the manufacturing improvements put into the goods in many cases. Cotton hosiery at the moment is in an unsettled state, with manufacturers torn between a desire to sell goods and an unwillingness to dispose of them at present prices in the face of higher cotton.

Rhinestone Jewelry Called For.

Manufacturers and importers of novelty jewelry are experiencing a season of great activity, with rhinestone and marcasite ornaments leading in the brisk demand. These items are being used on hats and dresses, on account of the popularity of black velvet for women's garments. Marcasite and rhinestone are regarded as ideal embellishments to set off the dark garments properly. Shoulder pins, brooches and necklaces of rhinestone and marcasite have been popular, while earrings have shown a return to favor. Rhinestones in combination with jade and rose quartz have also been popular.

Children's Knit Goods Active.

Manufacturers of children's knit goods report that there has been considerable buying activity and that the Fall season is developing much better than it did a year ago. There has been a large demand for four-piece brushed wool sets. Knitted sets with the brushed wool on the inside have also been called for, as well as tailored knitted coats with tams to match. Coats with a sliding fastener in the front, so that the garment may be donned as a pullover, have also been popular in striped weaves. Prices are unchanged.

Glassware Business Steady.

A fair amount of business has been received from buyers of glassware. Preference has been shown for goods in transparent colors as distinguished from the varieties in applied colors that formerly were popular. Colored stemware in rose and green tints has been in good demand, as well as glass lamps of the water bottle and Colonial types. Glass animals to be used as containers of many kinds have also been called for, chiefly in the rose shade. Prices have been steady.

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Ostrich Feathers Called For.

During the past three weeks an active demand has developed for ostrich fans and for ostrich feather trimmings for dresses and negligees. The demand has been stimulated by the Paris fashion showings, so that department stores and garment manufacturers are now buying the feathers and trimmings. The ostrich fans being bought are much larger than were popular heretofore. The best selling variety last year of some manufacturers retailed at \$10, but \$22.50 is the price for the larger fans that are being made for this season. Opera fans six feet by four feet in size, to retail at \$200, are being featured by one manufacturer. On account of the rise in marabou prices, trimmings for negligees, which are made of combinations of ostrich and marabou feathers, are more expensive. The ostrich feathers are unchanged in price.

Concessionaires Are Hard Hit.

Among the business houses that have been hurt by the irregularity of the weather this Summer are those which supply merchandise to concessionaires at the beaches and amusement parks. For the second or third successive season the patronage of these sources of outlet for a wide variety of popular-priced merchandise has been seriously curtailed by the prevailing lack of good weather over the week-ends. Increasing competition due to the entrance of new prize games into the field has had a tendency further to curtail individual orders. Early buying was fairly good, but the failure of the concessionaires to place important duplicate business, even in the aggregate, has worked strongly against the manufacturers and wholesalers.

More Demand For Undergarments.

Although price trends in women's undergarments are mixed, on account of the rise of cotton quotations and the recent drop in silk levels, manufacturers say that an increased demand is becoming evident for various types of underthings. Pajamas and dance sets of silk and novelty cotton materials are in good demand, as well as hand-made undergarments in pastel shades and applique effects. Both the tailored and novelty lace trimmed varieties have been selling. A new type of French bloomer, which is an improvement on the ordinary step-in and old-fashioned type of bloomer, is also being bought by the trade, one manufacturer reports. The garment is held in place by bands and buttons instead of by the elastics of most bloomers.

Women's Neckwear Sales Large.

Women's neckwear sales have picked up remarkably in the last ten days. The present demand not only takes in the tailored varieties, but also includes lace and net bibs, with cuffs to match. Plain fabric frocks in velvet and satin are helping to create a demand for fancy "made sets," which had no place in the Summer prints. The adaptation of sleeveless frocks to cooler weather has caused a good sale of separate sleeves of georgette in tan and various pastel colors. These sleeves are occasionally matched with small collars.

Fancy cuffs of velvet or brocaded ribbon, tucks and other trimmings make the sleeves excellent style items.

More Advances Are Promised.

From present indications still higher prices on men's knit underwear are in prospect, due to the steady upward trend of cotton. In a number of instances advances have been made, and in a few cases a second increase has been announced. Reports current in the local trade yesterday made it appear that some of the largest Southern lines of ribbed goods would be advanced before the week was out. Jobbers appear to be still somewhat uncertain as to how to regard the higher prices already made. The opinion is held here, however, that additional increases will dispel any doubt these buyers may hold about their justification and bring about more active buying.

Better Lounging Robes Bought.

The better varieties of men's lounging robes have been outselling the low-priced sorts in the Fall trading, according to manufacturers. Comparatively few calls for the cheap garments are being received, and on this account manufacturers are looking forward to a large sales volume for the season. Orders for many types of robes are being received, such as plaids and Indian effects. While the late buying of goods has been a handicap to the producers, the large orders which are being received at present are compensating for the slowness with which retailers placed their early commitments.

Buying of House Furnishings.

Buyers of house furnishings have been somewhat backward in the placing of their holiday orders, manufacturers report. The complaint is made that the buyers are continually seeking new varieties of goods in an effort to speed up turnover. The responsibility for this policy rests with the merchandise managers of the retail stores, it is said. These executives are continually urging the buyers to decrease inventories and to increase sales. Popular priced merchandise is selling well, this trend being visible in a large assortment of goods such as canister sets, electric goods and gift items.

Better Infants' Garments Wanted.

A trend toward higher priced garments in infants' wear is said to be enlarging monetary value of the sales, although the number of items sold is no larger than a year ago. The emphasis on quality rather than price by the consumer and by retailers has led to relatively few sales offerings in infants' wear. Honeycomb wool shawls such as were popular years ago have returned to favor. They are being used as carriage covers and to cover infants in automobiles. Poke bonnets with touches of angora yarn are also selling well, together with knitted mohair robes.

Vacations For Horses.

Every merchant should give each of his horses a week to ten days vacation every year. Turn them out to a good pasture where there are plenty of shade and running water. They will repay you in increased service.

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WITHOUT ANY OBLIGATION ON YOUR part, have one of our officers go over with you the reasons why you should have the co-operation of The Michigan Trust Company in assuring your family a protected Estate.

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Treasurer—F. H. Albrecht, Detroit.

Expansion of Chain and Company Stores.

Written for the Tradesman.

Chain stores have made a lot of progress. Grocers know this. As this progress became apparent, a wise grocery leader urged that a department be provided for them in the National Association. He held that we must take them in with us or they would provide an association for themselves. He also held that it were better to have them with us, to accord them a division in which they could develop as a part and parcel of the general grocery trade, than to have them remain outside and go it alone.

He was overruled—and right soon precisely what he had predicted came to pass. They have to-day a much more closely knit, efficient and effective national association than any that ever the grocery trade knew.

Company stores, those established by mining and other large institutions primarily to supply their own employees have been a trade factor for a generation or more; but only within a few years have they taken on cohesion. Within about three years they have changed their name to Industrial Retail Stores. There is a move within them now to form a national association. When that is formed it will be strong and as effective as that of the chain grocers; for these men take their business and their associations seriously.

The Chain Store Age is a publication that relates to all kinds of chain stores—Woolworths, Kresge's, Liggett's, Penney's—including the grocery chain. Beginning so recently that its July number is only volume 6, number 7, this monthly now consists of 144 pages and a heavy stock cover. Regardless of our line of business, any merchant can profit by reading some of the articles it carries. These are actual brass tacks experience stories by men like the vice-president of John R. Thompson Co., the Media Drug Co., the secretary of S. M. Flickinger Co. and Lloyd S. Graham on the Grocery Chain in Rural Districts. These are only the leading stories.

There are details of the advertising of the Rosenthal Sales Stores, one about the Atmosphere of the Florsheim stores and plenty others. But the striking point is that here is a new industry which has found itself almost over night while many of us thought it was a fad that would not last long.

The monthly magazine, Industrial Retail Stores, is now in its seventh volume. Its articles and advertising touch every branch of retail business because such stores are general stores in virtually every instance.

Of late years there has come great chain activity to Los Angeles, particularly in connection with grocery chains. H. H. Lestic, with practical chain experience and many bright advertising ideas, has established two periodicals and a flourishing service for chain grocers.

The first periodical was the Chain Store Manager, designed to reach the man behind the chain grocer's counter. It is a bright, snappy monthly, filled with pointed talks, printed on excellent paper and illustrated in a mighty creditable manner. It is the sort of paper that any ambitious chain manager must like to read; and it is to be noted that the percentage of ambition is high among chain store managers. The next paper is a semi-monthly called Chain Executive News. This is in newspaper style, issued for the industry itself, all stuff being written from the inside. That its news is what the industry has wanted is indicated by the rapidly growing subscription list. Organizations all over the country regularly subscribe for enough copies to give one to each branch.

The News relates what is happening in the various chains all over the land. It carries instructional articles. It has timely tales of what is about to happen in the food industry, so managers and executives may be ready for what is coming along. Each issue contains many stories written by chain managers and executives about phases of the industry in which each is especially interested or concerned.

A striking column in a recent issue is What Should Chain Industry Stand For? This is a sort of resume of certain phases of the industry which we grocers had thought were sufficiently emphasized right along, but which, apparently, the insiders feel have been neglected. It appears from this column that the chain "has never sold the American public on its platform," although we grocers certainly thought it had been doing that pretty diligently. So now it proceeds to sell these features to the insiders, so they can emphasize them duly to the public aforesaid.

What are these items of advantage and merit and how far have the aims been realized? Let them tell it:

"The chain grocer stands for good working conditions, although in some localities hours and openings are not what they should be. Generally, working conditions are far superior to conditions in any other line of retail food merchandising.

"Treatment of help has been good. Some chains have made a splendid record in attracting young men of mental alertness, good family and good training. The better the working conditions and treatment, the better will be the selling force of the industry.

"Advancement as it exists to-day in the chain industry is something never before offered in the retail industry.

"The chain seeks public approval on merit of system and merchandise. That public approval has come in a large way proves that the chain is sound and healthy.

"The chain has given the public fair prices. When a prime market price drops, the chain is the first to make the news public, and often other retailers do not wake up until the change has been in force for months.

"The chain operator is looking forward, not backward. He sees a big evolution in the food industry coming in the next five years and he is ready

(Continued on page 31)

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.

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST - FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

MEAT DEALER

Humid Weather and Meats.

Those who enjoy living in the clouds, well saturated with vapor, the recent weeks should have satisfied fully, but most of us prefer the clearer and more stimulating atmosphere usual to even congested cities. But aside from the displeasure felt when everything is damp and sticky, when the salt refuses to shake out and our tailor finds it impossible to keep our clothes in press, food does not keep fresh very long unless handled very carefully and with proper places to keep it. No time during the year does meat present an unsatisfactory appearance so quickly as during humid weather, when the temperature is around 80 degrees Fahrenheit, or above. Heat and moisture combine their efforts to mitigate against ordinary precautions used to keep meat fresh and of good appearance, and unless unusual care is taken it will get sticky and stale. The problem in the home becomes the greatest of the year at such time with respect to taking care of the meat bought, and unless a well cooled and dry ice box is in use immediate use is about the only method to be used, unless the meat is submerged in a salt solution or submitted to some other unusual plan of preservation. The wholesaler and retailer both have their troubles, and it is not unusual for losses to result. Cars in transit from shipping points at some distance from where the meat is eaten must be well iced and kept in motion to assure perfect condition at time of unloading. It is not enough to have the cars iced, but they must be unloaded as soon as possible after arrival, for less efficient refrigeration results when the cars are left standing, since the motion of moving cars shakes down the ice in the car bunkers and facilitates melting. Melting ice is the only kind of ice that absorbs heat. Salt is mixed with the pieces of ice and this melts it faster and in other ways produces colder surrounding car space. The retailer must keep his ice box as cold as he can and must buy more ice at such periods than at other times. Well regulated ice machines help many retailers in maintaining cold surroundings. The housewife may sprinkle some salt over her ice if she wishes to reduce the temperature in the box, but this will necessitate more frequent icing. This article is intended to impress housewives with the necessity of giving special attention to ice at such times and acquaint her with some of the difficulties of others.

