

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 14, 1927

Number 2295

Why?

Why should I grieve at sorrow?
Why should I hold a fear?
I've faith in love's to-morrow,
I know life's skies are clear.
Because some gray goes creeping
Between the sun and me,
That's not a cause for weeping,
Dark days are love's decree.
For if one's life were sunshine
The whole long journey through,
I know we soon would weary
And long for something new.
And so when clouds are hovering
Between me and the sun,
I search for silver linings,
And treasure every one.
The brave heart fears no sorrow,
The hero sheds no tear,
But trusts in God's to-morrow,
And stands without one fear.

Edna Smith DeRan.



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—

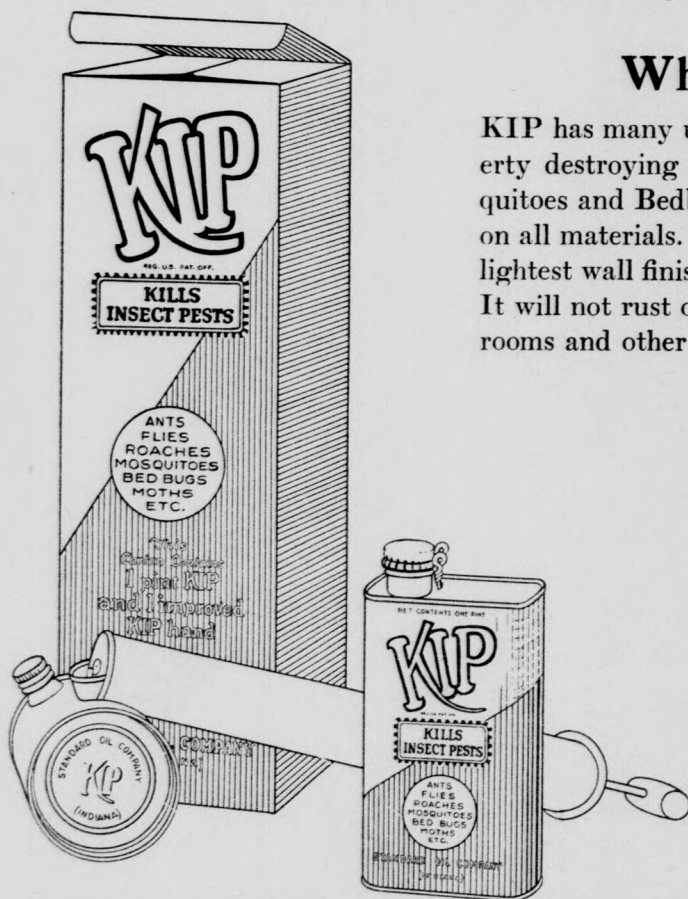
It gives the dealer more profit per sale than any other insect spray,

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

MICHIGAN TRADESMAN

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 14, 1927

Number 2295

MICHIGAN TRADESMAN

E. A. Stowe, Editor

PUBLISHED WEEKLY by Tradesman Company, from its office the Barnhart Building, Grand Rapids.

UNLIKE ANY OTHER PAPER. Frank, free and fearless for the good that we can do. Each issue complete in itself.

DEVOTED TO the best interests of business men.

SUBSCRIPTION RATES are as follows: \$3 per year, if paid strictly in advance. \$4 per year if not paid in advance. Canadian subscription, \$4.04 per year, payable invariably in advance. Sample copies 10 cents each. Extra copies of current issues, 10 cents; issues a month or more old, 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

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

ROUSE NOT A CLERK.

It gives the Tradesman much pleasure and satisfaction to be able to present an authoritative statement from the warden of the penal reformatory at Ionia as to the exact status of Guy W. Rouse in his relation to that institution.

When the writer called at the prison some weeks ago he was told by a man in charge of the office at the time that Rouse was acting as clerk in the T. B. hospital.

Warden Shean states that the information thus given out was incorrect; that the person who furnished the information is himself a prisoner, serving time for wife desertion on sentence from Muskegon county.

Warden Shean asserts that Rouse has nothing to do with the keeping of accounts; that his duties are confined to sweeping and mopping the floors and washing dishes, pots and kettles. He eats in the basement kitchen with the other prisoners employed there and sleeps in the same room with other criminals. This would seem to be about as near the "hard labor" provision of his sentence as it is possible to get under the circumstances.

One thing is evident from the positive statement of the warden: Rouse is receiving no favors from any one in the prison and will not receive any especial consideration not accorded prisoners of the ultra criminal class.

The value of music as a civilizing influence is shown by a recent experience of the members of the British Board of Education in their efforts to establish an educational system among the Goands, the jungle folk of Central India. After carefully considering the work before them, the board decided that the best way to reach the Goands would be to build roads through the jungle, which would enable the teachers sent out by the board to reach them. The plan failed utterly. As soon as a thoroughfare to a village was finished the Goands living there gathered up their belongings and retired en masse to a less accessible place. The board next tried building school houses in the jungle close to the villages, but the vil-

lagers fled from these as though they were plague spots. The teachers then collected the music of the native folk songs and dances and reproduced it on instruments. The fiddle proved mightier than good roads or school houses. The Goands came out of the jungle, flocked about the music tents and refused to leave as long as the music was played. After gaining the confidence of these primitive people in this way, the teachers were enabled to set up a very promising system of instruction. The experience of these teachers is worthy of careful consideration of missionary societies. More music and less doctrine may produce better results.

WORK SHOULD BE GLORIFIED.

Work has proved to be a great blessing to mankind, while long continued idleness has proved to be a great curse. If, for one generation, it were possible to have all work done by magic, what would happen to people? All evidence points to the world's greatest catastrophe. Society would sink into the lowest depths that it is possible to imagine. No greater calamity could fall upon a nation, family or individual.

The future of America in the hands of the workers has infinite possibilities for a greater and a better society; but in the hands of perpetual loafers it would be suicide. Worthy work should be glorified as one of the great hopes for the future.

The forward movement of science, according to reports emanating from Rochester, has now taken up two of its most recent developments and combined them into a new and most intriguing device. The motion picture camera and the microscope are to be harnessed together so that the research worker may watch with the minimum of time and trouble the activities of minute bacterial organisms and observe in three-minute films the growth and development of disease germs which are actually spread over forty-four hours. The value of this device to science may be readily appreciated, but it could also be put to a popular use which we hope its promoters will not hesitate to recognize. When highly dramatic films have been taken of the struggles between white and red blood corpuscles or of the bacteria of some pernicious disease waging their winning campaign against the protective organisms in the human system, what more interesting amusement could be afforded to patients suffering from these diseases than to be shown photoplays of them? Perhaps it may not be possible for the patient to see movies of the developments in his own case, but, as few of us could recognize our own germs, a close approach to reality would be obtained by watching the germs of our friends.

Three Tilts With the Pullman Co.

Three times in my life I have had occasion to cross swords with the Pullman Co. on what I considered valid complaints.

The first was in regard to the slackness of Pullman porters in permitting sleepers to smoke cigarettes in their births after they had gone to bed and closed their curtains. With the poor ventilation peculiar to most Pullman cars at night, such a practice makes existence almost unbearable, besides the danger from fire. It required much argument on my part to get action on this subject, but I finally succeeded in inducing their operating department to issue drastic instructions to their porters, positively forbidding this reprehensible practice.

My second tilt with the company was over the immunity—amounting to license—given notorious gamblers who operated on Pullman cars between Grand Rapids and Chicago and Detroit and Chicago. Of course, these vampires paid full fare and subsidized the conductors and porters to an extent that made them very valuable adjuncts to the Pullman pirates. They traveled by twos and sometimes by threes and filched thousands of dollars from glib travelers who were inveigled into playing cards with them. As soon as the victim was tapped and his money transferred to the pockets of the crooks, the gamblers usually dropped off the train at the next stop, so that when the passenger realized he had been duped by a gang of sharks, the swindlers were nowhere to be found. The Pullman employees were dumb as oysters, because they had a comfortable percentage of the "swag" in their own pockets. It required a long time to get action on the above, but when I began a campaign of exposure and denunciation in the columns of the Tradesman, based on a confession made by a Pullman porter, the Pullman Co. capitulated and issued a drastic order prohibiting tin horn gamblers from operating in their cars.

The third abuse I succeeded in abolishing was the practice of forcing Grand Rapids travelers to submit to upper berths or being mulcted \$1 or \$2 extra in securing booking reservations beyond junction points, such as Detroit, Buffalo, Toledo, Ft. Wayne and Chicago. In requesting local ticket agents to secure these reservations for local people—sometimes several days in advance—word invariably came back by wire, "Upper berth for Mr. Blank, Grand Rapids." If Mr. Blank accepted the situation, he almost invariably found plenty of lower berths when he boarded his train at the junction point. This meant of course, that he could secure an exchange of berths by paying the difference in price—and

feeling the Pullman conductor. It required a long time for me to "get next" to this situation, but I ultimately ascertained that the abuse owed its existence to a conspiracy between the agents at the junction point and the car conductors and that the blood money they thus extorted from duped and dissatisfied travelers was divided equally. As usual, complaints by letter were ignored, but when I began playing up the abuse in the Tradesman, I soon received a hurried call from two Pullman employees, who conceded that my diagnosis of the situation was correct and assured me that the practice would be effectually abolished, have had no further complaints of this character for some time.

In my dealings with the Pullman Co., the Western Union Telegraph Co. and the American Railway Express Co., I have found that there are two methods of attack they avoid by all means if possible—newspaper publicity and resort to the courts. They fully realize, I think, that if they ever get before a jury they stand small chance of victory, because it would be extremely difficult to find a jury that did not have one or more men who have suffered indignity or injustice at the hands of these corporations. Whenever I meet loss or poor service from any one of these three companies, I call up the local manager and give him three hours to adjust the matter. I seldom have to wait longer than an hour before the money I have paid for inferior service is tendered to me. The only exception to this rule of late years was the now defunct U. S. Express Co., whose local agent refused to reimburse me for a basket of peaches which was delivered to a wrong address and my name forged on the delivery receipt. The agent defied me, but the company ultimately paid over \$1,500 in costs and attorney fees after the Michigan Supreme Court handed down a decision that I was right and the U. S. Express Co. was wrong. This decision has meant much to the shippers of Michigan, because until it was made a part of the common law of the State, we had no provision in the law defining what constituted delivery by a common carrier. This decision is frequently quoted by business men who have controversies with common carriers and in all such cases the carriers invariably settle without forcing their patrons to resort to the courts for relief.

I have always been careful never to resort to "newspaper coercion," as the three companies above named refer to my custom unless I know I have right on my side and that the corporations are undertaking to put over something on their patrons which is unfair and unjust.

E. A. Stowe.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Last week we warned the friends of the Realm not to have any dealings with G. H. Loomis, of Detroit, who is evidently victimizing garages, oil dealers and country merchants by claiming to represent the National Automobile Service Corporation, 1919 East 55th street, Cleveland, taking orders for tires and accessories which are not forthcoming. The Cleveland concern denounces Loomis as a fraud, yet Loomis continues to use the order blanks, stationery and other printed matter of the Cleveland company. Reports from Cleveland are that the house does not bear a very good reputation, although the men who pose as stockholders are represented to be men of considerable financial responsibility. The concern also undertakes to do business as the Hasco Oil Co., but does not seem to get very far in the distribution of oil or anything else for that matter. Canton, Ohio, newspapers report that several suits have been filed against this concern there. In one of the Canton suits the petition alleges that the plaintiff was told before he took out the membership that he would receive certain discounts on oil and gasoline at certain stations. It further alleges that a number of these stations visited refused the discount. Pending further investigation, which is being conducted with all possible expediency, Realm suggests that negotiations with either Loomis or the Cleveland house be avoided.