Home Made Meat Loaf For Summer.

In making a meat loaf in the home an opportunity is present to use up any pieces of meat that may be left from previous meals. Roasted beef, pork, lamb, or veal may be used to very good advantage and if there is not enough of them to make a loaf, uncooked meat may be combined with them. Take about one-half pound each of pork, beef and veal and run through a meat chopper. Add about a cupful of bread crumbs, one beaten egg, onion chopped fine, and salt and pepper to taste. Work the different ingredi-

ents together with a little milk, or meat stock if preferred. Bake in a hot oven, placing the pan containing the loaf in another pan containing water. This is quite a simple dish to make and has the advantage of converting leftovers into something good. The loaf will be found excellent when sliced and served cold with vegetables, or it can be served hot with a meat gravy. In some of the European countries where meat is something of a luxury and where a little is expected to go a long way the meat loaf is very popular. It has the advantage of furnishing high food value without being tough when the meat contained in it is from the less tender sections of the carcass. A taste is quickly developed for meat loaf and if served regularly the family will commence to look for it. Some of the large packing houses manufacture large quantities of meat loaves. Pork houses, especially, go in for this kind of meat. Meat loaf is usually termed a specialty, as differentiated from the usual run of sausage products. There are a great many other specialties that are highly appreciated by the patrons of delicatessen stores. Many of these food products that cost considerable a pound in these stores can be made in the home for a comparatively small sum and will be found just as good if not better. The quality in the home is usually more appealing, since there is something satisfying about home-made dishes that is lost in the commercial product. Besides the home-made meat dishes can be served piping hot, if they are preferred that way, with the aroma that always goes with meat dishes just taken from the oven. If only a small amount is desired, and that in a hurry, there is no better place to have the wants satisfied than in a first-class delicatessen store, but if economy is a factor, and if time is not material, the home-cooked dish is the dish.

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

Riches.

I think that a boy is a cute little tad
When walking along ahold of his dad
I never can tell whether most of the joy
Belongs to the dad or most to the boy.

A man and a boy, or a boy and a man
Since ever the coming of children began
Give freely a blessing this world never had
Until a boy walked beside of his dad.

Great Kings with great armies to war
Have gone forth
And Croesus they say owned most of the earth
But all were poor paupers whatever they won
When you stand them against a man and his son.

Give me a small chap beside a big pa
With both all the better because of the ma
And no pleasure can ever begin with the joy
Unless a girl too is along with the boy.
Charles A. Heath.

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

Putnam's

THE GOOD CANDY

AGENTS FOR

LOWNEY'S

NATIONAL CANDY CO., INC.
PUTNAM FACTORY

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

THE BEST THREE

AMSTERDAM BROOMS

PRIZE *White Swan* Gold Bond

AMSTERDAM BROOM COMPANY

41-55 Brookside Avenue,

Amsterdam, N. Y.

Best Foods RELISH SPRED

Now

25¢

Grocers who sell Relish Spred report that since the quarter-a-jar price went into effect, initial sales are much easier and repeat sales much faster.

Twenty-five cents is one of those saleable prices. It is "a quarter"—"two bits". People think in terms of quarters.

Thirty cents, the old price, made the customer think twice before buying because it broke up half a dollar.

The grocer loses nothing on the price reduction. His percentage remains the same. He simply cashes in on the large increase in sales.

Put in your order for Relish Spred to-day.

THE BEST FOODS, INC.

NEW YORK

CHICAGO

SAN FRANCISCO

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.

Suggestions in Regard To Extending Stove Trade.

Written for the Tradesman.

To make the stove department pay, as it should pay, the dealer must work along definite and systematic lines.

First, advertise wisely and well.

Second, keep a good stock of stoves in neat and attractive order.

Third, have a well-informed staff of salesmen.

The three are all essential. The dealer who kept a splendid line of stoves and advertised them effectively would still fail to get best results, if his clerks knew nothing of the selling points of the line carried. You have to prove your stove before you can sell it; be able to explain its exclusive features and advantages; dilate upon its arrangements for added convenience and its value from the standpoint of economy.

On the other hand, it does not suffice to have good stoves and well-informed salesmen. You must in the first place bring the customers into the store; and that's where the need for advertising arises.

Lastly, the most effective advertising that could be devised, coupled with the most persuasive staff of salesmen that ever skirmished for business, would utterly fail to build up a lasting trade if the stock were not up to the mark.

Advertising is necessary in the stove business for various reasons. In the first place, sales are not made, as a general rule, in rapid order. They are the result of a slow process. The expenditure on a stove being considerable, it requires some time for the average householder to make up his or her mind. People will think over the matter for quite a while; and in the meantime, all stove advertisements that come to their notice will be studied with the closest interest. In a great many cases, when the prospect enters the store the sale is already half made. The prospect's mind has usually been made up to a purchase, and a certain bias has been created in favor of the stove carried by this particular dealer. And credit for this favorable inclination must be given to the dealer's advertising.

That is one reason why advertising is necessary. There are others. It is necessary to create business in the "off season." Stove sales come naturally in the fall, but it requires a good publicity campaign to bring business at other times. Dealers who advertise systematically all the year round find that they can sell stoves in the most unlikely seasons and that when the stove season actually starts they can sell stoves much more readily.

After the advertisement has brought the customer to the store, the second point arises. Is your stock likely to create a good or a bad impression? Sales are often made or lost in the first few moments, when the customer looks over the stock.

The stoves should be arranged with a view to appearance and facility for

display. A chair or two should be handy for the use of customers. This point is important, as the lady of the house is almost invariably on hand and the discussion before a sale is effected is quite often a long one. All the stock should be well burnished, free of encumbrances and presenting that unmistakable aspect of newness which appeals so strongly to the customer.

Dust has probably done as much to spoil sales as the ignorance or bungling of salesmen.

Last—but decidedly not least—the man who essays to sell stoves should know a great deal about them. The purchaser has to live with the stove he buys for some years, and consequently he wants to know all about it beforehand. The man of the house wants to find out if it is a heavy fuel consumer, and how the fuel consumption can best be regulated. His wife is interested in the cooking qualities—if it is a range—and will quite often subject the clerk to a rapid cross-fire of questions along that line. Only the clerk who knows the stock can come through this inquisitorial grilling with flying colors. Any doubt, hesitancy and vagueness in his replies will be at once detected.

A stove manufacturer offers the following suggestions along this line:

"My advice to a salesman would be to pick out four or five exclusive features found only in your make of stove, and dwell long and hard upon these, having in mind the fact that you are talking something that no one else has or can show. In the majority of cases, a good stove is sold at a profit and a satisfied customer is made."

The stove business requires considerable ingenuity and tact, much perseverance and a good store of initiative. It requires concentration, study and effort to sell stoves. After selling a stove to the average man and his good wife, the salesman has every reason to feel that he has done a good stroke of business. Stove salesmanship is a study in itself and, as such, it deserves a full measure of attention.

Novelty in stove advertising is sometimes overdone, but it is not good policy in preparing your advertising copy to be too conservative. Advertising should be changed regularly and frequently; and in preparing your advertising, you should have due regard to the fact that you are trying to interest other folks in what you have to offer.

There are still some dealers who place a stove advertisement in the local paper early in the season and allow it to run clear through the fall and winter without change. One firm some years ago ran the following announcement for six weeks continuously: COAL AND WOOD HEATERS Big stock to choose from.

This advertisement occupied considerable space in the newspaper for large type was used in the make up of the brief announcement. Did it produce results? There is no means of knowing, but the chances are very much against it.

A stove traveler in Eastern Ontario called on a dealer who assured him that he had done a lot of advertising

in the local papers and that the results were very disappointing. The traveler offered to look over the advertising.

"Show me the whole series," he said.

"Oh, but I ran just the one advertisement," said the dealer. "You know, the constant dropping of water—"

The traveler grinned.

"It isn't the same water that wears away the stone," he said.

The advertisement announced that the dealer's fall stock of stoves had arrived and he solicited the inspection of his stove department by the public. This same announcement had been running, week in and week out.

ATTENTION DEALERS!

We have a large stock of showcases, wallcases and Restaurant supplies. Office Furniture—desks, chairs, files and safes at remarkably low prices.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

N. FREEMAN, Mgr.

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting Goods and

Fishing Tackle

BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes & Mackinaws

Sheep Lined and

Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

If You are interested in buying or selling a hardware stock write or call on us.

Foster, Stevens & Co.
Founded 1837

GRAND RAPIDS

61-63 Commerce Ave., S.W.

MICHIGAN

WHOLESALE HARDWARE

"And this didn't bring you any enquiries?" asked the traveler.

"Practically none. Advertising does not pay in this town."

"See here," said the traveler, "suppose I wrote some advertising for you. Would you try it out?"

"I'll do that," returned the dealer, dubiously.

The traveler then asked the dealer to show him the electros which had been supplied by the stove manufacturer. He selected one of these featuring a range.

When the traveler finished his task the advertisement started off something like this:

SEVEN REASONS

Why this range gives universal satisfaction.

The seven reasons, each of which was prefixed by a number, appeared in the finished advertisement with the illustration. The advertisement also explained that there were many other interesting features in connection with the range that could be more fully explained by the salesman if prospective range customers would call at the store.

This advertisement occupied the same space in the local paper as the former unproductive announcement. After the first insertion there were six enquiries directly traceable to the advertisement.

The information contained in the first advertisement was decidedly vague and could not be expected to arouse interest or bring enquiries. The second advertisement got down at once to brass tacks and in addition to illustrating the range gave seven valuable pointers that were interesting enough to at least six prospective purchasers to induce them to seek further information.

Stove advertising if properly prepared will create enquiries. If your newspaper advertising is not bringing results, it is time you began to investigate yourself and your method of preparing advertising copy. If properly used, your newspaper space will bring good returns; but you can waste a considerable amount of money in a very short time if you neglect your advertising copy and labor under the delusion that any sort of copy will do.

In preparing stove advertising, put yourself in the prospect's place. If you were thinking of buying a stove, what argument would induce you to come in and look at these stoves? If you had an old stove about due for replacement, what line of talk would impel you to consider replacement more seriously? Get the prospect's viewpoint, for he is the individual you have to interest before you can get results.

In general it is a sound rule not to attempt too much. Do not try to sell your stove outright by means of your advertising. If you attempt that, you are apt to go into too much detail, and the effect of too much detail is to confuse the customer.

Rather, set yourself a definite attainable objective. What can you reasonably expect your stove advertising to accomplish? You can reasonably expect it to interest prospects to the ex-

tent that they will come into your store for further information.

With this definite objective of getting as many prospects as possible into the store, you should shape your advertising accordingly. Emphasize the importance of the prospect seeing your line of stoves before he buys. Stress every point that will be calculated to induce him to come in and see what you have to offer.

When he comes in, then it is up to your salespeople to do their part; and up to your stoves to do their part. With a good line of stoves and good salespeople, an advertisement that brings half a dozen prospects into the store is worth more to you than an advertisement that does no more than practically sell one prospect.

Putting yourself in the place of your customer will help you materially in the task of preparing appealing and convincing advertising copy. It will pay you, too, to study your own past advertising, and that of your competitors, and, looking at it all from a customer's standpoint, to weigh it judiciously. Is this strong? Is it weak? Is it convincing? If you are thinking of buying a stove, would this interest or convince you?

Advertising should be as specific as possible; and it should aim to induce action on the part of the reader—the action in this case being a visit to the store and an interested inspection of the stock.

Victor Lauriston.

Buying of Kitchen Ware.

The extension of department stores' hand-to-mouth buying policies to the purchasing of kitchen ware has led manufacturers and wholesalers to adopt the plan of selling this merchandise in assortments in an effort to maintain sales volume.

"The stores' practice of piecemeal buying has compelled the kitchen ware manufacturers to make goods for stock in anticipation of late orders," a manufacturer said recently. "The storage and carrying charges on these stocks of goods add to the producer's overhead. In addition, the packing and shipping costs of the small orders which are now received are proportionately greater than the similar costs on larger orders."