A man who gives his name as R. E. Dale is traveling around the State, soliciting sales contracts with merchants on the basis of \$100 to \$500, depending on the size of the stock. He gets from \$25 to \$200 in advance—and then fails to show up. He claims to have a recommendation from R. G. Dun & Co., but the Dun agent at St. Paul, Minn., denies the genuineness of the document. The man claims to represent the Colonial Brokerage Co., 921 Plymouth Bldg., Minneapolis. The fact that he secures advance payments on the work he proposes to do is a sufficient indication that he is a man to carefully avoid.

The Waterbury Clock Co., manufacturer of "Ingersoll" watches, will be the respondent in a hearing to be held in New York Sept. 22 by the Federal Trade Commission involving alleged attempts to control retail and wholesale prices at which Ingersoll watches shall be sold. While the Waterbury Clock Co. is the chief respondent others listed are Ingersoll Watch Co., Inc., Ingersoll Watch Co. and George H. Eberhard Co. The Waterbury company is said to carry on the sale of the Ingersoll watch through the other three respondent companies.

A survey of stock swindling by H. J. Kenner, general manager of the Better Business Bureau of New York City, in a quarterly report just issued, says that effectual preventive and punitive work is rapidly reducing the

volume of attempted white collar banditry. Reporting three months of fruitful activities by law enforcement officers and by the bureau against fraudulent vendors of securities, Mr. Kenner says:

"From these results it has come about that free lancing—the tendency to utilize any convenient security, good or bad, as a medium of misrepresentation and victimization—is no longer safe in New York. Devotees of this profession are impressed with its danger and it is on the wane. But styles in stock swindling shift as apparel fashions change.

"Designers of devious and subtle ways to beguile the unwary have found a new mode in the 'tipster' sheet. To a professional stock swindler this device, besides being potent, holds the hope of evading the penal law. At Boston and at New York, in late months, over a dozen 'tipster' publications have sprung into existence. They purport to give disinterested stock market information and investment advice but actually they intend to influence the purchase of particular securities in which the publisher is interested and from which he hopes to profit enormously.

"Fake market-letters and investment advisory services have been used to supplement or imitate such tipster publications. There is scarcely an instrument of or aid to the legitimate securities business that is not at some time appropriated and debased by stock market pariahs to their evil purposes.

"It is estimated that a leading exponent of this artful method has disposed of at least \$10,000,000 in stocks with the facilities of a make-believe market at his disposal. He has made millions for himself in the process. He launched attacks through the columns of his spurious financial journal against the reports of the securities of reputable corporations and thus endeavored to shake the confidence of their shareholders, in the hope a portion of the investible funds released would be put into the stocks recommended by the tipster.

"The careers of a number of individuals and small groups were checked during the past three months. Some of these were 'free lance' operators who played a lone hand. Their favorite medium is the unlisted security, traded in 'over the counter,' which is available to the initiate at a current price far below the promotion figures at which it was originally sold to the public. The unfamiliarity of the average man or woman with the quotations of unlisted securities has made it possible for the free lance worker to use old promotion literature and first offering prices to unload shares of unsuccessful ventures.

"These operators worked often in small groups with their tasks divided between a persuasive telephone salesman, the personal-call salesman and the closers—sometimes called 'dynamiters.' They have banded together under fictitious firm names or individual aliases to swindle for awhile and scatter when discovery and prosecution threatened. Through postoffice mailing addresses, from quarters in

apartment houses or even from public telephone booths and hotel lobbies these artisans of deceit have plied their furtive craft, far from the confines of 'The Street,' but in the shadow of its prestige and imitating its terms and forms."

Roadside Buying Hurts Retailers.

Retail grocers feel the competition of roadside fruit and vegetable stands which have grown rapidly in number and in the scope of merchandise offered for sale. The Boston Transcript says editorially:

"Benefits that may accrue to the farmer and the gardener from selling fruit, vegetables and other produce of the farm at roadside stands are attested by the hundreds of such stands one sees in riding through the rural sections by automobile. There are conditions, however, that prevent both the bona fide rural producers and the city dweller getting the full benefit of such a business enterprise. It is charged by many persons, who say they have been victimized at such stands, that it is a practice, all too common, for the enterprising farmer to augment the supplies of eggs, vegetables and fruits raised on his own farm by purchases at the city markets, he retailing the goods thus bought at the highest city prices and swindling the city customer, who thinks he is buying fresh produce directly off the farm.

"For instance, when one sees iceberg lettuce at a roadside stand, said lettuce having been grown in the Imperial Valley of California and sent across the country by fast freight, he becomes suspicious as to other produce displayed at the same stand. This holds true of peaches by the roadside at a time when the Georgia peach crop is just coming upon the market.

"Fortunately the offenders are comparatively few when contrasted with those who sell their goods for just what they are—fresh fruit, vegetables and eggs, raised on the farm. But against the square dealers there is brought the indictment that they charge exorbitant prices—as high as, or higher than, the top city market prices for the same top grade goods.

"The solution, plain and reasonable, is for the purveyor at the roadside stand to sell nothing but fresh fruit, vegetables and other produce of his own farm at prices somewhat above what he could get for them at wholesale, after carrying them to the city markets, but somewhat under the prices that the customer would be required to pay in the city. Thus the producer would benefit in getting a better price for his goods than in the ordinary method of marketing, while the consumer would get fresh goods at lower cost."

The Oyster Has a Conscience.

The phrase "let your conscience be your guide" has become such a flip-pant one in American conversation today that it might almost be classed as slang.

It really is most excellent advice if one pauses to consider. But in these hectic days who takes time to consider? Seriously, now, what is conscience? Hegel, Spinoza, Hobbes,

Mills, James, all have tried to define it.

Some call it reason, others instinct; our belief always has been that it is God's voice speaking in man's inner consciousness. All agree however that it is man's power to tell right from wrong. And all agree further that conscience is a spark that needs fanning and feeding and following for like all our other faculties it grows by use and weakens by neglect.

A story was told us one time that indelibly impressed us with just what an effective influence conscience should be. The analogy is a good one and easy to remember.

The oyster, you know, has no eyes. It lies wide open on the cool sand of the ocean bottom, perfectly oblivious to all the sights around it. Were it not for a thoughtful Providence, the oyster would make "easy pickings" for the under-sea animals. But God, when He made the inhabitants of the world, foresaw everything. And He made a little parasite, especially partial to oysters. This parasite, which attaches itself to the inside shell of the oyster, has eyes and when it sees danger approaching, it pinches the oyster and Mr. Mollusk quickly closes his shell. The parasite is the oyster's conscience.

Let the oyster disregard the pinch of his parasite and he will find himself "in the soup."

Let man forget the dictates of his conscience and he will find himself in the same place.

The Little Bondholders.

There were so many of them after the Liberty bonds were floated in this country that we were called a Nation of bondholders. Heavy redemptions are predicted before the end of the year, not only of Government securities, but of other safe bonds issued by industrial and other corporations which are widely held by people who want safety first in their investments.

It is when low interest rates prevail that companies see opportunity to float new securities that pay a low rate in order to call others which pay a higher rate, and thereby lower their fixed charges.

What are the small bondholders whose investment is returned to them in cash going to do with the money? Will they reinvest it in sound securities that will pay them less, purchased on a high market? Not all of them. Men of small resources cannot hold considerable sums in bank for a prolonged period, awaiting purchases of low-priced securities. Too many temptations to spend assail them. Everybody wants a car. If he has one he wants a new or more expensive one. Or there's an unnecessary addition to his home he would like to build. If none of these things get him, his wife, if she knows he has a considerable sum lying idle, also knows a lot of things she ought to have that would put the money in circulation.

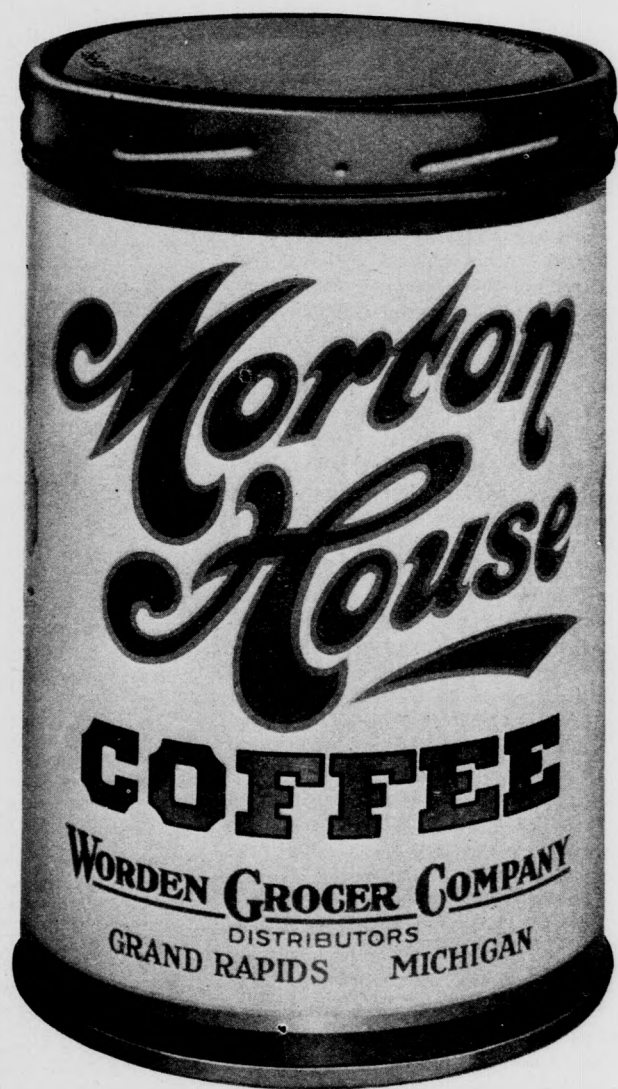
It is not too early right now for small holders whose bonds are to be called to begin studying the immediate safe investment of the cash they will get.

IT'S WONDERFUL!!!

HERE IT IS, MR. DEALER

MORTON HOUSE COFFEE IN THE NEW HERMETICALLY SEALED PACKAGE

WE couldn't improve the quality, but we did improve the package. The lock-top metal package with the **INNER SEAL** insures the Morton House quality and aroma from the time the coffee leaves the roaster until the last grain leaves the package.



➡ The price remains the same.

➡ The quality stays to the end.

➡ A half twist and the package is open.

➡ Back again and it is air-tight and aroma-proof.

➡ Your customers will want Morton House Coffee in the new package.

ARE YOU READY?

Worden Grocer Company

Wholesalers for Fifty-seven Years

Ottawa at Weston

The Michigan Trust Company, Receiver

Grand Rapids

MOVEMENTS OF MERCHANTS.

Marcellus—Earl Adams has opened a confectionery store and ice cream parlor.

Detroit—Worthmore Dresses, Inc., 1119 Farmer street, has increased its capital stock from \$10,000 to \$25,000.

Alma—The Alma-St. Louis Ice Co. has succeeded the Alma Ice Co., with H. B. Mathews, of Ithaca, as the new owner.

Muskegon — The Muskegon Trust Co., 14 East Walton street, has changed its name to the Bankers Trust Co. of Muskegon.

Marcellus—Mrs. Irene Sheriff and Mrs. A. M. Milhon have formed a co-partnership and engaged in the millinery business.

Mendon—William Clyde has sold his stock of farm implements, etc., to Lynn Berger, who will continue the business at the same location.

Mendon—W. G. Simpson has purchased the ice cream parlor of Edward Katz and will conduct it in connection with his real estate business.

Oakley — The Christian Breisch Co., of Lansing, operators of elevators throughout Central Michigan, will build an elevator at this place.

Fowler—Shoesmith & Smith have sold their stock of general merchandise to Mr. Green, who will continue the business at the same location.

Owosso—Thomas M. Jones has filed a petition in bankruptcy in the Federal court at Bay City, scheduling liabilities at \$9,488 with assets at \$625.

Atlanta—The Atlanta Tie & Lumber Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Ionia—The Balcom Seed Cleaner Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and \$1,400 paid in in cash.

Kalamazoo—The Perrin Drug Co., 727 West Main street, has been incorporated with an authorized capital stock of \$7,000, all of which has been subscribed and paid in, \$1,000 in cash and \$6,000 in property.

Kalamazoo — The Kersten Radio Equipment Co., 1415 Fulford street, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Ironwood—The Twin City Garage, 130 McLeod avenue, motor cars, parts, etc., has been incorporated with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and paid in in cash.

Saginaw—The Jay Shoe Co., 218 Genesee avenue, has been incorporated to conduct a retail shoe business with an authorized capital stock of \$10,000, of which amount \$2,500 has been subscribed and paid in in cash.

Muskegon—The Bishop Radio Shop, Inc., 1010 Terrace street, has been incorporated to deal in radio sets and accessories, with an authorized capital stock of \$50,000, of which amount \$3,300 has been subscribed and paid in in property.

Grand Haven—Vyn Bros. Storage & Transfer Co., 203 North Third street, has merged its business into a stock

company under the same style, with an authorized capital stock of \$120,000, all of which has been subscribed and paid in in property.

Detroit—Harry Cavanaugh's, Inc., 5658 Dix avenue, has been incorporated to deal in carpets, rugs, furniture and household furnishings, with an authorized capital stock of \$35,000, \$20,000 of which has been subscribed and paid in in cash.

Detroit—Dorothy Vee Candies, Inc., 26 Witherell street, has been incorporated to conduct a retail candy and ice cream store, with an authorized capital stock of \$10,000, \$8,000 of which has been subscribed and paid in, \$1,000 in cash and \$7,000 in property.

Detroit—The National Coal & Coke Co., 7601 West Chicago boulevard, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$4,000 in cash and \$6,000 in property.

Muskegon—The Asmusen Roofing Co. has merged its business into a stock company under the style of the Charles Asmusen Roofing Co., East Muskegon avenue, with an authorized capital stock of \$5,000, \$2,500 of which has been subscribed and paid in in cash.

Detroit—Charles T. Cole, undertaker and funeral livery, has merged his business into a stock company under the style of Cole Bros., Inc., 2329 Antoine street, with an authorized capital stock of \$150,000, of which amount \$75,000 has been subscribed and \$63,000 paid in in property.

Royal Oak—Bloomfield's, 316 South Main street, has been incorporated to deal in women's apparel, costume jewelry, etc., at retail, with an authorized capital stock of \$50,000, of which amount \$9,000 has been subscribed and paid in, \$1,000 in cash and \$8,000 in property.

Detroit — R. E. Hamilton's Sons, Inc., 1791 Rademacher avenue, has been incorporated to deal in brick and building materials of all kinds, with an authorized capital stock of \$990,000, of which amount \$600,000 has been subscribed and paid in, \$27,680.31 in cash and \$572,319.69 in property.

Detroit—Members of the Wholesale Merchants' Bureau of the Board of Commerce have completed plans for a trade promotion trip to Wyandotte on Sept. 20. Members will use their own cars for transportation on this trip. Retailers from Wyandotte, Lincoln Park, Trenton, Melvindale, River Rouge and Sibley will be invited as guests of the Detroiters at a dinner to be served at the Roosevelt school.

St. Joseph—Peter Friedman, manager of the Ben King Cigar Co., announces that increased business of the concern will necessitate the erection of a new factory.

Manufacturing Matters.

Fordson—Three units are being added to the Paige plant, the largest one being 505 feet in length.

St. Joseph—The Hercules Rim Tool Corporation has plans for an addition to its plant which will more than double its factory space.

Detroit—The Harder Manufacturing Co., Grand River and Lorane, has changed its name to the Harder Refrigerator Corporation.

Coldwater—Following a shut-down of nearly a year the Hoosier Shoe Manufacturing Co. at Coldwater will resume operation soon. The plant will be operated by the M. T. Shaw Co.

Grand Haven—The Hayes Products Corporation, manufacturer of plumbers' supplies, has increased its capital stock from 40,000 shares no par value to 100,000 shares no par value, \$40,000 being paid in in cash.

South Haven—Hill & Glynn, Inc., has been incorporated to conduct a general manufacturing business with an authorized capital stock of \$25,000, of which amount \$18,000 has been subscribed and paid in in cash.

Saginaw—The Art Sample Furniture Co., 120 South Baum street, has been incorporated to manufacture and sell furniture, with an authorized capital stock of \$100,000, \$30,000 of which has been subscribed and paid in in cash.

Highland Park—The Highland Park Tool Co., 15 Victor avenue, has been incorporated to manufacture tools and to conduct a general machine shop with an authorized capital stock of \$100,000, \$66,000 of which has been subscribed and paid in in property.

Crystal Falls—The American Shoe Machinery Co. expects to start its last factory next year. The plant was completed, with exception of kilns, just about the time that the slump came on following the war and the company closed nearly all its plants.

Ishpeming—The Cliffs Shaft mine of the Cleveland-Cliffs Iron Co., established a new production record during August, the total output being about 39,000 tons. This is a fine showing for an underground property which is getting out hard ore and working on a one-shift basis.

Ludington — The New Life Products Co. has been incorporated to manufacture and deal in chemicals, polishes for metal and wood and laboratory supplies, with an authorized capital stock of \$50,000, of which amount \$42,500 has been subscribed and paid in, \$5,000 in cash and \$37,500 in property.

St. Joseph—The Hercules Rim Tool Corporation plans to double its factory space through purchase of the building adjacent to its present quarters. An annex to the building purchased Aug. 13 will be started at once and the second floor of the newly acquired building will be remodeled to double the present office space.

Monroe—Stockholders in the Monroe Auto Equipment Manufacturing Co. have authorized an increase in the capitalization of \$1,500,000, announces Charles S. McIntyre, the president of the firm. The company recently received a contract from one of the largest automobile manufacturers in the country. A new addition will be erected to meet the increased business demands.

It is a wise worm which stays under cover and deprives the early bird of his breakfast.

Worden's New Package.

For many years the Worden Grocer Co. has featured its coffees, one of its big leaders being the Morton House brand.

The Worden company, while admitting that it could not improve the Morton House quality, is announcing this week a material improvement in the package for this popular brand.

This package is in the form of a metal container with a lock-top and an inner-seal, making a hermetically sealed package which is air-proof and which will preserve all the strength and aroma of the coffee until the last of the contents of the package is used.

The new package is considerably more expensive than the one formerly in use, but through syndicate buying of the containers in very large quantities, the Worden company is enabled to furnish the new Morton House package to the trade at the same price at which they sold this leader in the old form.

Owing to the great turnover which the Worden company has with the Morton House coffee, every package reaches the retailer within a week from the time it is roasted. Experts from Brazil, New York and other coffee roasting centers give first place to the blend used in the Morton House brand and with the lock-top, inner-sealed package the Worden company confidently looks forward to a marked increase in the output of this already popular brand.

Helps For Q. S. Advertisers.

Wyoming Park, Sept. 13—About the hardest thing for the Secretary of the quality service group in each town to do is to secure a short, snappy foreword for the advertisement each week.

It seems we have enough to tell our customers, but how to say it is not always so easy.

I do know that some of the towns are putting out some good propaganda, and it would be a great help if the other q. s. towns received a copy of the advertisements each week.

If you feel that way about it, drop me a line and I will see that the Secretary or President of your organization gets on the mailing list of every newspaper in Michigan that is running advertisements for our q. s. stores.

The propaganda being put out by the Holland merchants would then be available to those of Port Huron, etc.

Often times you will get ideas from the other fellow's advertisement. If you think this is a good thing, drop me a line.

We held an interesting meeting last Tuesday in Lansing. They do not call themselves the quality stores, but the Lansing service stores. They are functioning as an advertising and buying group and seem very much awake.

Lansing invites us to hold the combined Michigan Q. S. meeting in their town, which meeting will be held soon.

Paul Gezon, Sec'y.

Utterly Destructive to Business.

Sturgis, Sept. 13—This city is now 100 years old and celebrated the event with great eclat. The committee in charge of the celebration filled the main street full of tent concessions which were utterly destructive to business, except for the fellows who sold hot dogs, soft drinks and cigars. None of us will be here to celebrate the second centennial, but we will transmit to our grandchildren a distaste for cheap tent shows which will probably preclude a repetition of the mistakes of 1927 in 2027.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.65 and beet granulated at 6.55.

Tea—Stronger tendencies have been apparent everywhere, and cables from all important markets abroad have come in stronger each time. Even here in the local trade, where consumers resisted the trend for so long, a vast improvement has been noticed. Many of the cheaper offerings that were on the market a week or so ago, when buyers repeatedly ignored offerings, have now been bought up and the trade is rapidly becoming bare of attractive lots. Considerable interest has been shown by buyers in Government standard Congous. This type is well below replacement figures and offers particularly good opportunities to reduce production costs.

Canned Fruits—Peaches have run contrary to predictions of buyers. They are harder to get confirmed than at opening and not in as favorable assortments or on as low a basis as at the start off of the season. Buyers are competing to place orders and they have to seek to find a canner who will book their enquiry. All of the fruit items have developed firmness and now favor the packer more than the buyer. There has been a change in the vegetable situation also.

Canned Vegetables—The tomato canners ought to be working overtime, with a glut of raw material if the season is to result in a large production. There has been nothing of the sort so far and the stiffer prices are being accepted as a trading basis for some sizable blocks. There has not been speculative buying of tomatoes, but legitimate covering has been done by wholesalers and chain stores in volume blocks. Lima beans have been firmer than ever as crop prospects are unfavorable. Minor vegetables in general are in a strong position at the cannery and there is more searching for offerings than there are attempts to find a market. Corn has hardened in all producing areas and few quotations under a dollar are to be heard. Many packing sections report that the season is discouraging and canners are off of the market until they have taken care of orders already confirmed. There has been no radical change in peas during the week but this article remains firm and is not pressed for sale as packers look for a better market later on.