"From the retailer's standpoint the piecemeal buying policy applied to kitchen furnishings has not been very successful, for the store is unable to keep a complete line of goods on its counters when it carries only skeleton stocks. Certain items are always sold out, and it takes time for the mill to ship the small replacement orders which are usually submitted."

"To encourage the retailers to place more liberal orders sellers of kitchen ware now offer their goods in assortments of different items, with a special price reduction for each assortment. The retailer is allowed to make some substitutions in any assortment so that it may fit his needs."

Not Excessive.

"How's collections at your church, Brudder Jackson?"

"Well, we ain't nebber had to stop in the middle of a collection to go and empty the box."

No need to coax Beech-Nut sales

YOU never have to coax sales of Beech-Nut Peanut Butter. Too many people like it and buy it regularly for that to be necessary.

More important, Beech-Nut Peanut Butter has an ever-increasing following. It finds its way into new homes daily. And as new uses for this delicious, appetizing food are discovered, its sales increase. Be sure to get your share. Beech-Nut Packing Company, Canajoharie, N. Y.



Beech-Nut Peanut Butter

Be your own customer—

Try these Double-Crisp Corn Flakes yourself

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



COMMERCIAL TRAVELER

News and Gossip About Michigan Hotels.

Grand Rapids, August 30—What this week's sermon is based upon is the subject of hotel advertising. Every individual who has been successful in hotel operation, will readily agree with what I will have to say on the subject, but there will be some who still live in the past, when hotel runners on depot platforms and free busses brought patrons to the hotel, who will not. The former are already convinced; the latter are hopeless.

When in Detroit the other day, the manager of one of the recent entrants in the hotel field showed me his house count, which was certainly marvelous, considering that he personally assumed the management of the enterprise only two months ago. This hotel had rooms to sell to the public at attractive rates, but how was the public to know it unless they were told. He told them through the medium of Michigan publications, and when they came he took care of them. To be sure, he has other rooms to rent, but he believes consistent advertising will sell them.

Another hotel manager I know of found he was up against a losing proposition. Business was "rotten." For one reason it had been heralded to the world that his rates were excessive. The public heard these rumors and believed them. Finally he decided to reduce his rates and notified the public through an Eastern hotel publication that he had done so. The hotel men, or such as saw this announcement, knew this was so, but the paying public does not even know it to this day, for they never saw the advertising or the paper which carried it. It was just exactly like winking at a pretty girl in the dark. You might do the winking, but she would never know it. The hotel manager who did his advertising where the paying public read it got the business.

Another instance is where one of these larger hotels was secretly foisted on the public. They secured for a manager a man who has always been a trade-getter, but the public did not know this, and the "no" man, having become imbued with the idea that money expended in advertising was wasted, expends his time in counting vacant rooms, just for the reason that the public, who were fond of the manager, did not know what had become of him, and his former employers did not feel that it was any part of their business to tell them.

Michigan hotels, for a large part, depend upon Michigan patrons to make the investment paying. There are very many who just at present are playing to empty houses. They feel that they must retrench in their expenses, and cut off the very thing which will help tide over the dull period—advertising. The public at once gains the impression that the have closed their doors and soon forgets they ever existed. But they know all about the new ones, especially if the later candidates for public favor have good publicity managers.

The writer is not interested in the advertising business, but is a constant observer and absolutely knows where-of he speaks, and it is for the benefit of the few individuals who really think they can wink at a pretty girl in the dark and let telepathy do the rest, that he has taken this occasion to try to tell them something.

A Detroit sandwich shop has ingeniously increased its sales by cutting the sandwiches in four parts. "The hardest thing in the world to eat is a three-deck toasted sandwich," the manager states, "so we cut ours in smaller pieces and have increased our trade 50 per cent."

A Georgia physician says the victim of the bite of a poisonous snake will

surely die if he drinks whisky. Probably he will. Like the boy who used to be warned: "You'll die after eating that green apple." And so he did—some 60 or 70 years after.

Mrs. Theodore Roosevelt has bought an old inn down in Connecticut and is going to operate it. If she operates it like many of those "old" stopping places "Down East, which iron our your bill fold and hesitate about giving anything in return, Conan Doyle will be conveying certain communications from her late revered mate, somewhat contemporaneous with the use of the "big stick."

Many friends of George L. Crocker, general manager of the Hotel Olds, Lansing, will regret to know that he recently was subjected to a serious surgical operation, but pleased to know that he is rapidly recovering and while not exactly in the ring, is at the ring-side.

I made a flying visit to Kalamazoo the other day and just had time for a short visit with Frank Ehrman, owner and operator of the Hotel Columbia, the first in some months. With the recently completed addition of approximately sixty rooms and largely augmented dining room facilities, his hotel is not an overproduction. His institution is one of three in Michigan which is making a satisfactory showing, even though this is reported to be the poorest tourist season in recent years. As in the instance of a certain breakfast food, "there is a reason." In the first place years ago he took the measure of the commercial contingent to find out what they really wanted and what they could afford to pay. Then he builded accordingly. When others were complaining of stagnation, he has had a most satisfactory house count which has been reflected in his cafe patronage, which is, in reality, his long suit. Taken altogether he has got one of the best combinations in the State.

The Carlton-Plaza Hotel Co., Detroit, has just been organized with a capital stock of \$50,000 to operate the Carlton-Plaza Hotel, which has been in the hands of a receiver for the past two years. J. K. Moore will manage the hotel under the new organization. The house was fairly well patronized, but some Chicago creditors found it necessary, in order to protect their interests, to step in and have a receiver appointed about two years ago, since which time no less than five different managers have been in evidence. It is a question as to whether it will be able to weather the storm, unassisted, for some years to come. It seems to be one of those memorials to over-production. Detroit is full of them. Their promoters all knew better, but they were depending on the intervention of Providence or a return of the miracle era, and the machine refused to "perk."

Albert B. Riley, who did the most of the promotion work when the Savoy Hotel, Detroit, was under consideration, and who resigned as its first manager when it became apparent that its career would be a stormy one, has now gone to the Hotel Roosevelt, St. Louis, as its general manager. Mr. Riley at one time managed the Hotel Bancroft, Saginaw, and he left behind him an excellent record with the Harvey system, with which he was associated in a managerial capacity, for a number of years since.

W. H. Aubrey was for quite a number of years landlord of the Hotel Vincent, at Saginaw. Since that time he has been interested in the hotel brokerage business in Detroit. Mr. Aubrey is now manager of the Hotel Waldron, Pontiac, having been in charge of its construction and furnishing. The Waldron, a 100 room proposition, seventy with bath and all with toilets, will be

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.

"A MAN IS KNOWN BY THE
COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

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

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 Con-
nection. Rates \$1.50 up.

E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.

Hot and cold running water in all
rooms. Several rooms with bath. All
rooms well heated and well venti-
lated. A good place to stop. Amer-
ican 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.

150 Rooms—150 Rooms with Private

Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular

Prices.

Entire Seventh Floor Devoted to

Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the
Continental-Leland Corp.

GEORGE L. CROCKER,

Manager.

Wolverine Hotel

BOYNE CITY, MICHIGAN

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

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

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

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

Columbia Hotel

KALAMAZOO

Good Place To Tie To

Four Flags Hotel

Niles, Michigan

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

opened to the public, formally, in about two weeks. It is three stories in height, will be equipped with a coffee shop, elevator service and is tastefully and substantially furnished.

It is announced that the new Ojibwa Hotel, at Sault Ste. Marie, will be ready for occupancy about November 1. The new hotel is situated on the corner directly opposite the Park Hotel, which hereafter will be utilized as an annex, being open during the resort season, while the Ojibwa will function the year round.

It seems to me there is one important element lacking in the education supplied would-be hotel managers and presidents in finishing them for hotel work, and that is human equation. I am not criticizing the work of such schools as far as they go, but simply suggesting more attention to this important detail. Owing to a pronounced lack of sentiment and fealty to their employers, by newly incubated clerks in particular, only a very small percentage of them will ever reach the home plate. I am more than ever inclined to believe that hotel men are born and not made. Recently I visited in Detroit for a week, and took occasion to snoop around the lobbies of several important hotels. Not all front office men were high-hatters, by any means, but there were altogether too many of them in evidence, and their continued presence in such positions bodes disaster to the institution which employs them. The front office man reflects the policies of the management to a large degree, and when he neglects his duties or creates dislike among the patrons of the institution, he is only kidding himself with a stuffy notion as to his own greatness. Neglect to respond promptly to the simple requirements of the guest and to deliver a required service with rapidity, is a common failing, altogether too much in evidence. Too many of this class of employees are busy watching the clock and the movements of the manager. They are ever on the alert for a job with more money and overlook the fact that the best place to lay the foundation for future greatness is with your present employer. He hasn't "got it in" for you. You only think so because your conscience tells you that you are not toting fair with him.

No, this is not intended for you. You read the hotel papers and realize that a strict attention to your duties, a willingness to do a little more than is required of you and a desire to make your accomplishments a factor in the success of the manager is the right thing to do.

The other fellow? Well, so far as I am concerned, he can put on the shoe and lace it up.

Ernie Reul, the well-known assistant manager of Hotel Sherman, Chicago, was in Grand Rapids for a short visit with relatives last week and naturally held a symposium with his hotel friends. Ernie's early life was spent in Michigan; his first hotel work was at the Occidental Hotel, Muskegon, but he completed a post graduate course with the Pantlinds. He has really made the Sherman a Mecca for Michiganders and he looms up well in the estimation of his hotel brethren in the Wolverine State.

One of the hotel journals gives as a reason for the tendency to construct trunk line highways through the outskirts of cities and villages, because there is a growing disposition among the officials of such towns and municipalities to obstruct traffic by silly regulations, one of which is specifically mentioned—smoking. There is a good deal of reason for this statement and very many of these regulations are extremely silly, but there is another phase to the proposition.

The states, the towns and villages and the taxpayers bear the principal burden in the construction of these highways and they should be first considered in the distribution of benefits. They were primarily constructed as connecting links between the various centers of population and this should still be the very first consideration. If there are any benefits derived by routing tourists through by the main arteries of commerce, the home guard should have its benefits, but it is his duty to see that such traffic is not hampered by senseless regulations.

On the other hand, the tourist may consider himself in great luck to have such highways provided for him over former trackless plains and be willing to observe certain reasonable restrictions as to speed, parking and the like. His contribution toward road building is nominal, and it is a matter of preference with him as to where he shall stop.

Here is a good one reported by a credit man with a Detroit hotel: A stranger guest importuned him to cash a check. Before doing so the c. m. suggested reference to someone who could identify him. "Why certainly," he said. "My wife is with me and will be glad to come down and identify me."

Here is another: A Detroit hotel man started cashing checks for a guest in a small way. The drawer of the check would take the funds so obtained direct to the bank to protect the check. This went along for some time, each check being for a somewhat larger denomination. When the blow finally came, it was for thousands. It will be well for check passers to keep away from the credit man referred to for some time.

There has been some complaint made this year by visitors to Michigan, concerning the available fish supply from the standpoint of the angler. The fish hatcheries have been operating at full capacity and the lakes have been liberally stocked with small fry, but the supply is not equal to the demand and there is some grumbling. I am inclined to think the State officials err in planting fish which are too small to escape the voraciousness of the cannibally inclined larger fish. Wouldn't it be more economical and effective if the products of the hatcheries were detained in captivity until they more nearly approached maturity or were better able to protect themselves. Maybe some Waltonite can throw some light on the subject?

A hotel publication suggests that within the next ten years most of the leading hotels will have special facilities for entertaining children. I notice that the hotels of the Heldenbrand chain in Michigan—the Kenwood, at Pontiac; the Kimbark, at Bay City and Kimbark Inn, at Fremont—have already anticipated this suggestion, and provided little niceties for entertaining nice children. It is a happy notion.