Dried Fruits—The most favorable feature of the dried fruit market has been a better jobbing demand for spot offerings of all sorts. The prune turnover has been stimulated by revised prices at retail and already grocers have begun to make attractive offerings. The opening of this channel finds retailers and wholesalers understocked, and to capture the prospective business, retailers are laying in stocks for future liquidation. There are only moderate supplies here in the hands of the wholesale trade and as it has been slow to cover at the source, there is no indication of an overstocked market in the near future. No developments have occurred on the Coast, other than the liquidation of old crop 40-50s and an increasing difficulty to get

straight offerings of large sized new prunes. A similar shortage of raisins exists on the spot for the reason that there has been conservative Coast buying of old crop and new goods under contract are not available. In the meantime there is a scarcity of bulk and package Thompsons here. Some jobbers have goods in transit, but are temporarily out and are buying from their neighbors. These added outlets have the effect of causing a better undertone. From the looks of things, there will be a continued shortage of package Thompsons until new crop comes in. Most of that on hand is of Sun Maid brand as independent packers have cleaned up their carryover. Peaches and apricots have retained their former positions and have been devoid of interest. Both are much firmer on the Coast than on the spot, but this does not cause increased buying interest for later needs. The current market abroad has hardened during the week which has compelled local operators to advance their quotations correspondingly, but even with this readjustment, the spot market is still out of line with primary points. The low raisins prices this season have a bearing on currant sales, but there is a demand for the latter and prices are not at too wide a differential to prevent a healthy movement in currants.

Canned Fish—Salmon has added to its strength on the Coast, where few pinks are being quoted. Some big blocks have been bought and attempts are still being made to pick up stocks at full quotations. There is considerable shopping without much being secured. Spot pinks are tightly held with little available for prompt delivery, although shipments are in transit and are near at hand. Other fish have not been particularly conspicuous during the week.

Nuts—Opening prices on California almonds were announced by packers and the prompt action on tentative contracts is an indication that the price range appealed to the buyer when it is known that the crop in California is less than last year by a considerable margin. That most of the packers were on the same basis is another indication of a moderate sized crop, for with big yields independent packers find it easier to buy from growers outside of the association than when there is keen competition to get nuts from outside growers. The price range was somewhat higher than last year, but the crop was well taken on contract. Prices on shelled almonds will be announced in the near future.

Rice—Primary markets have been supplied with an excess of some of the lower grades of rice which have caused a depression which has been felt in other types now available and in the later varieties which will appear in volume in the near future. Later buying has been reduced to a minimum and there is conservative covering of transient needs. Southern markets have been quiet all week, and the lack of a widespread demand is felt here. Spot trading is of a jobbing character and a steady market prevails, since there are no oversupplies.

Review of the Produce Market.

Apples—Wealthy, 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 unchanged from a week ago. Jobbers hold fresh packed at 43c, prints at 45c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—\$2.50 per 100 lb.

Carrots—\$1.25 per bu.

Casaba Melons—\$2.50 per crate.

Cauliflower—\$2.50 per doz.

Celery—25@60c per bunch according to size.

Cocoanuts—\$1.10 per doz.

Cucumbers—Hot house, \$1 per doz.; garden grown, \$2.50 per bu.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$6.15

Light Red Kidney ----- 6.95

Dark Red Kidney ----- 5.95

Eggs—Local jobbers pay 35c for strictly fresh.

Egg Plant—\$2.25@2.50 per doz.

Garlic—30c per string for Italian.

Grapes—Calif. Tokays, \$3 per crate; home grown Wordens, \$3 per doz. for 4 lb. baskets.

Green Onions—Home grown silver skins, 15c per bunch.

Green Peas—\$3 for Telephones.

Honey Dew Melons—\$2.50 per crate.

Lemons—The price has made a wonderful jump, due to scarcity and the prevailing hot weather. Quotations are now as follows:

300 Sunkist ----- \$14.00

360 Sunkist ----- 14.00

360 Red Ball ----- 13.50

300 Red Ball ----- 13.50

Lettuce—In good demand on the following basis:

California Iceberg, 4s, per bu. -- \$4.50

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

Musk Melons — Michigan Osage command \$2.50 for Jumbo and \$2.25 for Medium.

Onions—Spanish, \$2.50 for 72s and \$2.75 for 50s; home grown command \$2.25 for white and \$2 for yellow—both 100 lb. sack.

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

100 ----- \$8.00

126 ----- 9.00

150 ----- 9.00

176 ----- 9.00

200 ----- 9.00

216 ----- 8.50

252 ----- 8.00

288 ----- 7.00

344 ----- 5.50

Red Ball, 75c cheaper.

Peaches—Home grown Elbertas are coming in more freely than was expected. The price ranges from \$2.50 @3 per bu.

Pears—\$2.50 per bu. for Bartlets.

Peppers—Green, 50c per doz.

Pickling Stock—Small cukes, 20c per 100; small white onions, \$1.25 per 20 lb. box.

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

Plums—\$1.25 per bu. for Burbanks or Lombards.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 22c

Light fowls ----- 14c

Heavy Broilers ----- 22c

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—75c per ½ bu. baskets.

Veal Calves — Wilson & Company pay as follows:

Fancy ----- 21c

Good ----- 20c

Medium ----- 18c

Poor ----- 14c

Watermelons—45@65c for Georgia stock.

A Commonsense Answer.

Mr. Blank, out driving, asked his colored chauffeur to stop the car while he admired a large, handsome building he had not seen before. Pointing to a stone at its base bearing the date 1924 A. D., he said, "George, do you know what that A. D. stands for?"

"Suttinly, boss, suttinly," responded the chauffeur. "Why dat dere A. D. stands fo' 'all done.'"

Five New Subscribers This Week.

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

W. G. Durkee, Flint.

John Cummins, Kent City.

W. E. Clark, Vicksburg.

R. M. Closson, Detroit.

Willard Robbins, Crystal.

Management Congress.

America took part last week in the third international congress of scientific management, held in Rome. The congress was the outcome of the report of the Hoover committee on the elimination of waste in industry.

While we have made great progress during the present century in the building of bridges, the erection of skyscrapers and the development of airplanes, philosophic students contend that we have fallen off sadly in the writing of songs. Few will dispute the contention. The kaiser's war did not produce nearly so many as the Civil War. Very little of the poetry written during that world-wide conflict has been virile enough to outlast the hostilities. For the purpose of "stimulating the writing of songs before the veteran numbers are done to death," a Philadelphia musician has offered a money prize for the best one written to-day. The early responses indicate that poets still flourish in the land, mostly in the Mid-West. While the contest doesn't close until December 1, the first mail brought the judges 165 songs. The subjects chosen show the trend of American poetical thought. More than 31 per cent. were devoted to unrequited love, 22 per cent. to flowers and 13 per cent. to home and mother. There were eight lullabies, seven sea songs, seven humorous poems and one drinking song. The two subjects which interest the public most at the moment — prohibition and aviation — failed to find any poetical interpreters.

American Has Eye Out For Main Chance.

Grandville, Sept. 6.—We Americans do nothing by halves. We have not the reputation of being as excitable as the French, yet we often outdo them when it comes to exploring the upper air, taking risks which scarcely sane men would take to do novel stunts to attract the world's admiration and wonder.

Charles Lindbergh performed a wonderful feat when he crossed the ocean single handed and alone. That one remarkable exploit set the world agog, and dozens of imitators to win for themselves some of the cheers and fulsome laudation this young American secured.

These many cross seas flights of late, which have proved so tragical in many instances, are not paying dividends in good hard common sense. We should discountenance any further wild flights to the skies and across seas until more is learned about how and when it is safe to do these things.

No scientific problems are being solved by these reckless expeditions through air and over water between continents. More than half of recent attempts to make new flights beyond the seas have proven failures, and some of the brightest lights in aerial navigation have gone out never to return.

Michigan mourns one bright young woman and two male companions who essayed a trip by air to Hawaii. The two planes that won out were rewarded with prize money, the ones who failed lost their lives. Since then others have gone up and out over the wide waste of waters seeking glory and ducats only to sink down to an unknown watery grave.

Such recklessness is surely to be condemned.

Canada is already moving in an effort to put a stop to reckless flights from her land, and France, through the newspapers, is seriously discussing the situation with a view to asking the government to take a hand in halting further reckless as well as useless sacrifices to aeroplane displays.

Lindbergh accomplished a great stunt and the world honors him for it, but because in this one instance a deed of splendid daring and skill was successful it is not proper to make of the upper air a shambles for the sacrifice of human life.

Study and experimenting will no doubt make flying almost absolutely safe at some time in the future, but this cannot be accomplished by rushing headlong into a wild spree with instruments unfitted for such dangerous undertakings.

It is time to call a halt and we believe the United States would be justified in putting its foot down on further long ocean flights until more and better machines for the purpose are constructed and tested.

Walking on air is a pleasing dream mayhap, yet human lives are too precious to continue its reckless indulgence as has been done within the past few months. There is a time for all things, yet all things are not to be thought of until we learn more about the true ethics of air locomotion.

Stunt flights such as those which have met with disastrous results are frowned upon by aviation officials at Washington, yet there is no way in which the Government can forbid them as the law stands to-day, so that if adventurous men will insist in risking their lives for a great thrill and an untimely death or a great victory, they will be permitted to do so.

Great chances are sometimes taken in the midst of war for the purpose of securing an advantage over the enemy, but it is the height of folly to risk so many lives in a mere dash for notoriety as has been done of late.

It is said that the death toll of transatlantic flights since the fall of 1926 will have mounted to twenty-seven if the Old Glory and Sir John

Carling and their crews are not found.

Eighteen persons, including two women, have been lost at sea, while seven were killed while preparing for overseas flight. What a comment on the foolhardiness of continuing along this line indefinitely.

Other noticeable events may be mentioned, such as the two new airplane carriers just completed by the U. S. Navy. They are 888 feet long and capable of a speed of 32½ knots an hour.

These monster boats have been secretly built. Each can launch 80 fighting machines, able to turn back any hostile battle fleet approaching our shores. Wonder what John Bull will have to say to this.

As the news report has it the naval world will be amazed this week to learn that America's two large airplane carriers, the Lexington and the Saratoga, have been completed and are to be commissioned this winter.

The amazement is heightened by the fact that no rival sea power has any adequate conception of their construction, which is said to be unique in naval architecture, of the powerful machinery which is to drive the two Leviathans at an almost unheard of speed, and to make possible to launch a swarm of death-dealing machines from their decks and land them safely back again.

Such secrecy has been maintained that few Americans knew aught of the work until it was completed and ready to go against any enemy at home or abroad.

After all Uncle Sam isn't so slow when it comes to doing things that should be done in a quiet and rapid manner. The fleets of especially designed airplanes have been completed and tested.

The personnel has been selected and carefully trained, and this secrecy has not dimmed the realization that Uncle Sam has emerged almost overnight from a position of a sea power second to that of Great Britain to one of supremacy, since the two ships are regarded throughout the world as the most powerful and dangerous war craft afloat. We should be thankful that the United States has not been asleep after all. Old Timer.

When on Your Way, See Onaway.

Onaway, Sept. 13.—The garment factory has just completed the installation of a new metallic and prism glass front to the upper story of their building, giving better light and excellent ventilation. The factory is running steadily and furnishing employment for about seventy-five hands and continually calling for more.