The tourist camp apparently is not as menacing as it was a few years ago. Most of the former free camps have passed into the control of private individuals, but under proper public supervision, and the scheme is working out all right. Better quarters are provided for lodging purposes, for which a reasonable charge is made, and community kitchens supply the conveniences for supplying meals without additional cost. Also stricter methods are enforced for keeping out undesirables. This may prove a final solution of the whole problem.

Bert Schuler still continues to conduct his Hotel Schuler, at Marshall, as a model of neatness in every department from lobby to kitchen. That 50 cent dinner of his, so much talked of by traveling men, is certainly an eye-

opener and I don't understand how he does it.

I hear wonderfully good reports of my friend, Frank Duggan, who was transplanted from Detroit to New York some two years ago, to take charge of the Hotel Pennsylvania, Statler's biggest enterprise. Of course, we knew it would be so, but it is something to have our judgment confirmed, and Frank is doing this by rapidly approaching the top rung of the ladder. He is another of that classic few who personally conducts his hotel in "person," instead of from a swivel chair. His patrons love him and his employees respect him.

Frank S. Verbeck.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 30—Paul Gezon has been invited to attend a meeting of the Lansing quality service grocers next Tuesday.

John L. Lynch bought a lot on Plymouth boulevard about a year ago for \$5,500. He sold it a few days ago to A. B. Klise for \$12,500.

Vice-President Charles H. Adams, in charge of the bond department of the Union Trust Company, announces the affiliation of Herbert E. Johnson, of Kalamazoo, as a special representative. Mr. Johnson comes to his new duties fortified by more than twenty years' experience in banking. This includes both State and National bank examiner work. As a National examiner, he included the Upper and Lower Peninsulas in his territory, as well as the reserve cities of Detroit and Milwaukee. About the time of the breaking out of the kaiser's war, he assumed the presidency of the Kalamazoo City Savings Bank and occupied that position until recently. Mr. Johnson is well-known in Michigan banking circles, having for many years taken an active part in the affairs of the Michigan Bankers Association. He served two terms as a member of the Council of Administration and on various important committees. Likewise, he was active in the Bankers Club of Southwestern Michigan, which subsequently became Group Eight of the Michigan Bankers Association. He served as one of the presidents of the club. Mr. Johnson is a native of Michigan. In his early life he was a newspaper man and for two years was private secretary to Governor A. T. Bliss. Mr. Adams, in making his announcement of the latest important addition to the staff of the Union Trust Company, stated that Mr. Johnson would make his headquarters in Grand Rapids.

Charles W. Garfield and wife went to Milwaukee Saturday and spent the week end visiting the neighborhood in which Mr. Garfield was born seventy-five years ago. Although he was only ten years old when he moved to Grand Rapids, he found many landmarks still intact, including the barn on the farm on which he was born and the brick schoolhouse where he attended school as a child. The home in which he was born burned some years ago. The locality is eight miles from the business center of Milwaukee.

Martin Gezon, Sr., and H. R. Gezon, of the C. W. Mills Paper Co., Benj. Gezon, of the Cabinet Shops, Martin and Amos Gezon, of the Chandler Motor Sales Co., and Paul Gezon, with their wives, leave Grand Rapids this morning for a short trip to Mackinac Island and the Soo.

Attractiveness of the Drive Has Been Spoiled.

Boyne City, Aug. 27—There are strong indications that the road from Boyne City North to Walloon Lake will be finished this fall. It is twelve years since E. A. Abbott succeeded in having this line made a State branch trunk line road. When the Mackinaw Trail was designated through from Grand Rapids to Mackinaw, Boyne City and Walloon Lake were left off the main line, which did not at all

suit those places. As a partial remedy for this, a loop was made to include both towns, running from Boyne Falls to Boyne City and to Walloon Lake and rejoining the Mackinaw Trail a mile East of Walloon Lake village. The route from Boyne Falls to Boyne City was ideal, as a main highway, straight and level, but the old route from Boyne City to Walloon Lake was about as bad as one could imagine. It ran over the highest hills, across the deepest valleys and through the widest and deepest swamp in the county. Our State engineers who laid out the old State roads seem to have been of the same breed as the Scotchman who could not build a railroad in Iowa because there was no place to make a tunnel. A half mile West of the State road is a draw through the hills, formed by the erosion of two brooks, through which the lumbermen had made a winter road for hauling logs from Walloon Lake to the Boyne City mills. Then began the fight for the relocation. Out of the fifteen miles of the branch trunk line, only about four miles was in dispute. Three surveys were run to determine the route and the Highway Department finally decided to relocate if a right-of-way were secured. It took five years and a lot of money. Four miles of the seven mile route was built. Now, two years afterward, it is being finished and Abbott's dream is coming true. One of the beauties of Walloon Lake has been its wealth of forest trees. The road runs for a long way through overhanging forest. In widening and straightening the road this verdure has been cut away and the attractiveness of the drive has been spoiled. True they will grow again, but fifty years will be required to produce the same effect. Our friends in Emmet county have had a different vision in laying out the Lake Shore Drive. True, it is no place for a speed maniac, but who wants to miss the loveliness of the woods by streaking along to no purpose but to get somewhere. Efficiency is a great thing, but it seems as though, in a place like this, some concession to beauty could be made, without serious interference with utility.

Charles T. McCutcheon.

Rockford Hotel

HARRY J. KELLOGG, Mgr.

Sunday Chicken Dinners

Rooms \$1.00 to \$1.50

ROCKFORD MICHIGAN

HOTEL GARY

GARY, IND.

Holden operated

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



HOTEL BROWNING

150 Fireproof Rooms

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

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.

Annual Address of President Houser at Port Huron.

The full text of the annual address of Daniel Houser, President of the M. S. P. A., delivered at the Port Huron convention, was as follows:

It is a real pleasure as your President to greet you at this convention, which I believe to be the forty-fifth one held by this organization. It marks another milestone in the progress of pharmacy in this State and Nation. It certainly has been a pleasure having been privileged to be President of the Association during a year of so much activity which has culminated with absolute success in everything which has been undertaken by your officers, owing to the wonderful support given them by the membership at large, clearly indicating what can be accomplished when a united front is presented all along the line.

I will not attempt to recapitulate the many activities, inasmuch as the report of the various committees will cover them in detail, not caring to burden you with repetition.

There are, however, a few things I will bring to your attention, especially with reference to activities of some of the various committees. Memberships in the Association have never been in excess of what they were this year. That, in conjunction with the \$1 increase in dues which was voted at our last convention held in Bay City, reflects the best financial condition I believe the organization has ever shown.

I believe after you have listened to Mr. La Croix's report in connection with membership you will agree that there has been some real painstaking efforts made to increase our dues paid membership. Considerable credit is due Mr. La Croix for his effort in this direction which has brought forth such gratifying results.

I believe that more of the druggists of the State are beginning to sense the necessity of the work which is being carried on in their behalf.

I would here like to make a personal appeal to every druggist in the State to come in and share his just portion of the effort and financial support nec-

essary to carry on this work. I fail to see how a man, I mean a real man, can afford, in the terms of the street, to "duck" his responsibility in matters which concern him so vitally.

Your legislative committee has had an extremely busy year under the very able chairmanship of Mr. Look. Too much credit cannot be given Mr. Look and the other druggist members of both branches of the Legislature for the real constructive legislation they have been successful in having written into the statute books of this State. The druggists of Michigan are fortunate, far beyond any degree of realization on the part of most of them, having their interests so well taken care of by this group of men. I have been in Lansing on numerous occasions the year just past in connection with matters concerning your business, and it has been a great source of satisfaction to meet with and work with the fellows who have so ably taken care of your interests.

I do not believe there is a better set-up of pharmacy laws in any state in the Union than we have right here in Michigan. Of course, they can be improved upon, and will be improved as time goes on, just in proportion to the extent the druggists of this State see to it that they are improved. I do not believe we have asked for laws which work a hardship on anyone interested in the well being of pharmacy or the public at large and sincerely hope we never will. I am satisfied if the present pharmacy laws, and those to become effective in the near future, are enforced, we would have little to worry about in this connection.

We hear much of the disturbed conditions in the drug business all over the country. No so much in Michigan, possibly, but even here in this State the liquor traffic is one of the greatest perils confronting the legitimate drug trade of the day. Not so much from the amount which is being sold by the druggists of this State—in fact, I believe there is very little of it being done here in Michigan—but the other ramifications of the liquor traffic, not only in the retail, but allied branches which have marked effect upon the retail trade.

It is about time some one big enough started a movement to throw liquor out of the drug business, thereby putting a stop to the real honest-to-God druggists being made the victims

of the group who seem to be in control and prostitute the business for all there is in it. I believe that bootleg jobbers, liquor trained drug store owners and those druggists who have no regard for the law of the land should be driven out of the business.

Price cutting, always a troublesome factor, seems one of the worst disturbances we have to cope with. It is a matter which will have to be handled in a national way, owing to the application of the Sherman law. It is economically unsound and, therefore, will eventually defeat itself.

The Sherman law, which was originally designed to break monopoly, is creating now through large chain stores, etc., that which it originally was intended it would stamp out.

The Capper-Kelly bill, while it has been changed somewhat from the original bill, is gaining favor, and I look for its adoption, providing all groups interested get back of it, and that goes for this group. Resolutions should be endorsed here favoring the bill and copies sent proper persons when the time is opportune.

We hear much about the growth of the chain store. It is quite true the chain stores are increasing, but so are the individually owned stores, and I believe, if the truth were known, much more rapidly than the chain store.

I have little fear for the future of pharmacy in this State with the laws that we have and are getting, providing they are enforced. The college pre-requisite law, which becomes effective in 1929, will raise the standard of men coming into the business, men who have had better preliminary and pharmaceutical training, and therefore, have more regard for the ethics of the profession. At the same time, I do not believe in over-training them; in other words, making them so good they are good for nothing.

Drug store ownership law, while not just what we would like to have it, but eventually will be, will help. Remember the educational standards were a long time coming.

I want to make mention of the wonderful co-operation I have received from our Secretary. "Bob" has been a hard and conscientious worker. It would be hard for me to imagine where we could find a better one. I am sure he is another who is working for that unseen reward.

Our Board of Pharmacy has been a

matter of considerable concern. I certainly want to congratulate them upon the fight they put up and their final vindication, seemingly in face of what seemed certain defeat at the inception of the scrap. Little by little the druggists of the State rallied to their support until a united front was presented and, as usual, right won. It would have been a calamity, not only to the druggists of this State, but the whole State of Michigan, had they complied with the Governor's request for their resignations.

At the outset I want it understood that I am not a politician, have no political grievance for or against any man, but I think things are coming to a serious pass when men in high public office will resort to such vindictive measures as to ruin and besmirch the good name and character of men who are doing the real public service those on the Board of Pharmacy are doing. Each one a gentleman beyond reproach, enjoying the confidence of everyone who knows him, and especially the druggists of this State, who, in the final analysis, were responsible for putting him there. For no other reason, so far as I can learn, than that they exercised their God-given rights as American citizens to support whom they see fit and vote as their conscience dictated. Men of the type of Washington, Jefferson and Lincoln would turn over in their graves if they knew such practices were taking place. In my opinion it is time such important governmental factors as boards which have so much to do with public welfare be taken out of the hands of political patronage.

Herb Hoffman, Alex Reid, Jim Way, Claude Jones, Jack Dykema and Bert Skinner, I doff my hat to you and congratulate you upon the fine way in which you administered the affairs of the Board of Pharmacy, also the splendid co-operation you have given and are giving the druggists and the service you have rendered the public of this State.

The executive committee, presided over by Bert Skinner, has also rendered a real service, answering every call, laboring over the various problems which confronted them. It has been a real pleasure to work with them and I thank them for their splendid co-operation.

One of the men in my administration, whom I believe we could all af-



**GRAND RAPIDS
STORE EQUIPMENT
CORPORATION**
GRAND RAPIDS - MICHIGAN

Succeeding
**GRAND RAPIDS
SHOWCASE CO.**  **WELCH-WILMARTH
CORPORATION**

**DRUG
STORE
PLANNING**
*Recommendations to fit
individual conditions.*

**DRUG STORE
FIXTURES**
*Planned to make every
foot of store into
sales space.*



ford, to pattern after, is Url Harding, chairman of our trades interest committee. Laboring under severe difficulties he has always been in evidence when anything of importance demanded.