Coming this week: Bankers of eleven Northeast Michigan counties to hold their annual meeting in the Assembly hall. A banquet will be served at noon. The Onaway State Savings Bank will be host for the bankers and the movement is sponsored by Geo. W. Pregitzer, cashier of the bank. The meeting will take up discussions pertaining to the advancement and encouragement of dairy matters, alfalfa clubs, calf and cow clubs, etc. These clubs have already been organized throughout the county by our county agent, agricultural professor and the assistance of merchants and banking houses. Let the good work go on.

Now comes the month of September, performing its activities by transforming the trees and foliage into iridescent colors and hues. September, the month of beautiful sunsets and Northern lights. Get out your sky filter and study the sunsets, especially over the water; see how the mirror-like surface records beautiful reflections; no artist can reproduce them. Nature is now busy giving us her best.

The Onaway schools are filled to the limit. The enrollment shows 1008 children and the primary money apportioned shows an amount of \$12,952.80. The teachers are all on hand and the list shows several new faces. Supt.

Otterbein has his organization perfected and educational matters are in full swing. Squire Signal.

San Salvador To Compete in Tomato Growing.

Miami, Sept. 10.—It was bad enough to be producing tomatoes last year with the combined competition of Mexico, Cuba, the Isle of Pines and Nassau, but now, right on the threshold of the 1927-28 season, comes a new competitor within a stone's throw of the port of Miami and just outside of the 12 mile limit, so to speak.

The island of San Salvador, which Columbus made famous by landing on it 435 years ago, is coming into prominence as a tomato center. The soil on San Salvador is said to be in its virgin state, and it remained for Nathan Slater, said to be a New York commission man, to see its possibilities as a tomato producing section. The furnishing of the capital was not much of a job for Mr. Slater compared with the effort required in persuading the natives to work. However, even that task has been accomplished at last and the first San Salvador tomatoes will soon be crated and shipped to New York via Miami.

Saunders & Mader, of Miami, and local agents for Mr. Slater, are shipping crates and other supplies to

Bahama tomato fields this week, in preparation for the shipping season, which will start just as soon as there is a market for the tomatoes—and before the first of the Florida crop is ready to sell.

The Eyes in Swiss Cheese.

New York Sept. 12.—Regardless of who makes the holes in Swiss cheese, or how, they are important. The Swiss claim, that so far as cheese made in Switzerland is concerned, the holes, or eyes as they call them, have a decided bearing on quality and flavor. Large eyes indicate that the fermentation has perhaps been too rapid, and small eyes may mean that it has not been rapid enough or is not complete. In either case, the cheese has probably lost something in quality and flavor.

As a matter of fact, it may be stated that science has not yet discovered what causes the eyes in Switzerland's favorite food, but experience has indicated that eyes the size of a Swiss franc, or an American quarter, indicate a high-grade of cheese.

D'scovtred.

"I thought you said she meant the world to you."

"She did, but I finally got around her."



A good seller
A splendid repeater

HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today
All jobbers

HOLLAND RUSK CO., Inc.
Holland, Michigan



Handle Franklin Sugar in Cartons

Bulk sugar means scooping, weighing and wrapping, loss by overweight and spillage and the cost of labor, bags and twine. Sell

Franklin Sugar in Cartons

Because

it is easily handled and absolutely clean

Franklin Sugar Refining Company

PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

Sharp Drop in Window Glass.

According to the American Window Glass Review, the recent decline in window glass is the most radical that the trade has experienced in a long time. Says the journal quoted:

"Undoubtedly the major event of recent years in the flat glass industry insofar as the production schedules and distribution of window glass are affected was the announcement by the American Window Glass Co. early this week of a very substantial reduction in the selling price of both A and B quality in all brackets, effective from Aug. 29. The decrease in quotations on the latter run as high as 14 per cent. for both single and double strength in the inland zone, while in the seaboard zone the B double is likewise reduced by about that figure.

"This action, the most far reaching in price readjustments announced in some years, coming as it did without any warning was naturally creative of much surprise and considerable confusion in window glass circles. Late reports, however, indicate that other manufacturers have lost no time in taking steps to meet the new prices, and the trade in general is apparently becoming adjusted to the sweeping changes decreed. Following shortly upon the heels of the American's announcement was one from the Libbey-Owens Sheet Glass Co. of a similar reduction.

"The downward revision in prices is believed to be directly traceable to the European import situation, such measures having been deemed necessary at this time in checking the further encroachments of Belgian competition. Another theory advanced as possibly having some bearing on the situation is that this means was decided upon as the most feasible method of bringing to a halt the activities of the "sharpshooters" who have been very much in evidence of recent months in some sections of the country."

Fire Prevention Does Not Prevent.

In his annual address as president of the National Board of Fire Underwriters, President Wilfred Kurth, seems to be of the opinion that Fire Prevention teaching does not prevent fires nor does it seem to be an efficient remedy for the reduction of the constantly increasing fire losses:

All this brings us back to the fundamental truth that the glaring dispro-

portion between the premium income of the fire insurance companies and the cost of the service they are rendering the community must be rectified in the near future if we would safeguard ourselves against the possibility that events may so shape themselves as to put the companies in a positively embarrassing position. Moreover, it is clearly apparent from a dispassionate study of the fire loss conditions we have to meet that there is no reasonable hope that income and outgo can be brought into proper balance through a material lessening of the dreadful fire waste which is one of the most serious economic burdens the American people has to carry. Notwithstanding the most strenuous and prolonged efforts of the fire insurance companies, in co-operation with other public-spirited agencies and individuals, to spread the gospel of fire waste, and notwithstanding also the remarkable achievements of fire prevention engineering, the country's annual fire losses not only do not decline, but display an apparently irresistible tendency to increase.

Underwear Prices Advanced?

Reports were current not long after the cotton crop report came out, that some of the leading Northern lines of ribbed heavyweight goods and one or two lines of lightweights, had been substantially advanced. The rises were reported at 50 cents per dozen for heavyweights and from 12½ to 25 cents per dozen for light weights. The rise in heavy goods was said to bring them to a parity with Southern lines that recently had been put up substantially and that may very soon be advanced again. Advance buying of lightweights was said to be a feature of the current market. One of the best-known Southern houses, for instance, has done as much on its lightweight goods during the first two months of the Spring season as during all of the season of 1926-27.

Buying Infants' Novelty Goods.

Infants' novelties are being ordered extensively. The past week has been productive of a great deal of business to manufacturers of these lines, according to the Infants', Children's and Junior Wear League of America, the orders covering both toys and more practical items. Imported stuffed animal shapes are among the favored numbers, as well as jointed wooden

animals that may be put into any grotesque position. Glass containers for powder, cotton and other necessities for infants are shown in new shapes, and are decorated with somewhat different floral designs. Christmas items are also beginning to get attention.

Doll Orders Have Been Growing.

Orders for dolls have been steadily improving. Because of the comparative lack of advance orders, however, the manufacturing trade is now faced with the problem of turning out a large share of the year's production in the few months remaining before Christmas. The demand continues to favor strongly the infant and mama types, but also covers some of the novelties which have been placed on the market. The trade expects that the preholiday demand will be such that it may be a physical impossibility for the factories to make the quick deliveries likely to be called for.

Fancy Work on Little Garments.

The tendency toward the introduction of some handwork on popular-priced merchandise for small children is exemplified in the rompers and creepers now on the market. These garments are shown in linen-finished cotton, linen and chambray, and frequently two materials are combined to lend variety in color. It is said in the market that the demand for some touch of novelty is such as to make the price often a secondary consideration. Fancy colored buttons and hand embroidery are used to supply the desired individuality in many instances.

Negligee Orders Growing.

Retailers have been placing a growing volume of orders for women's negligees and house robes. Better grade and popular priced merchandise share the demand, with the trend toward the former types, which are of a highly decorated nature, more so than in former seasons. Satin merchandise in dark shades is said to be doing particularly well. Quilted robes to retail up to \$15 are wanted in both light and dark shades. Rayon garments to sell at popular prices are meeting with an increased turnover.

Demand For Lingerie.

Orders for women's lingerie for quick delivery have been steadily increasing. Step-ins and bloomers with

yoke tops have led in the business recently placed. Slips in dark shades are beginning to be called for in quantities. Black, navy, tan and brown hues lead in both satin and crepe de chine slips. Many calls are noted for pajamas. The demand covers cotton crepe garments to retail as low as a dollar, knitted rayon types having hand painted trimming, crepe de chine styles in pastel colors and ones of satin in dark shades.

Softening the Blow.

Smith went every night to a pool-room to play for ten cents a point. One night Mrs. Smith was awakened by a loud and persistent knocking at her door. Putting her head out of the window she asked, "Who is it? What do you want?"

"Does Mrs. Smith live here?" asked the man on the step.

"I am Mrs. Smith," she replied.

"Well, I'm Mr. Kelly from the pool-room up the street. Your husband shoots pool there every evening."

"Yes, I know that."

"He was shooting to-night and lost \$1,500."

"My husband lost \$1,500 shooting pool? He ought to drop dead!"

"That's just what he did, madam. Good night!"

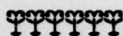
Glove Buying Takes Spurt.

Increasing orders for women's gloves for immediate delivery are reported by wholesalers. Both fabric and kid goods are in demand. Slip-on styles have been selling actively, washable ones of kid doing particularly well. Fancy cuff merchandise features embroidery in two-tone effects. Double woven gloves have been well ordered in fabric merchandise. Neutral and pastel shades have been in demand in the latter, while white has also been favored in kid gloves.

Pearl Jewelry Favored.

Pearls continue to be outstanding in the offerings of popular priced jewelry. The vogue for black has emphasized the desirability of relief to this tone in the jewelry worn and this is well supplied by pearls. Rhinestone ornaments have also benefited strongly for the same reason. The pearls are used for necklaces, bracelets, earrings and hat ornaments. The necklaces include choker and the long sixty-inch strands.

You make no money on products that stick to your shelves--
There is a quick turnover and real consumer-satisfaction in



SHREDDDED WHEAT

CANNED FOODS CONDITIONS.

The natural increase in business in the wholesale market which follows labor day has occurred, increased this season by a realization that while there may be no famine in foods, there will be no similar surplus stocks which have been created during the past few years by overproduction. No famine, but the prospects of a healthy shortage is in sight, enough to stimulate trading, and yet not cause advances which would retard consumption and result in a carryover into the 1928 pack.

Overpacks of recent years have handicapped distribution by initial high costs which were not maintained and so caused losses to producers and distributors. This season, conditions are different. Manufacturers began by quoting low prices and what recent change has occurred in commodity prices, and has been of an upward nature, during a time when there have been no artificial stimulants in the way of heavy buying to cause unwarranted advances. What early estimates of production have been made have been rather over the mark than under it, as late forecasts now indicate and there seems to be no fear of hidden merchandise nor underrating the quality of food to be marketed.

Conditions confronting the trade as it enters the fall season are such as to cause confidence, if not optimism. There are some examples of unprecedented crops to be moved, such as raisins and prunes, but these are the exceptions, and are entirely out of line with the general run of canned foods or dried fruits. The prune and raisin outlook is not hopeless because both have been put at an initial cost to distributors that much wider consuming outlets seem to be guaranteed during the coming twelve months. The outputs of the past few years have not cleared completely in the crop year because they were priced at higher levels than that of 1927, for, after all, it is price which counts when volume is to be liquidated. Another factor to brighten the present season is that heavy consumption starts with the first shipments of the new crop. Wide outlets have been prepared in advance by price readjustments which in other years were not made until later in the season which cut down the period of heavy distribution. Still another consideration of a favorable nature for the prune industry is that the fresh fruit production of the leading deciduous crops—peaches, apples and pears—is less than the average of late years. There will not be so much competition from these products.

NATION WILL HAVE BENEFIT.

Mr. Hoover is right in remaining in the cabinet despite his receptive candidacy for the office of President.

Blaine startled the country in 1892 by resigning as Secretary of State in Harrison's cabinet. His action was taken as meaning that he was a candidate for the higher position. Harrison, however, was a candidate for renomination, and Blaine could not well have remained in his cabinet and been a rival for the nomination at the same

time. The present situation is very different. President Coolidge is not a candidate for renomination. Hence there is no occasion for Mr. Hoover's withdrawal.

There is no exact parallel to the Hoover candidacy. Taft's Presidential aspirations were his chief's rather than his own, and it was natural enough that he should continue to sit at the council table while Roosevelt engineered his nomination. He resigned after being named by the convention.

Similarly, Madison, who was Jefferson's Secretary of State, was Jefferson's choice as his successor, and Monroe, who was Madison's Secretary of State, also had the Jeffersonian blessing. John Quincy Adams was Secretary of State under Monroe, but he was not the only member of the cabinet who entertained Presidential aspirations in 1824. William H. Crawford, Secretary of the Treasury, also was in the race. Both remained in Monroe's cabinet until Adams's inauguration.

There is no reason why the country should be deprived of Mr. Hoover's services at his present post. Even if he were to resign he would have to be called into consultation on the Mississippi flood problem. His candidacy will not suffer from his continuance in office and the Nation will have the benefit of his talents.

THE COTTON ESTIMATE.

Most persons interested in cotton, whether growers, operators or users, were prepared to be thrilled at the issuance of the second official estimate of the crop, which was published last week Thursday. There was a wide spread between the various unofficial guesses which were sent out earlier in the week. The main determining factor was the weevil infestation. All reports agreed that this was quite serious, but apparently many were not prepared for a drop of 800,000 bales below the one previously issued. The immediate result was to shoot up quotations to the limit allowed for any one day on the local Cotton Exchange. A yield of less than 13,000,000 bales seemed so pitifully small compared with the record crop of the year before that many lost their bearings. Still the crop promised is much above the ten-year average and was exceeded only four times since 1914. There appears to be no question but that there will be plenty of cotton to go around, especially when it is considered that a price above 20 cents is calculated to cut consumption. The trade making and dealing in cotton goods is frankly perplexed at the outlook. A number of mills are still working on contracts taken at lower levels. New business is taken sparingly and always at higher prices. Advances in all kinds of cotton goods were announced during the week and the promise is of still more to come. Some goods have been withdrawn from sale altogether until a degree of stability is found for the raw material. It is a period of apprehension on the part of buyers and sellers alike and will be marked by further piecemeal buying for some time to come.

AN ONION CHAMPION.

Proposed tariff shifts—always upward—continue to be the order of the day. One of them which has been under investigation by the Tariff Commission concerns the duty on onions. The present rate is 1 cent per pound and the proposition is to raise this 50 per cent. under the flexible provisions. The offending onions come mainly from Spain, with which this country is negotiating for a commercial treaty. It does not appear that the onion imports are increasing. In fact, they are not expected this year to be more than half as large as they were last year. This does not, however, prevent the matter from having a value, for political purposes at least, just before the opening of a Presidential campaign. The fact, too, that the duty may be raised without any troublesome debate in Congress enables the Administration to make itself solid with the agricultural portion of the population with little effort. Curiously enough, the person who appears to be urging the measure is Senator Borah of Idaho. In explanation he said that the onion growers of that State are about to harvest their crop and that they must have relief immediately if they are to be benefited at all. Now, Idaho has no supremacy in the matter of growing onions. The chief states are Texas and New York, and Senator Borah's State trails in as one of the minor producers. Why the urgency for higher duties should come from there is something of a mystery. Then, too, if onions cost so much to raise, how is it that during the last fiscal year this country was able to export 560,000 bushels of them in open competition abroad with foreign countries? These exports were about one-quarter the amount of the imports.

CONFIDENCE IN BUSINESS.

There is one aspect to business which does not often get the prominence to which it is entitled. This is because it is intangible, differing in this respect from factors such as bounteous crops, large car loadings and output of factory products. It is shown rather in the attitude, or state of mind, of those engaged in business dealings, sometimes called confidence in the immediate future. It really amounts to the sensing of things that are to come and is the product of experience. Frequently when what are usually regarded as business prospects would incline the merchant to pessimism he is buoyed up by a confidence that seems unwarranted at the time but is subsequently disclosed to be well founded. Such a feeling is much in evidence at the opening of this fall's business even on the part of those whose experience during the summer might well incline them to be doubtful of what is to follow. This is shown in the manner of buying for the season's expected business, which is less hesitant than it was. It is one characteristic of this kind of confidence that it inclines men to put more vim into what they are doing, a circumstance that of itself brings about a measure of success which would never come when they are discouraged at the outset. That this feeling is so

widespread just now and in so many lines of business is one of the auguries that speaks well for fall and winter trade. The determination to make a success will go far toward accomplishing it.

WOOLS AND WOOLENS.

Some minor auction sales of wool are still in progress in Australia, but the results are not regarded as having any particular significance. On Tuesday, however, the big sales began in London, and holders are hopeful that prices will show a slight advance. Whatever the result, it can have no effect on the prices of woollens for the spring season, and it is doubtful if there will be sufficient change to warrant any advances in fabrics for the next heavyweight season. British spinners are inclined to resist any attempts at jacking up prices, and the same holds true for domestic spinners. A lot of wool of this year's clip is still in the possession of growers or their pools. It is being bought as needed, nobody being inclined to plunge on the chance of any serious uplift of prices. Meanwhile the mills are pretty well occupied for the most part. They are still making deliveries on fall goods as well as on those for spring. During the past week openings occurred of the extensive dress goods lines of the Pacific Mills and of women's wear worsteds by the American Woolen Company. A number of the smaller organizations are also making their showings. Prices as a rule remain as before, and this has helped to bring in a fair amount of orders. Some of the finer grades of women's wear fabrics will be shown probably early in October. A good trade in them is expected.

DRY GOODS CONDITIONS.

With the ending of the August fur sales and the closing out of summer garments the past week showed a quick shift in the offerings of stores to distinctively fall apparel. Despite also the vagaries of the weather with a wide range of temperatures, the responses were quite encouraging in sales as well as in the interest displayed in the enquiries. There is a great deal of shopping on the part of customers, as is quite natural at this time, and it is noteworthy—in view of the efforts to stress quality—that price still remains the controlling factor in many instances. Price levels have not been advanced except in the matter of cotton goods, the purpose being to secure as large a volume of sales as possible. Cutters-up continue to be cautious both in their buying of fabrics and in making them up, with the idea of avoiding jobs and giving unscrupulous buyers a chance of playing off one concern against another. The general opinion, in the primary markets as well as among distributors, is that the buying season now in progress will compare more than favorably with those of recent years.

Do not worry about the sale that you lose to a dealer who gives a cut price, but do worry about the store which gives better service.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The weather was so threatening and the warnings of the weather fore-caster were so emphatic last Saturday that it was believed wise to confine our Out Around to a short distance from home. We decided to take M 51 to Holland and thence home via Grand Haven over US 31 and US 16.

Greatly to my surprise, I found a new cement road had been constructed from Wyoming Park through Elmbrook to the junction of the new and old M 51 thoroughfares at the Pere Marquette crossing; also that the McNamara home—the big white house which has long been a landmark on the North side of the road at the railway crossing—had been destroyed by fire. I have admired the sturdy old house for fifty years and regret that it should have been leveled to the ground by the fire fiend.

I could hardly believe my eyes when I saw the home building development at Elmbrook. I did not stop to count the houses, but it looked to me in passing as though as many as fifty new homes had been erected within a few months.

Grandville sits pretty and grows gradually. It is one of the most promising suburbs of Grand Rapids. All of my customers but two were at luncheon when I called on them. The two I found in cheerfully renewed their relations with the Tradesman for another year.

I was pleased to note the generous patronage accorded the community street car system which operates between Grand Rapids and Jenison. I was told by an officer of the organization that the road was more than paying expenses.

The wonderful flower garden just West of the corporate limits of Grandville, which has been a bright spot on M 51 for many years, is more beautiful than ever this season, despite the long spell of dry weather.

Jogging through Jenison naturally recalls the wonderful flowing well which was in existence for many years near the sawmill of L. & L. Jenison. I never drank more satisfying water than the big stream which steadily poured out of a four inch pipe. I cannot now locate the well or any trace of it.

The field of celery-cabbage just East of Hudsonville is no longer in evidence. I imagine it was difficult to find a market for this product, which to my mind is not worth raising. It has none of the characteristics of either parent, except in its slight resemblance to celery in appearance, and can well be relegated to the obscurity which has overtaken some other hybrids which did not prove to be successful.

A new cement bathing pool for children has been constructed alongside M 51 at Hudsonville. Such consideration for the little folks speaks louder than words for the vision of the new village government which came into existence only a few months ago.

If there is a city anywhere which breathes more of the spirit of content-

ment and smug self satisfaction than Zeeland I have yet to discover it. With a main business street which is always a delight—providing you do not exceed the speed limit—with the comfortable homes, well kept lawns and beautiful flower gardens, Zeeland is certainly in a class by itself and a bright gem in the galaxy of Michigan cities.

The same thrift and contentment which are peculiar to Zeeland are found wonderfully well exemplified in her sister city of Holland. I have described—or undertaken to do so—the city of Holland so many times that I have exhausted the supply of adjectives suitable for use in this connection. The Dutch people have their peculiarities—some pleasant and some not so pleasant—but when it comes to building clean and wholesome cities (and keeping them clean and wholesome) I think the Dutch can excel any other race of people on earth.

My visit to Holland had to do with the food factories and the creamery. The former are unique in the character and attractiveness of their products, which now have a National distribution and a world wide reputation. Starting on a small scale, their factories have developed into enterprises of large size and commanding importance.

The Holland Crystal Creamery Co. is one of the oldest institutions of Holland and one of the first successful factory creameries to be established in Michigan. If I remember rightly, the creamery owes its existence to Notter & Lokker, of blessed memories. It has always produced a superior product and has accomplished a wonderful work in teaching the farmers who supply the cream how to care for their cows and their milk in order that the most perfect results may be obtained.

No food product has probably passed through greater changes during the past sixty years than the production and handling of butter. When I was a boy such a thing as manufacturing butter on the factory plan was unheard of. Every farm woman was her own butter maker. She "set" the milk as it came from the cows in shallow tin pans, which were usually kept in a milk safe in the kitchen. The heat of the kitchen forced the cream to the top. The odors of the cooking done in the kitchen were absorbed by the milk and the cream, so that sometimes the butter bore evidence of its close association with onions, cabbage and other aromatic vegetables. Churning was done two or three times a week in the old fashioned dash churn. The product was taken to market in rolls or crocks, where it found an outlet at from six to sixteen cents per pound—frequently less and only occasionally more. When I worked in a store in Reed City in 1872 and 1873, we had to be careful to taste all offerings of butter in the spring of the year to avoid taking butter which bore the flavor of leeks. One crock or roll of leeky butter would contaminate all the other butter we might have on hand.