I know Mr. Lakey has been busy in his capacity as chairman of our publicity committee and we are all indebted to him for the fine service he has rendered.

The same can be said of Mr. Varnum our good treasurer.

From time to time I received letters from druggists in all parts of the State having to do with matters of the moment, and I thank you for your co-operation and interest, hoping you will pardon my not having written in return, as it would have been quite a burden in conjunction with other activities.

I sometimes wonder if we appreciate what the Travelers Auxiliary means to this Association. I hesitate to imagine just to what extent it would take the life and interest out of these conventions if they were to discontinue their interest and affiliations. There has been some infringement upon the travelers with reference to their responsibilities in connection with these conventions for a while back. It is hardly fair to them, and I strongly urge that the matter be corrected from now on.

Walter Lawton and your association, I take this opportunity of thanking you for your part, not only in this convention, but all previous ones, and those I sincerely hope are yet to come. It has been a real pleasure to have you associated with me in the preparation for this convention.

What I have said of the travelers regarding this convention is also true of the Port Huron boys who have worked hard and unselfishly to make this convention one long to be remembered by those who happen to be fortunate enough to be in attendance. I am sure we all appreciate their efforts and hard work. It has been no small job, I am sure.

A generous spirit of service and co-operation must be manifested if real progress is to be made. We should take our simile from that of the farmer who has long since learned that to reap in the fall he must sow in the spring. And so it is with we druggists. In order to get anything out, we must put something in. Our aims should be for the amelioration of all and not for the aggrandizement of any particular spot, clique or section.

In closing, I wish to thank you again for your expression of confidence in me one year ago when you elected me as your President. I trust I have in some small measure justified that confidence.

How Deep Is the Ocean?

The Western Union has answered this question by a beautifully colored lithograph strip showing the ocean bottom and its various depths now on display at its office. Teachers and students will find this reproduction particularly interesting. There has been such a demand for it by the public that it has been reproduced in a smaller size which may be obtained free of charge at any Western Union office.

Serious Mishap.

American (at Scottish football game) —Why don't they start? They ought to have kicked off half an hour ago.

Scotsman—Ay, something serious has happened.

American—Not a player taken off ill?

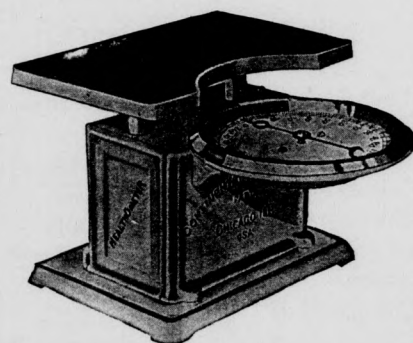
Scotsman—No, worse than that. They canna find the penny they tossed up with.

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

WHOLESALE DRUG PRICE CURRENT

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

Acids			Cotton Seed	1 25@1 45	Belladonna	21 44	
Boric (Powd.)	12 1/2 @	20	Cubebs	6 50@6 75	Benzoin	22 28	
Boric (Xtal)	15 @	25	Eigerson	7 50@7 75	Benzoin Comp'd	22 40	
Carbolic	38 @	44	Eucalyptus	1 25@1 50	Buchu	22 16	
Citric	53 @	70	Hemlock, pure	2 00@2 25	Cantharadics	22 52	
Muriatic	3 1/2 @	8	Juniper Berries	4 50@4 75	Capsicum	22 28	
Nitric	9 @	15	Juniper Wood	1 50@1 75	Catechu	21 44	
Oxalic	16 1/2 @	25	Lard, extra	1 55@1 65	Cinchona	22 16	
Sulphuric	3 1/2 @	8	Lard, No. 1	1 25@1 40	Colchicum	21 80	
Tartaric	50 @	60	Lavender Flow	6 00@6 25	Cubebs	22 76	
			Lavender Gar'n.	85@1 20	Digitalis	22 04	
			Lemon	4 50@4 75	Gentian	21 35	
Ammonia			Linseed, raw, bbl.	@ 87	Gualiac	22 28	
Water, 26 deg.	06 @	16	Linseed, boiled, bbl.	@ 90	Gualiac, Ammon.	22 04	
Water, 18 deg.	05 1/2 @	13	Linseed, bld, less	97@1 10	Iodine	21 25	
Water, 14 deg.	04 1/2 @	11	Linseed, raw, less	94@1 07	Iodine, Colorless	21 50	
Carbonate	20 @	25	Mustard, artifil. oz.	@ 35	Iron, Clo.	21 56	
Chloride (Gran.)	09 @	20	Neatsfoot	1 25@1 35	Kino	21 44	
			Olive, pure	4 00@5 00	Myrrh	22 52	
			Olive, Malaga,		Nux Vomica	21 80	
			yellow	2 85@3 25	Opium	25 00	
			Olive, Malaga,		Opium, Camp.	21 44	
			green	2 85@3 25	Opium, Deodor'd	25 40	
			Orange, Sweet	5 00@5 25	Rhubarb	21 92	
			Origanum, pure	@ 2 50	Paints		
			Origanum, com'l	1 00@1 20	Lead, red dry	13 1/2 @ 14 1/2	
			Pennyroyal	3 25@3 50	Lead, white dry	13 1/2 @ 14 1/2	
			Peppermint	6 00@6 25	Lead, white oil	13 1/2 @ 14 1/2	
			Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 1/2	
			Rosemary Flows	1 25@1 50	Ochre, yellow less	3 @ 6	
			Sandelwood, E.		Red Venet'n Am.	3 1/2 @ 7	
			I	10 50@10 75	Red Venet'n Eng.	4 @ 8	
			Sassafras, true	1 75@2 00	Putty	5 @ 8	
			Sassafras, art'l	75@1 00	Whiting, bbl.	@ 4 1/2	
			Spearmint	8 00@8 25	Whiting	5 1/2 @ 7	
			Sperm	1 50@1 75	L. H. P. Prep.	2 90@3 00	
			Tany	9 00@9 25	Rogers Prep.	2 90@3 00	
			Tar USP	65@75			
			Turpentine, bbl.	@ 61			
			Turpentine, less	68@81			
			Wintergreen,				
			leaf	6 00@6 25			
			Wintergreen, sweet				
			birch	3 00@3 25			
			Wintergreen, art	75@1 00			
			Worm Seed	6 00@6 25			
			Wormwood	9 00@9 25			
			Miscellaneous				
			Acetanalid				57 @ 75
			Alum				08 @ 12
			Alum. powd. and				09 @ 15
			ground				
			Bismuth, Subni-				
			trate				2 83 @ 3 08
			Borax xtal or				
			powdered				6 1/2 @ 15
			Cantharades, po.				1 50 @ 2 00
			Calomel				2 70 @ 2 91
			Capsicum, pow'd				35 @ 40
			Carbume				7 00 @ 7 50
			Cassia Buds				35 @ 40
			Cloves				50 @ 55
			Chalk Prepared				14 @ 16
			Chloroform				53 @ 60
			Chloral Hydrate				1 20 @ 1 50
			Cocaine				12 10 @ 12 80
			Cocoa Butter				70 @ 90
			Corks, list, less				40-10%
			Copperas				2 1/2 @ 10
			Copperas, Subm.				4 @ 10
			Corrosive Sublm				2 21 @ 2 42
			Cream Tartar				35 @ 45
			Cuttle bone				40 @ 50
			Dextrine				6 @ 15
			Dover's Powder				4 00 @ 4 50
			Emery, All Nos.				10 @ 15
			Emery, Powdered				@ 15
			Epsom Salts, bbls.				@ 3 1/2
			Epsom Salts, less 3 1/2				@ 10
			Ergot, powdered				@ 3 50
			Flake, White				15 @ 20
			Formaldehyde, lb.				13 1/2 @ 30
			Gelatine				80 @ 90
			Glassware, less 55%				
			Glassware, full case 60%				
			Glauber Salts, bbl.				@ 02 1/2
			Glauber Salts, less 04				@ 10
			Glue, Brown				21 @ 30
			Glue, Brown Grd				15 @ 20
			Glue, White				27 1/2 @ 35
			Glue, white grd.				25 @ 35
			Glycerine				30 @ 50
			Hops				75 @ 95
			Iodine				6 45 @ 7 00
			Iodoform				8 00 @ 8 30
			Lead Acetate				20 @ 30
			Mace				@ 1 50
			Mace, powdered				@ 1 60
			Menthol				7 50 @ 8 00
			Morphine				11 18 @ 11 93
			Nux Vomica				@ 30
			Nux Vomica, pow.				15 @ 25
			Pepper, black, pow				45 @ 55
			Pepper, White, pw.				65 @ 75
			Pitch, Burgudry				20 @ 25
			Quassia				12 @ 15
			Quinine, 5 oz. cans				@ 7 50
			Rochelle Salts				31 @ 40
			Sacharine				2 60 @ 2 75
			Salt Peter				11 @ 22
			Selditz Mixture				30 @ 40
			Soap, green				15 @ 30
			Soap mott cast.				22 1/2 @ 25
			Soap, white castile				
			case				@ 15 00
			Soap, white castile				
			less, per bar				@ 1 60
			Soda Ash				3 @ 10
			Soda Bicarbonate				3 1/2 @ 10
			Soda, Sal				02 1/2 @ 08
			Spirits Camphor				@ 1 20
			Sulphur, roll				3 1/2 @ 10
			Sulphur, Subl.				4 1/2 @ 10
			Tamarinds				20 @ 25
			Tartar Emetic				7 @ 75
			Turpentine, Ven.				50 @ 75
			Vanilla Ex. pure				1 50 @ 2 00
			Vanilla Ex. pure				2 25 @ 2 50
			Zinc Sulphate				06 @ 10

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

Pork
Lard
Twine

DECLINED

Smoked Meats

AMMONIA

Arctic, 10 oz., 3 dz. cs. 3 75
Arctic, 16 oz., 1 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 35
24, 3 lb. ----- 6 00
10 lb. pails, per doz. 8 50
15 lb. pails, per doz. 11 95
25 lb. pails, per doz. 19 15

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. ----- 95
Royal, 6 oz., do. ----- 2 70
Royal, 12 oz., doz. ----- 5 20
Royal, 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. 2 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 27
Ex. Fancy Parlor, 23 lb. 9 75
Ex. Fey. 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 ----- 30

CANNED FRUIT

Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 50
Apple Sauce, No. 10 8 00
Apricots, No. 1 1 75
Apricots, No. 2 ----- 3 00
Apricots, No. 2 1/2 3 40
Apricots, No. 10 8 50
Blueberries, 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 60
Peaches, No. 1, sliced 1 25
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. 3 00
Peaches, 10, Mich. ----- 8 50
Pineapple, 1 sl. ----- 1 75
Pineapple, 2 sl. ----- 2 60
Pineapple, 2 br. sl. ----- 2 40
Pineapple, 2 1/2, sl. ----- 3 00
Pineapple, 2, cru. ----- 2 60
Pineapple, 10 cru. ----- 9 00
Pears, No. 2 ----- 2 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
Raspberries, Red, No. 10 13 50
Raspberries, 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 25
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. ----- 1 65
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet ----- 2 25
Sard's, 1/4 Oil, Key ----- 6 10
Sardines, 1/4 Oil, K'less 5 50
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/4 2 80
Salmon, Red Alaska 3 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, 1/4, Albocore ----- 95
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/4s, Curtis, doz. 3 50
Tuna, 1s. Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 3 30
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned ----- 3 10
Beef, No. 1, Roast ----- 3 10
Beef, No. 2 1/2, Qua. sl. 1 35
Beef, 3 1/2 oz. Qua. sl. 2 00
Beef, 4 oz. Qua. sl. 2 25
Beef, No. 1, B'nut, sl. 4 50
Beefsteak & Onions 3 45
Chili Con Carne, 1s 1 35
Deviled Ham, 1/2 ----- 2 20
Deviled Ham, 1/4 ----- 3 50
Hamburger Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 52 1/4
Potted Meat, 1/2 Libby 92 1/4
Potted Ham, Gen. 1/4 ----- 90
Potted Ham, Gen. 1/2 ----- 1 35
Vienna Saus., No. 1/4 ----- 1 45
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 65

Baked Beans

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

CANNED VEGETABLES.

Asparagus.

No. 1, Green tips ----- 3 75
No. 2 1/2, Large Green 4 50
W. Beans, cut 2 1 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 35
Corn, No. 2, Fan. 1 80
Corn, No. 10 ----- 8 00
Hominy, No. 3 1 00
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 65
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels ----- 35
Mushrooms, Choice, 8 oz. 40
Mushrooms, Sur Extra 60
Peas, No. 2, E. J. ----- 1 65
Peas, No. 2, Sift. ----- 1 85
Peas, No. 2, Ex. Sift. ----- 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35
Pumpkin, No. 10 4 00
Pimientos, 1/4, each 12 1/4
Pimientos, 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 90
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 35
Paramount, Cal. ----- 13 50
Sniders, 8 oz. ----- 1 75
Sniders, 16 oz. ----- 2 55
Quaker, 8 oz. ----- 1 25
Quaker, 14 oz. ----- 1 80
Quaker, 14 oz. ----- 1 80
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
Spearmint, Wrigleys ----- 65
Juicy Fruit ----- 65
Wrigley's P-K ----- 65
Zeno ----- 65
Teaberry ----- 65

CIGARS

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

COCOA.

Droste's Dutch, 1 lb. ----- 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Droste's Dutch, 5 lb. 60
Chocolate Apples ----- 4 50
Pastelles, No. 1 ----- 12 60
Pastelles, 1/2 lb. ----- 6 60
Pains De Cafe ----- 3 00
Droste's Bars, 1 doz. ----- 2 15
Delft Pastelles ----- 2 15
1 lb. Rose Tin Bon ----- 18 00
7 oz. Rose Tin Bon ----- 9 00
13 oz. Creme De Cara-que ----- 13 20
12 oz. Rosaces ----- 10 80
1/2 lb. Rosaces ----- 7 80
1/4 lb. Pastelles ----- 3 40
Langes De Chats ----- 4 80

CHOCOLATE.

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

COCOANUT

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

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

Maxwell House Coffee.

1 lb. tins ----- 45
3 lb. tins ----- 1 33

Coffee Extracts

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

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 60
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

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 ----- 22

Lozenges Pails

A. A. Pep. Lozenges 17
A. A. Pink Lozenges 18
A. A. Choc. Lozenges 18
Motto Hearts ----- 19
Malted Milk Lozenges 21

Hard Goods Pails

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

Cough Drops Bxs

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

Package Goods

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

Specialties

Walnut Fudge ----- 23
Pineapple Fudge ----- 22
Italian Bon Bons ----- 11
Banquet Cream Mints 23
Silver King M. Mallovs 1 35

Bar Goods

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

COUPON BOOKS

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

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

CREAM OF TARTAR

6 lb. boxes ----- 38

DRIED FRUITS

Apples

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

Apricots

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

Citron

10 lb. box ----- 40

Currants

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

Dates

Dromedary, 36s ----- 6 75

Peaches

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

Pearl

Lemon, American ----- 30
Orange, American ----- 30

Raisins

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

California Prunes

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

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 07 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 1 60

Bulk Goods

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

Pearl Barley

Chester ----- 4 60
0000 ----- 7 00
Barley Grits ----- 5 00

Peas

Scotch, lb. ----- 05 1/2
Split, lb. yellow ----- 08
Split green ----- 08

Sage

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

GELATINE



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



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

Wilson & Co.'s Brands Oleo

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

MATCHES

Swan, 144 ----- 4 75
Diamond, 144 box ----- 6 00
Searchlight, 144 box ----- 6 00
Ohio Red Label, 144 bx 4 20
Ohio Blue Tip, 144 box 6 00
Ohio Blue Tip, 720-1c 4 50
Blue Seal, 144 ----- 5 60
Reliable, 144 ----- 4 35
Federal, 144 ----- 5 80

Safety Matches

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

MOLASSES

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

OLIVES

Bulk, 5 gal. keg ----- 10 50
Quart Jars, dozen ----- 7 00
Bulk, 2 gal. keg ----- 4 50
Pint Jars, dozen ----- 4 00
4 oz. Jar, plain, doz. 1 35
5 1/2 oz. Jar, pl., doz. 1 60
8 1/2 oz. Jar, plain, doz. 2 35
20 oz. Jar, Pl. do. ----- 4 25
3 oz. Jar, Stu., doz. 1 35
6 oz. Jar, stuffed, doz. 2 50
9 oz. Jar, stuffed, doz. 3 50
12 oz. Jar, Stuffed,
doz. ----- 4 50@4 75
20 oz. Jar, stuffed dz. 7 00

PARIS GREEN

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

PEANUT BUTTER



Bel Car-Mo Brand
24 1 lb. Tins ----- 31
8 oz., 2 do. in case ----- 19
15 lb. pails ----- 18@20
25 lb. pails ----- 19

PETROLEUM PRODUCTS Iron Barrels

Perfection Kerosine ----- 13.6
Red Crown Gasoline ----- 14.7
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 "R" ----- 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

Lamb

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

Mutton

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

Pork

Light hogs ----- 13 1/2
Medium hogs ----- 13 1/2
Heavy hogs ----- 12 1/2
Loins, Med. ----- 26
Butts ----- 19
Shoulders ----- 16
Spareribs ----- 13
Neck bones ----- 06
Trimnings ----- 13

PROVISIONS

Barreled Pork
Clear Back ----- 25 00@28 00
Short Cut Clear ----- 26 00@29 00
Dry Salt Meats
D S Bellies ----- 18-20@20-21

Lard

Pure in tiers ----- 13 1/2
60 lb. tubs ----- advance 1/4
50 lb. tubs ----- advance 1/4
20 lb. pails ----- advance 1/4
10 lb. pails ----- advance 1/4
5 lb. pails ----- advance 1
3 lb. pails ----- advance 1
Compound tiers ----- 13 1/2
Compound, tubs ----- 14

Sausages

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

Smoked Meats

Hams, Cer., 14-16 lb. @23
Hams, Cert., Skinned
16-18 lb. ----- @23
Ham, dried beef
Knuckles ----- @32
California Hams ----- @16 1/2
Picnic Boiled
Hams ----- 20 @22
Boiled Hams ----- @35
Minced Hams ----- @17
Bacon 4/6 Cert. ----- 24 @33

Beef

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

RICE

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

ROLLED OATS

Silver Flake, 12 New
Process ----- 2 25
Quaker, 18 Regular ----- 1 80
Quaker, 12s Family ----- 2 70
Mothers, 12s, M'num 3 25
Nedrow, 12s, China 3 25
Sacks, 90 lb. Jute ----- 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 65

SALERATUS

Arm and Hammer ----- 3 75

SAL SODA

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

COD FISH

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

HERRING

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

Lake Herring

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

Mackerel

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

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

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

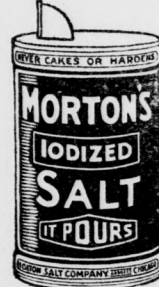
STOVE POLISH

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

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

SALT

Colonial, 24, 2 lb. ----- 95
Colonial, 36-1 1/2 ----- 1 25
Colonial, Iodized, 24-2 ----- 2 00
Med. No. 1 Bbls. ----- 2 60
Med. No. 1, 100 lb. bg. ----- 85
Farmer Spec., 70 lb. ----- 90
Packers Meat, 50 lb. ----- 57
Crushed Rock for ice
cream, 100 lb., each ----- 75
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 50



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 Napha, 100 box 5 60
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
Fairy, 100 box ----- 5 60
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
Tribby Soap, 100, 10c 7 30
Williams Barber Bar, 9s 60
Williams Mug, per doz. 48

CLEANSERS



80 can cases, \$4.40 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
Thynbrite, 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

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

STARCH

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

Gloss

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

CORN SYRUP

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

Imit. Maple Flavor

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

Maple

Green Label Karo, ----- 5 19

Maple and Cane

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

Maple

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

TABLE SAUCES

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

Zion Fig Bars

Unequalled for
Stimulating and
Speeding Up
Cooky Sales

Obtainable from Your
Wholesale Grocer

Zion Institutions & Industries
Baking Industry
Zion, Illinois

TEA

Japan

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

Gunpowder

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

Ceylon

Pekoe, medium ----- 57

English Breakfast

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

Oolong

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

TWINE

Cotton, 3 ply cone ----- 37
Cotton, 3 ply pails ----- 39
Wool, 6 ply ----- 18

VINEGAR

Cider, 40 Grain ----- 22
White Wine, 80 grain ----- 26
White Wine, 40 grain ----- 20

WICKING

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

WOODENWARE

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

Churns

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

Pails

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

Traps

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

Tubs

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

Washboards

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Sheridan, August 25—Enclosed find copies of correspondence with the various attorneys for Apple Hat Co. Use them as you see fit.

Please note the letter we received from Brake & Davis as soon as they found out what kind of a claim the Apple Hat Co. had. They are both good square fellows, and deserve a boost.

J. G. Cutler Co.

Stanton, Aug. 13—We beg to inform you that Apple Hat Mfg. Co. has placed in our hands for collection a claim against you for the sum of \$14.92, with instructions to collect at once. Please see that the same is settled on or before the 20th day of August, as no costs will be made before that date, unless circumstances demand earlier action. Payment should be made through this office. Brake & Davis.

Sheridan, August 15—Regarding the claim of the Apple Hat Co., which has been placed in your hands for collection, we wish to advise that we have had considerable controversy with this firm and have absolutely no intention of paying this bill.

We are enclosing page taken from the issue of the Michigan Tradesman, dated July 6, which will give you a very good idea of our stand in this matter. We have the caps here in our store and if you wish to call for them, we will deliver them to you upon receipt of \$1.50 storage charges, less 33c which the Apple Hat Co. sent to us to pay postage. If the Apple Hat Co. want us to mail the caps to them we will do so upon receipt of their certified check for \$2.50; \$1 of this for packing charge and \$1.50 for storage charges. The storage charge on this shipment is increasing at the rate of 50c per month.

You are the third firm of lawyers to handle this claim and we have notified all of them that we were ready and anxious to have them start suit. As yet we have been served with no papers and we do not expect to be.

The J. G. Cutler Co.

Stanton, August 16—We are in receipt of yours of the 15th instant. At the time this claim came to the office we did not know the details as disclosed in your letter. Had we known, we would never have sent you the notice. Most of the claims that come into the office are undisputed, and are simply sent here to hurry up the payment.

We are returning the claim to-day to the Apple Hat Co., as we do not care to handle this kind of claim.

Brake & Davis.

St. Louis, Mo., August 23—Our client, Apple Hat Mfg. Co., has just handed us their claim covering your account \$14.92 which they long and patiently indulged and now instruct us to sue. These instructions are definite and in the event your remittance in disposal of this account is not in our hands by return mail, this action will follow.

Should it be your desire to save court costs and injury resulting to your credit, you will find it expedient to respond immediately. Account cannot be indulged further.

Money & Morris.

Sheridan, August 25—Regarding the Apple Hat Co. claim, amounting to \$14.92, you are the fourth firm of lawyers to handle this claim. We have notified each of these firms, and the Apple Hat Co. as well, that we are ready and anxious to have them start suit. As yet we have been served with no papers nor do we expect to be.

We certainly have no intention of paying this bill. The merchandise covered by this invoice was shipped to

us without orders and without our consent. The merchandise is in our warehouse and the Apple Hat Co. can secure same by sending us their certified check for \$2.50; one dollar of this amount is to pay us for our trouble in reshipping and the \$1.50 is for storage charges. The storage charge is increasing at the rate of 50c per month.

Now, gentlemen, we are well aware of the fact that threatening letters of the character of yours dated Aug. 23 are unmailable and render the author liable to charges of blackmail. We would advise you to either discontinue all correspondence regarding this claim and start suit at once or else return claim to the Apple Hat Co.