The next step in advance was the deep setting system, which consisted of milk placed in long cans which were kept in cold water, cooled by running water or ice. There were many varia-

tions of this system, all of which were probably improvements over the shallow pan system. The final improvement was the centrifugal separator, which removed the cream from the milk by a mechanical process, enabling the farmer to retain the skimmed milk for his calves and pigs and to sell his cream to a creamery or cream station. This change naturally resulted in the establishment of regular butter factories where butter could be produced on a large scale and generally of a superior quality. Of course, if the butter maker is skillful and the cows are handled properly, the butter made from a single herd cannot be excelled, but so few farm women want to bother with butter making nowadays that the percentage of factory made butter is bound to increase. When the creamery employs an expert to visit the dairymen who furnish the cream utilized in the creamery and see to it that the cows are fed proper rations, furnished pure drinking water and kept scrupulously clean; that milking conditions and care of the milk are in accordance with the best practice possible, the quality of the butter produced under such circumstances ought to be first class. As the factory creamery is equipped with cold storage facilities and is able to make shipments in sufficient quantities to command refrigerator service, the product reaches the dealer and consumer in better condition than is the case with the product of the private butter maker.

One reason why the Holland creamery has been able to maintain its product on such a high standard all these years is the hearty co-operation it has received from its patrons. Show a Dutch farmer how he can increase his own income by keeping the output of his dairy herd up to a certain standard and you interest him at once. Anything that affects his pocket book becomes a matter of vital interest to him, second only to his church and his religion.

Mr. Getz tells me that since he opened his wonderful show place to the public some years ago he has had less trouble to keep the Holland people in line than any other class, due to their reverence for law and obedience to established rules. Delegations from Chicago and other cities pay no attention to the printed requests that visitors keep off the grass and refrain from touching the fruit and flowers, but the people of the Holland colony seldom overstep the line. Nothing he could say in behalf of the Holland people pleases me more than this. I always like to say a good word for the Dutch people because my maternal grandfather was a full blooded Hollander from New Jersey. He came to Michigan in 1836 from Friendship, Alleghany county, where he had previously married a Pennsylvania Dutch woman. He located on a farm six miles South of Adrian, where he lived until he died in 1872. A year after he came to Michigan he received word that there was a letter for him in the postoffice at Adrian with twenty-five cents postage due. He had no money on hand, so he measured out a bushel of wheat, carried it on his shoulders to Adrian, sold it for twenty-five cents,

with which he was able to redeem the precious letter containing the first news he had received from Friendship since leaving there a year before. When I think of this circumstance and note how vehemently some of my friends advocate one cent postage on first-class letter mail I cannot help smiling. Few men nowadays would be willing to carry sixty pounds of wheat on their backs six miles to secure a letter from home.

The wonderful oval on the beach at Grand Haven is still the mecca for automobilists from all sections of the country. In driving around the oval Saturday afternoon I noted cars from nine different states, including Alabama and Oklahoma.

Last week I suggested that the editors of the daily papers at Manistee and Ludington agitate the plan of sending the common councils of both cities to Grand Haven, with a view of showing them their duty in the development of their lake frontage. My Ludington friend has made no response to the suggestion, but Editor Musselwhite, of Manistee, writes me as follows:

"I always enjoy reading your editorials and comments and naturally any kindly comment about poor Harry Aarons finds a warm response from me. Your suggestion about a visit to Grand Haven is a good one and I will do what I can to further such a project. Just now I have my hands full on a winter sports program, which I believe we are going to put over handsomely."

I am told that Ottawa Beach has done wonders in this direction and that the oval there will be thrown open to the public in about two weeks. I hope to be one of the first to travel over this improvement.

I was amused to note the number of people who were gathered at the Dornbos fish market, at Grand Haven, to await the arrival of the fish tug bringing in a cargo of undersized whitefish, which is sold to the public under the direction of the State at seven cents per pound. Two cents goes to the fisherman, two cents to the dealer and three cents to the State. Purchasers are restricted to five pounds apiece. In no other way can whitefish be obtained so cheaply. In Grand Rapids jumbo whitefish from Lake Superior are sold at forty cents per pound. Unless more drastic measures are adopted by the State to restrict the catch of whitefish in amount and to shorter periods we will soon find that white fish will be practically extinct in Michigan waters. Canada has done much better than we have in this respect by adopting—and enforcing—drastic laws restricting the catch in both quantity and time.

E. A. Stowe.

H's New Hand.

"And what did you do to be sent down here?" enquired Satan of the new shade.

"I invented the alarm clock," replied the shade, with a sickly smile.

"Here, take this pitchfork and keep order. I've been needing a vacation this long time, but couldn't find anybody mean enough to take my place."

SHOE MARKET

End Size Problem In Selling Shoes.

Probably in no other line of retail endeavor are there more commercial casualties than among shoe dealers. The percentage of failures among them is rated by some authorities as high as 91. More than half of these failures, according to Elmer Jared Bliss, President of the Regal Shoe Co., are directly due to surplus stocks of what practical shoe men know as "end sizes." How to avoid them is one of the perpetual problems of the trade.

In seeking a solution of the "end size" problem several years ago Mr. Bliss came to the conclusion that odd sizes were left over not because people with odd-sized feet did not happen to become customers, but because plans were laid for the accommodation of more persons with feet of this type than actually existed. Following out this line of reasoning in the interest for the company's retail stores, he worked out a chart showing an average sixty pair size range in men's shoes. The figures in this chart are as true to-day as at the time the chart was prepared.

To begin with, they show that in these sixty pairs thirty-eight sizes are represented, but that nearly 72 per cent. of the sale are made on nineteen of them. The chart also shows that twenty-three of the sixty pairs stocked are of width C, fifteen of width D, thirteen of width B and nine of width A. It further shows that the sizes range in length from 5 to 11, both extremes being stocked in single pairs of C widths only. In no length or width in the sixty average pairs are more than three pairs stocked, and this is done only in sizes 8B, 7½, 8, 8½ and 9C and 8D. In none of the so-called odd sizes is more than a single pair stocked.

Although this chart is used frequently in ordering shoes, it is not to be regarded as an infallible guide. Other factors enter the situation that must be taken into account. For instance, careful study of sales in stores all over the country resulted in a good deal of other interesting data. For one thing, according to Mr. Bliss, it was found that twenty-six pairs of size 8C were sold to every pair of 5C. Rating 8C on the basis of 100 per cent., therefore, 5C rates less than 4 per cent. in daily sales value.

It was further found that, for every pair of size 7AA that was sold, sales of 8C amounted to 1,167 pairs. The same proportion of sales to size 8C holds in the case of 11½ and 12AA; 12A, 12B and 11½ and 12E. In other words, it requires 1,167 times as many customers to dispose of a given stock of the odd sizes mentioned as of the same number of pairs of size 8C.

Tabulations of the company's sales showed sizes 11½ and 12 to be particularly dangerous to stock, but that the proportion of sales of size 11 to size 8C was relatively large in all widths but AA and E. Size 8C, for instance, was found to outsell size 11C by only twelve pairs to one. Yet 389 pairs of 8C were sold to every pair of 11½C, and 834 pairs of the former were sold to every pair of 12C. More definite illustration of the danger of

overstocking odd sizes than is given by the foregoing tabulations can hardly be provided.

Concentration of sizes in stocking women's shoes is just as important, according to Mr. Bliss's data, as it is in ordering men's footwear. Where practically 72 per cent. of the business has been found to be done on nineteen sizes of men's shoes, a little more than 79 per cent. is done on twenty-one sizes of women's. Of equal significance, perhaps, is the fact that 99.842 per cent. of the business done in women's shoes is done on fifty-nine sizes, and that sixty sizes account for 99.762 per cent. of the men's shoe sales.

Another interesting point is that, while seventy-nine sizes are required to cover the field in men's shoes, the number of women's sizes stocked is smaller by ten. In men's shoes more pairs of widths C and D are carried than of any other; in women's shoes widths B and C are stocked the most heavily. More pairs of sizes 5, 5½ and 6 than any other are carried in women's footwear, while in men's the most heavily stocked sizes are 7½, 8, 8½, 9 and 9½.

The question of styles that should be stocked in both men's and women's footwear is an entirely different matter, but one of great importance. However, it is apparent that styles can be exactly right and sales will still be lost if the stock is not properly proportioned as to sizes. While a slightly passe style does not hurt the feet of the customer who buys it, the reverse is true if the shoe is too short or too narrow. Incidentally, it is Mr. Bliss's opinion that the sale of one badly fitted pair of shoes is just about sufficient to offset the trade-building powers of a full-page advertisement.

Recognizing the importance of inventory control in retail stores and the need of some simple device for the purpose, Mr. Bliss some years ago had large boards divided into squares representing the sizes carried in men's shoes. These squares, in turn, are divided into white, yellow, blue and red fields, indicating the salability of the sizes included in the various divisions. With this board comes a number of washers, each of which represents a pair of multiple pairs of shoes, according to the size of the stock that is to be controlled. From the center of each square projects upwards a substantial metal pin, of the proper height for the size the square represents, and over this pin the washers are slipped. Each of the stores has a standard stock worked out according to the amount of business done, this stock being based on sales data which, in part, have been outlined.

When a pair of shoes is sold, according to Mr. Bliss, a washer representing the size is removed from its pin. If the stock is perfect each pin will be filled exactly to the top with washers at the beginning of the business day. If any part of a pin shows, it indicates a shortage of stock. If there are too many washers for the pin, an overage in that size is indicated. If the overage is shown by a pin in the white field, which embraces the fastest selling sizes, it is not considered serious.

Overage in the yellow, blue or red fields, however, means trouble ranging up to loss of the store's profits.

An interesting thing about the size control board is that it takes into no account whatever the question of style or price. It is used simply to indicate that the total stock of each size and width bears correct relation to all other sizes. At the factory there is a master inventory control board developed along similar lines. It is gone over carefully every Monday morning, and from it are determined the sizes to be put in work. One of its duties is to hold down the production of "end sizes," which are not only dangerous to have in stock, according to Mr. Bliss, but which are also expensive to make.—N. Y. Times.

HIDDEN - PROFITS WHERE?

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

BEN KRAUSE CO.
20 Ioni 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 CO.

**Organized for
SERVICE
not for Profit**

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



for

Information write to

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

Again the Grand Army Is With Us.

Grandville, Sept. 6—This week there gathers in Grand Rapids as brave a remnant of a great army of liberty defenders as ever went forth to battle for humanity—the Grand Army of the Republic.

We read about that other Grand Army, commanded by Napoleon, which swept over Europe as a besom of destruction. America's grand army, however, was of different caliber, and out for a different purpose.

When Lincoln took the reins of government let fall by a president who made the pitiful plea in his last address on the subject that he, under the Constitution, had no right to coerce a state, the Nation was in a turmoil of excitement consequent upon a threat to destroy the Union made by states which had passed ordinances of secession.

The gaunt rail-splitter of Illinois was a puzzle and a source of much anxiety on the part of the lovers of the Union one and indivisible. What would the new president do in the matter? A backwoods lawyer who had slipped into the presidency in preference to that idol of the new free soil party, William H. Seward, of New York. What could be more unfortunate? The Union was indeed a rope of sand and, as vauntingly boasted by a British peer, "the republican bubble in America had burst."