We are mailing a copy of this letter to the Apple Hat Co. and wish to advise that from this date all letters of any description which we are compelled to write to their many different collectors will be charged up to their account at the rate of 50c each.

The J. G. Cutler Co.

The Coats needle house in New York City, which deluged the retail trade of the Middle West with boxes of needles, billing same at \$7.20 per box, about a year ago, has sent the so-called "accounts" to another set of collection lawyers, some of whom are sending out letters to the trade which are clearly actionable. The claims are not "accounts" in any sense of the word, because it requires two parties to make an account, and in the case of goods shipped without authority only one party has been consulted.

The United States Pencil Co., Inc., 487 Broadway, New York, is sending out pencils to the trade without any authority and then sending rather caustic letters demanding payment for same. Dealers are advised to retain the pencils until they are called for or until the shipper sends a certified check for every illegitimate shipment made.

Incredible as it may seem, a man was recently arraigned in court on the charge of having sold for \$11,000 a machine which would automatically change a \$1 bill into a \$50 bill. This form of swindling belongs to the paleozoic age of crime in this country. Years ago it was supposed to have earned a place for itself on the humorous shelf of the Rogues' Gallery along with the old-time "gold brick." Its reappearance, however, suggests that it has more lure in it than the trick of selling a portion of the Pantlind Hotel or the right to erect a store on Leonard street bridge. Neither of these offers has appeared for some years. "Beating the bookmakers" is a harder plant. It appears perennially. Every summer some one turns up at police headquarters with the story that he gave a newly made friend \$3,000 or \$4,000 in real money to enable that friend to cash a bet of \$10,000 they had won through sharp practice in a poolroom. Only the other day an instance of this kind was reported. The victim—as is always the case—was a hard-headed business man, unusually successful in his own line. Although the newspapers regularly display this story with large headlines, the scheme never loses its attraction for men with more confidence in human nature than common sense. It is still as true as it was a century ago that experience is a

hard school, but fools will learn in no other.

Formation of Ypsilanti Organization Postponed Two Weeks.

Wyoming Park, Aug. 30—I received a call last week to go over to Ypsilanti and help out with the organization of a quality service group for that town.

It was planned to have all the Ann Arbor q. s. boys come over at the same time, but the meeting was postponed for a couple of weeks when they discovered many merchants not yet returned from their vacations. This meeting will be held soon. Watch the Tradesman for the date.

I am sure the Ypsilanti boys would be glad to have the merchants from the nearby towns join in with them or, at least attend this meeting.

The Muskegon boys are branching out and are inviting the grocers from all the surrounding towns to join the common fight against the chain stores. We must get together and advertise our business, putting across our propaganda each week and running a few leaders at real snappy prices.

By all means make your specials attractive. We have found it is best to advertise only Nationally known merchandise.

We will soon hold another meeting of the Michigan q. s. grocers, at which time the committees will report and plans for the future made.

We have q. s. groups for advertising and buying in over twenty towns in Michigan and we are growing fast.

What will be the next town to fall in line?

Next week I am going to suggest something that will be of great help to the President and Secretary in the different towns toward writing their advertisements. Paul Gezon, Sec'y Retail Grocers & Meat Dealers.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 22. On this day was held the first meeting of creditors in the matter of David R. Miller, Bankrupt No. 3219. The bankrupt was present in person and represented by attorney Philip T. Colgrove. No creditors were present or represented. One 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 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 William Languis, Bankrupt No. 3217. The bankrupt was present in person and represented by attorney L. G. Slaughter. No creditors were present or represented. One 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 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 James Ten Eyck, Bankrupt No. 3218. The bankrupt was present in person and not represented. 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 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 Edwin S. Pierce, Bankrupt No. 3212. The bankrupt was present in person. Claims were proved and allowed. No creditors were present or represented. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of John C. Trumble, Bankrupt No. 3216. The bankrupt was present in person and represented by attorney George B. Kingston. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

Aug. 17. (Delayed). On this day was held the sale of assets in the matter of George L. Burgess, doing business as

Burgess Jewelry Co., Bankrupt No. 3200. The bankrupt was not present or represented. The trustee was present in person and represented by A. Beminsky, auctioneer. Bidders were present in person. Certain of the fixtures were sold to B. B. Thorp for \$140. The remainder of the fixtures and all stock was sold to Jack Kosofsky for \$960. The sales were confirmed and the hearing adjourned without date. The trustee has filed his first report and account and expenses of administration and a first dividend of 5 per cent. has been ordered paid.

In the matter of Charles T. Eldred, Bankrupt No. 3187, the life policy held by the bankrupt has been found to have a value and the referee has appointed a trustee and the customary order to pay or secure the cash value on the policy has been issued to the bankrupt.

In the matter of Emer L. Wilder, Bankrupt No. 3229, the funds for the first meeting have been received and such meeting has been called for Sept. 13.

In the matter of Sam J. Friedman, Bankrupt No. 3236, the first meeting of creditors has been called for Sept. 12.

In the matter of Andrew Brown, Bankrupt No. 3225, the funds for the first meeting have been received and such meeting has been called for Sept. 12.

In the matter of Peter C. Tazelaar, Bankrupt No. 3222, the funds for the first meeting have been received and such meeting has been called for Sept. 12.

In the matter of Edward C. Fitzgerald, Bankrupt No. 3224, the funds for the first meeting have been received and such meeting has been called for Sept. 12.

In the matter of Maurice J. Sheehan, Bankrupt No. 3223, the funds for the first meeting have been received and such meeting has been called for Sept. 12.

In the matter of Edwin C. Burt, Bankrupt No. 3214, the funds for the first meeting have been received and such meeting has been called for Sept. 12.

Aug. 26. We have to-day received the schedules, reference and adjudication in the matter of J. Raymond Plank, Bankrupt No. 3230. The matter has been referred to Charles B. Blair as referee in bankruptcy, and the bankrupt is a resident of Grand Rapids, and his occupation is that of a manufacturer. The schedules show assets of \$260 of which the full value is claimed as exempt, with liabilities of \$1,229.09. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

Abner D. Dilley, Grand Rapids	\$ 65.00
Automobile Journal Pub. Co., Pawtucket, R. I.	320.00
Automobile Trade Directory, N. Y.	52.00
American Society of Mechanical Engs., New York City	90.00
Dr. W. F. Birss, Grand Rapids	70.00
Burton Hts. Fuel Co., Grand Rapids	45.38
Chilton Co., Philadelphia	341.75
Fuller Engr. Co., Grand Rapids	227.25
H. Grooters, Grand Rapids	10.40
C. DenHerder, Grand Rapids	59.68
Ray Watkins, Grand Rapids	75.00
Industrial Press, New York City	197.00
McMullen Machinery Co., Grand Rapids	95.05
Motor World, New York City	91.150
Knappen, Uhl & Bryant, Grand Rapids	123.75
Murphy & Jarvis, Grand Rapids	40.45
Patterson Printing Co., Grand Rapids	129.50
Prangs, Grand Rapids	45.25
Pratt & Whitney Co., New York	61.20
Wolverine Pattern Works, Grand Rapids	20.97
Taylor Typewriter Co., Grand Rapids	12.60
E. J. Smitter & Sons, Grand Rapids	7.27
Tradesman Co., Grand Rapids	212.60
Dr. John F. Cardwell, Grand Rapids	600.00
Dilley, Souter & Dilley, Grand Rapids	100.44
G. R. National Bank, Grand Rapids	575.00
C. J. Farley Co., Grand Rapids	16.80
Beacon Shoe Co., Grand Rapids	7.50
A. Stryker, Grand Rapids	150.00
Old National Bank, Grand Rapids	45.00
Wurzburg Dry Goods Co., Grand Rapids	190.00
Clarence J. Farley, Grand Rapids	5.00
Protection Bumper Co., Grand Rapids	50.00
Frank Lucia, Grand Rapids	20.00
Four Way Universal Antenna Co., Grand Rapids	1.00
Star Transfer Co., Grand Rapids	75.16

Ginghams Have Moved Well.

In a quiet way the past week with dry goods commission houses has been one of the best experienced in quite a while. Not only did handlers of Spring dress cottons do a good advance business, but a large movement of dress ginghams was reported for Fall delivery. Heavy chambrays for work shirts moved well also, and denims, where they could be had, did not remain long unsold. Buyers of tickings also were active at the new prices, and handlers of bleached cottons reported more activity in their lines. None of the buying was of the spectacular type, but in the aggregate a large sales volume was rolled up.

Expansion of Chain and Company Stores.

(Continued from page 20)

for it. Other factors in the industry have long sat on the tottering fences and thought of the good old days—gone forever—and the chain has brought about the new epoch.

"The last plank in the chain platform is clean stores and properly handled merchandise. In grocery retailing it is now either clean up or get out.

"The chain stands for progress and progress is the keynote of American development. When every woman has her own car, which it is not hoping too much to see, the chain will be still farther ahead."

Whether all this is precisely true or not is nothing. The point for concentration is that here is the chain store's story as told by itself, from the inside. It tells what the chain thinks of itself and its own aims and purposes. That is the great value of what I have transcribed.

It is mighty wholesome for all of us to see ourselves as others see us. Here is our chance to see the chain as it sees itself. Let us read each item with concentrated attention, having in our mind the question whether we are strictly all right ourselves, a hundred per cent. pure and above reproach on all these counts. Then if we find weakness in ourselves this is our chance to correct it.

And it behooves us to make correction; whether we like it or not, the chain is marching on.

Paul Findlay.

How the Jobber Earns His Money.

He earns it by carrying a representative stock of thousands of items within shipping reach for quick delivery as wanted.

He earns his money by making it possible for you to turn your stock quickly and often. That means help in selling cheaper or in making bigger annual profits.

The jobber earns his money by maintaining such a central warehouse as is essential even in chain store organizations and which in their case calls for its maintenance allowance.

He earns his money by making for the dealer one account out of what would otherwise be a thousand-and-odd accounts scattered all over the country; with the resultant labor and expense of taking care of the buyer's end of those accounts.

He earns his money by acting as a central source of adjustment for all sorts of complaints which arise in regard to errors in quantity or quality in making shipments. This eliminates a great burden of correspondence.

He earns his money by being able to supply the retailer with information about what he wants to buy, covering under one reply many items of greatly varied type, quality and source.

He earns his money by extending credit to the dealer and by helping him to carry his business past dull periods.

He earns his money by making it possible for the dealer to avoid fifty per cent. of the "Sorry, but we're just out of it," cases that would occur if he must buy everything direct.

He earns his money by making it

possible for the dealer to maintain his stock in fairly complete form even when transportation conditions are affected by strikes or other troubles.

He earns his money by making it a simple matter for the dealer to establish and maintain credit with his source of supply—one source instead of a hundred.

He earns his money by making it possible for the manufacturer to distribute his product quickly and cheaply throughout the country without the great expense of having to cover all the territory himself.

He earns his money in the above and in other ways and, after all, he does not take from the dealer what he earns because lacking the jobber, the dealer would find himself paying in other ways more money than the jobber asks him to pay for his services.

If more messages of this kind were published in the true interest of the jobber, then there would be no reason for business magazines or newspapers to print such articles as, "Shall We Drop the Jobber?"—Hardware Jobbers Salesman.

Jewish People Most Social.

Jewish people apparently are the most social of all the various groups which go to make up the population of the United States.

A study of non-business telegrams, extending over a considerable period and just completed by statisticians of the Western Union Telegraph Co., shows that Jewish people send telegrams of congratulations and well-wishing much more frequently than members of any other group. Occasions for such messages are numerous, and include noticeably heavy files of greeting messages on Thanksgiving, Christmas, Easter, Mother's Day and Father's Day.

It is a common occurrence for a popular Jewish couple to receive as high as fifty telegrams of congratulation and good wishes from relatives and friends on the occasion of their marriage. Births and christenings also are the occasions for numerous messages of congratulation. Jewish people, too, are quick to express sympathy in time of trouble or bereavement, and the total volume of messages of condolence sent in New York alone probably is greater than is sent by all other groups combined.

Although Jewish people have shown great cordiality for all American holidays, the outstanding occasion for their sending greeting messages is Rosh Hashana, the Jewish New Year, which falls on Sept. 27-28. On this occasion thousands of messages are exchanged. It is not unusual for a Jewish rabbi to receive as many as 500 messages of greeting at this time.

Small Women's Dresses.

Manufacturers of ready-to-wear for small women are making a special effort this fall to inject attractive style features into their merchandise, according to Bernard J. Franks, President of the Affiliated Specialists of Dresses for Short Women.

"The purpose of the movement is to give the retailer no chance to complain that the garments for small wom-

en lack distinctive styling," he said. "Some retailers who do not see the merits of these garments still hesitate about buying them. They do not realize that 70 per cent. of the women who enter their stores could be fitted with dresses for small women, without alterations being necessary in the garments. The retailers would thus be able to save the expenses of alterations in many cases. Where the retailer charges the customer for his service, many objections arise. By stocking a line of small women's dresses the retailer would frequently remove this source of controversy, since more of the garments would fit perfectly.

"Business in dresses for small women booked for the fall shows a healthy increase over a year ago, indicating that the retailer is beginning to appreciate the usefulness of a line of these garments."

Retail Grocers To Move National Offices.

The general offices of the National Association of Retail Grocers have been moved from Kansas City to 2388 University avenue, St. Paul. Kansas City has been the National's headquarters for six years.

Secretary C. H. Janssen has at some sacrifice to himself and to his family, conducted the work of the National office at Kansas City, while his family remained in St. Paul. It was his wish when he accepted the office to become thoroughly acquainted with the requirements of the office during the first six months and then to make a report and recommendation to the Board of Directors following the 30th Annual Convention. His experience discloses that the conduct of the work of the National office could be carried on from his home town just as economically and probably, as far as he personally was concerned, a little more efficiently than in Kansas City. His report on this point to the board of directors led to a shifting of the National's office.

Heavy Production Influenced Buying.

Much of the prejudice against extensive future buying has been caused by heavy production resulting in unsettled and declining markets which showed paper and actual losses for wholesale distributors who carried large inventories. During the past few years, when there has been an abundance of most staple foods, it has been possible to purchase supplies from time to time in a conservative way, without the fear of a famine or undue advances which might retard consumer outlets. Many wholesale grocers have adopted the policy of carrying moderate working stocks, so that in the event of a shrinkage in values only a nominal loss would be sustained.

Knows His Onions.

A Scot applied for a position as patrolman on the London police force. Here is a question they put up to him in Scotland Yard and his answer:

"Suppose, MacFarland, you saw a crowd congregated at a certain point on your beat, how would you disperse it, quickly and with the least trouble?"

"I would pass the hat."

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.

FLAT FOR SALE—Modern four-family apartment house. Best location in Detroit. Equity, \$12,000. Would like to trade for dry goods stock. I also have part cash if needed. Morris Kellman, 13211 Hamilton Blvd., Detroit, Mich. 660

GENERAL STORE FOR SALE—Good paying general store business located in steady-going country town. Stock will inventory about \$7,000. Reason for selling, illness. Address Ira A. Barkley, Climax, Mich. 661

For Sale—Forty acres land, with fair buildings, near Vermontville, Eaton County, Mich.—or exchange for city property or general store. W. C. Clark, Nashville, Mich., R. 4. 662

FOR SALE—Grocery and dry goods stock in one of the best cities in Michigan. Several factories, good farming country. Best location in city. Other interests take owner's time. Address No. 663, c/o Michigan Tradesman. 663

For Sale Or Rent—Brick store building, two stories and basement, second door from main corner of thriving resort and farming town on U.S.31. Town offers exceptional field for a small department, general, or shoe and clothing store. Steady year round business, which more than doubles during resort season. Address No. 664, c/o Michigan Tradesman. 664

TO EXCHANGE—An eighty-acre stock and fruit farm 2½ miles from Lawton, Mich. Main line Mich. Central R. R. Will exchange for stock general merchandise or hardware. H. C. Waters, Administrator, Paw Paw, Mich. 665

FARM—My 186-acre farm ranch within five miles of Hollister. Good well and spring, timber, everlasting water. Value, \$8,500; incumbrance, \$1,050. Will exchange for merchandise. Address Box 167, Hollister, Mo. 666

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

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

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.

MEN OF MARK.

**David A. Warner, Vice-President
Howe, Snow & Co., Inc.**

Business and professional circles in Grand Rapids were greatly surprised Tuesday by the announcement that David A. Warner, who has long been a member of the eminent legal firm of Travis, Merrick, Warner & Johnson, had decided to retire from the active practice of the law to take the position of Vice-President of the Howe, Snow & Co., Inc., and assume the general management of the branches of the corporation maintained at Detroit, Grand Rapids, Chicago, Minneapolis and San Francisco. The announcement of the change came as a surprise, because few people were aware of the negotiations which had been conducted for some time by the two parties at interest. Mr. Warner's position in the legal fraternity was so unique and so well established that it was generally thought that no offer, no matter how lucrative it might be, could ever wean him from the law and the steady stream of clients he has fastened to him with bands of steel during the twenty-one years he has practiced at the bar in Grand Rapids.

Mr. Warner was born in Rochester, N. Y., Oct. 7, 1883. His antecedents on both sides were of English descent. When he was seven years old his parents removed to Spring Arbor, Mich., and as a boy he attended the seminary at that place. His preliminary education was supplemented by a four year course in the literary department of Albion College. The next three years were spent in the law department of the Michigan University. On receiving his diploma and being admitted to the bar in June, 1906, he came to Grand Rapids and entered the law office of Kingsley & Wicks. Two years later he formed a copartnership with L. W. Harrington, which continued ten years. In 1918 he formed one of the quartette of attorneys who composed the law firm of Travis, Merrick, Warner & Johnson. In this connection he specialized on the work of organizing stock companies and the preparatory work connected with bond issues. He did this work so well and so thoroughly that his office soon came to be regarded as a regular headquarters for all activities of a corporate character. He has carefully trained the young men under him to continue this work, so the firm will probably be able to hold the grasp they have always had on this branch of legal practice. As showing the esteem in which Mr. Warner is held by his long-time associates, it may be stated that they propose to retain his name in the firm and keep his office intact, so he can use it any time he feels so disposed.

Mr. Warner was married Nov. 26, 1908, to Miss Jeanette Shelby, of Grand Rapids. They reside in their beautiful home in Kent Hills which was erected by Frederick A. Gorham, from whom they acquired it some years ago.

Mr. Warner was Assistant Prosecuting Attorney under Earl Phelps for one year. He held the position of Referee in Bankruptcy for one year under appointment of Judge Knappen.

He has twice served as President of the Grand Rapids Association of Commerce. He was one of the organizers of the Industrial Bank and the Industrial Co. He is a director in the Old National Bank, the Terminals and Transportation Co. of America, the Central Paper Co. of Muskegon and the Grand Rapids Metal Crafts Co.

Mr. Warner has no church or fraternal relations. His sense of honor is so high that he would be a credit to any fraternity or any church.

In his new position Mr. Warner does not propose to make any changes in any of the branch managers or faithful employees of the company. He will, of course, undertake to strengthen the organization in every way possible and he has large plans for the

assist them in the exploitation of their business. Mr. Warner's contempt for anything that is not meritorious and high class will be reflected in all the company does under his management and control. No security he passes on favorably will ever be questioned by the patrons of the house, because the exacting demands and rigid investigation he will accord every public offering will be a sufficient protection to the purchasers of securities.

Mr. Warner is no mere scholarly recluse, so deeply engrossed in the intricacies of his profession that he has no time for dealing with ordinary human affairs. On the contrary, he plans his life and work to include time for many other duties and much devoted service. He purposely endures the

his soul. His dignity, sincerity, simplicity, honor and loyalty to the highest and best things in life cannot fail to impress those who listen to his words, when out of a richly furnished mind and a big loving heart he pleads for truth, freedom, righteousness and peace.

The Tradesman regrets that it cannot present more particulars regarding the personal life and legal and humanitarian achievements of Mr. Warner. His native modesty precludes his furnishing this information for publication. What little we have been able to present was largely obtained from other sources than himself.

Plant Wizard Doing Great Things.

Alliance, Nebr., Aug. 29—For years regarded one of the most barren spots in Nebraska and impractical for any but the most hardy plant, the sandhill region, near here, promises now to support great orchards and furnish a large fruit crop. Prospects for a revolution in the fruit industry followed the development by Jules A. Sandoz, "the plant wizard of the sandhills," of a species of cherries, apples and plums that thrive in the virtual wasteland.

Mr. Sandoz, who is a horticulturist, obtained preliminary knowledge of plant life in Switzerland and is putting his ideas into practice on a farm North of Ellsworth, Nebr. Orchards planted by him comprise hundreds of acres in the barren sandhill region and furnish an unusual spectacle. Crews are now harvesting the first crop of cherries from his trees.

Changes have been made in the ordinary American cherry, apple and plum trees that make possible their cultivation with satisfactory results in the sandhill region. These changes have not been revealed by Mr. Sandoz, but it is predicted that the apparent success of this year's crop will certainly create a demand for the species for use in similar localities in Nebraska and in other states.

Apple Tree Has Thirty-five Different Varieties.

Glen Cove, L. I., Aug. 29—James Holloway, the Luther Burbank of Long Island, has an apple tree in his orchard which, after many grafting operations, is now bearing thirty-five varieties of apples. For years Mr. Holloway's hobby has been experimenting with tree grafting. He planted this tree from a seedling years ago and since then has grafted to it shoots from 34 different sorts of apple trees. On it are the following varieties: Long Island Russet, Spokane Beauty, Sweet Winesap, Hyde King, Ridge, Northern Greening, Hibernia, McMahon, Frantz, Golden Winesap, Golden Beauty, Red Wine, Catherine, Cream, King of Tompkins County, Peck's Pleasant, Hilland Pippin, Beacon Jones, Early Jones, Golden Delicious, Willow Twig, Fallawater, Oswego, Tioga, Margil, Roxbury Russet, English Golden Russet, Cortland, Brownlea Russet, Northern Spy, Bismarck, Lord Suffield and three unknown varieties.

Kalamazoo Jobbers Plan Three Tours.

Kalamazoo, Aug. 30—Three friendship tours to towns and villages in this section of the State have been arranged by the wholesalers bureau of the Chamber of Commerce, according to announcement made to-day by Earl S. Weber, secretary. The first tour, Sept. 22, will include Schoolcraft, Mendon, Nottawa, Centerville, Constantine, and White Pigeon. The second, October 6, will include Bangor, Lawrence, Hartford, Glendale, Watervliet and Coloma, and the final tour, Oct. 20, will include Comstock, Galesburg, Augusta, Climax, Scotts, Fulton, Athens, Leonidas, and Vicksburg.



David A. Warner.

future which he will present to his associates from time to time. He is thoroughly familiar with every branch of the business, having shaped up the original organization in 1913 and served as legal adviser of the corporation ever since. He now becomes a general partner in the business and brings to the organization a personal prestige, a knowledge of the law, a seasoned judgment on salable securities and a wide acquaintance with large corporation operators which leads to the belief that the popularity of the house will be greater than ever and its scope of usefulness greatly augmented.

It is a matter of general congratulation that Messrs. Howe and Snow could secure a man of such high character and strong legal attainments to

obscure and often dreary routine of committees if thereby any good cause can be assisted by his attendance. He is interested in any movement for the promotion of truth and righteousness and the welfare of man. The poor and needy are seldom absent from his thought and helping hand. His name appears on many subscription lists; and if he asks others to give, he begins by giving himself.

In personal appearance Mr. Warner is a striking figure—tall, slender, with an upright carriage, gracious and courteous in speech and manner, with a slight reserve when confronted by entire strangers. Self-esteem or vanity he has none; humble and modest almost to a fault, nothing small or unworthy ever seems to have entered