This was an assertion made after the fall of Sumpter. The bursting of that bubble, however, did not remain in such condition. The new president grasped the oar of government with a firm hand and while calmly assuring the enemies of the Union that they must lay down their arms if they would have peace, went about raising the greatest army that had ever assembled on the American continent.

Sumpter fell. Then, as if in answer to Lincoln's call for 75,000 men to protect the Union, there followed the battle of Bull Run, sometimes called Manassas, in which panic struck the little army of McDowell, sending it in disgraceful flight back on Washington.

This was but the beginning. That call for troops, deemed sufficient at the time, formed the nucleus around which rallied what afterwards became known as the Grand Army of the Republic. And it was a grand army in every sense of the word. Napoleon's grand army was not a patching to it as the student of history well knows.

It was the grandest army enlisted for freedom ever marshaled under one flag. The army fought through four years of the fiercest war for liberty chronicled in the world's history, and to-day we are called upon, after the passage of sixty-six years, to review the gathering of what is left of the heroic men who fought through the Wilderness, Spottsylvania, Petersburg and a host of other bloody conflicts in the greatest civil war the world has ever known.

How shall we meet these men who are aged and enfeebled from years of struggle with life's battles? As friends and comrades who won the good fight and saved the Nation in the hour of its most deadly peril.

More than two millions in that long ago, these veterans of the world's greatest civil war have fallen to the thousand mark, and within the next decade undoubtedly the last of that army which saved the Union will be numbered with those comrades gone before.

With heads uncovered we watch them pass, in autos and on foot, a sad remnant of the boys in blue who stepped to the music of life and drum in days of civil strife. Nothing can be too good for these remaining veterans of the civil war. Every heart and home will be open to them, and every schoolboy will lift his cap and salute as the remnant of Grant's veteran army passes in review.

At the riverside in New York rests the remains of Grant. On many

Southern hills and plains are buried bones of the fallen brave who once marched with these men we see now in their old age, appealing for our deepest gratitude for what they did for us in the days of long ago.

The destruction of the A. B. Watson mansion recently recalls some of the scenes of that long past war for the Union. That gentleman was a resident of Newaygo at the time of the civil war, the son-in-law of that sturdy old pioneer, John A. Brooks, of the Muskegon River town. He was a member, if memory serves me right, of the Eighth Michigan infantry and was severely wounded in one of the battles in the Carolinas.

All honor to the veterans who wore the blue. The Nation they saved stands with uncovered head as the few remaining soldiers of that time pass before our vision. Doubtless there are many too enfeebled by age to attend this reunion, but whose thoughts will be with their comrades in this round-up at the Valley City this week.

Memories of those old war days flock around us. We breathe again the heated air of the great conflict and stand once more beneath the waving flags flaunting defiance in the face of the foe.

Reminiscences of early days by Joe Cannon recall the black spot on the Republic's history, the time when slavery clutched the Nation by the throat and made even the freemen of the North bow to its tyranny. It seems that the father of Mr. Cannon who lived in Illinois, was fined \$3,000 for hiring free negroes to work for him. And this took about all of the elder Cannon's estate.

The war in which the men in blue participated abolished such sins and made of this republic what it is to-day, the greatest, freest Nation under the shine of the sun. Old Timer.

Oil Supply Can Last To April.

If there were a huge gate valve between the oil fields of this country and the refineries, and this valve had been closed at midnight on August 31, 1927, to check the flow of crude oil then under ground into consumption, the country could still continue its normal pace of business until the first day of April, 1928. That in a few words is the production picture drawn by Walter C. Teagle, president of the Standard Oil Company of New Jersey, in that organization's publication, the Lamp.

As a matter of fact, the situation is even more striking than Mr. Teagle reveals. His calculation was made on the basis of the 563,457,000 barrels of crude and refined oils in stock awaiting consumption on hand June 30 and which, on dividing by the daily consumption of 2,641,000 barrels, he found represented a supply for 213 days. But the Government's July 31 figures, announced to-day, show that stocks have jumped to 571,418,000 barrels.

What makes the problem increasingly difficult is that the supply continues to grow faster than the demand. Ever since the Seminole district got into its stride about a year ago the rate of production has consistently exceeded the rate of consumption. During the first-half of this year the supply of oil grew at the average rate of 335,000 barrels a day, or 43,000,000 barrels in the aggregate, whereas in the same period a year ago stocks were actually reduced by 18,487,000 barrels.

Those who contended that a decline in the price of crude oil would in itself check production now must recognize that an old economic law in this in-

stance went wrong. Notwithstanding the fall in prices during the first half of 1927, no important reduction has been made in the number of new wells completed. The slight shrinkage in the number of wells brought into production this year as against a year ago was much more than offset by the increased yield of the new wells.

Not everyone has understood why leaders in the industry so earnestly seek conservation of oil when the commodity appears to be in such abundant supply. It is not that the exhaustion of petroleum threatens the existence of gasoline or its equivalent, but that the production of equivalent motor fuels will require human labor far greater than that required for the production from petroleum.

Or, as the Lamp says, "A silk purse can be made out of a sow's ear now. Science has progressed so far. But a silk purse cannot be made out of a sow's ear as easily and with as little expenditure of labor as it can be made out of silk. And so it is with petroleum." Paul Willard Garrett.

[Copyrighted, 1927.]

Hawaii's Big Pineapple Output.

An index of the growth of Hawaii's pineapple industry is contained in a report issued by the island's large can manufacturing company, which states that during the past twenty years its annual output has increased from 1,250,000 to more than 200,000,000 cans.

Sympathetic Parent.

"Did you inform father you intended to marry me?" asked the girl with fluffy hair.

"Yes," answered the young man with large eye-glasses. "All he said was that he wasn't very well acquainted with me and he didn't see why I should tell him my troubles."

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

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

FINANCIAL

Review of Business Conditions in Michigan.

Written for the Tradesman.

Improvement in the general economic situation in the United States is noted as vacation days and summer dullness are ushered out and autumn days are ushered in. At the present moment, the outlook for industry and trade during the fall months is for a satisfactory seasonal expansion. Two influential factors are at work in that direction—the one, a large supply of money at low rates, and the other, a much improved agricultural outlook. Further ease in the credit situation has been brought about by a lowering of the rediscount rate to 3½ per cent. by ten of the twelve Federal Reserve Banks.

Business, however, still lacks uniformity. Throughout the present year prosperity has changed from one line to another and from one section of the country to another, but always showing a good volume in the aggregate. During the first eight months of 1927 activity has been greater than was generally anticipated at the beginning of the year. Good business practice has been followed religiously. Inventories have been held at a minimum; the granting of credit, especially in connection with installment sales, has been kept within the proper bounds (a year ago, it will be recalled, there was much apprehension that installment selling had exceeded sound limits), costs have been watched; markets carefully studied and developed; inflation generally avoided and efficiency encouraged in all directions. The economic structure, accordingly, rests on a sound footing.

One of the most difficult if not the most difficult economic problem confronting our country to-day is the proper handling of the vast amount of capital seeking an outlet. Production capacity of steel, building materials, coal, copper, oil, automobiles, and numerous other important lines are well ahead of the country's requirements. Extraordinary precaution and foresight therefore are necessary in the employing of the present supply of money if further over-expansion of manufacturing facilities, over-building and price inflation are to be avoided.

Favorable factors in the present situation, in addition to those already mentioned, are as follows: bank clearings continue to run ahead of those of a year ago, electric power consumption is at a high level, car loadings are increasing, employment figures are making a better showing, building construction is going forward in good volume, factory payrolls continue large, higher cotton prices, resulting from the recent announcement by the Government of a further drop in production of 800,000 bales, spell good times for the South, good crops are benefitting the Northwest, dividend payments of 1826 companies for the first half of the year exceed by more than 12 per cent. the disbursements in the same period 1926, and the export balance for the first seven months of 1927 amounts to \$270,000,000.

There are a number of unfavorable

factors the influence of which, however, is not great enough to disturb the equilibrium of business. Railroad earnings are lower, insolvencies during August were more numerous than they were a year ago, the steel industry has been slowing down, overproduction of oil continues, loans to stock brokers are rising to new heights and the soft coal strike enters the sixth month. Although there is no danger of a coal shortage, the non-union mines being able to supply the country's needs, the idleness of many thousands of miners is a matter that cannot be passed over lightly. Too many mines and too many miners are the two principal difficulties facing the industry.

The trend of business in Michigan is upward. Indications are that the upturn will be quite substantial within a few weeks. A remarkably large number of business firms, not only in Michigan but also throughout the United States, are marking time pending the appearance of the new ford car. The extent of this watchful waiting is an indication of the strong hold which the ford industry still has on the automobile market. The ford payroll in Detroit alone, when plants are in full operation, is between four and five millions of dollars per week. It is now only a fraction of that amount. The tourist business, on the whole, has been larger than a year ago. Twenty per cent. more foreign cars are estimated to have visited the State compared with last year. Freight shipments through the Sault locks to September 1 totaled 53,265,536 tons, a gain of 2,811,830 tons compared with the same period in 1926. Plant extensions totaling \$5,225,000 have just been authorized by the Michigan Bell Telephone Co., making a total approval during 1926 of \$20,390,000, divided about evenly between Detroit and the State.

Manufacturing throughout the greater part of Michigan has been holding up well. Most industrial plants are operating at normal. Paper mills are operating at 80 per cent. of normal. Manufacturers of the cheaper grades of furniture are doing a good business but those turning out the more expensive grades are experiencing some dullness. Steam pump makers are doing a fair business.

Automotive production was stepped up briskly during August. The output for the month was in excess of 300,000 cars and trucks according to early estimates. September production is expected to drop below the figures for August. As in most lines, the activity in this field is mixed. General Motors plants continue to operate at high levels. Arrangements are being made to double the production at the Cadillac and LaSalle factories. Packard, Dodge, Chrysler, Hudson and Hupmobile plants are among those enjoying a good volume of business. Activity at the ford River Rouge plant is increasing although several months will be required to get into full production on the new model. New car stocks in the hands of dealers are in a very healthy condition and used cars are moving in a more satisfactory manner. The sales outlook for the fall has been stimulated by the bringing out of

Investment Securities

E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit
Michigan Trust Building, Grand Rapids

Boston
Denver

New York
San Francisco

Chicago
Los Angeles

Kent State Bank

"The Home for Savings"

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

Banking by Mail Made Easy.

Fenton Davis & Boyle

Investment Bankers

Chicago
First National
Bank Building

GRAND RAPIDS
Grand Rapids National Bank Building
Phone 4212

Detroit
2056 Buhi
Building



GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

"The Bank on the Square"

ASK MR. STOWE

He Knows What Our Collection Service Is

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

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

Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

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

numerous new models and some price cuts. Additional companies will announce new models in the near future. It costs the larger producers between fifteen and thirty millions of dollars to make a complete change of models. The automotive industry has truly become the most hazardous as well as the most competitive of all industries.

On the whole, labor in Michigan is fairly well employed. Only four reports of decreases have been received. Detroit's employment figures showed a gain in August but dropped back to the level of August 1 during the early part of September.

The fall outlook for building is good, especially for the larger types of construction. A good volume of industrial building is in prospect. The housing situation is well caught up. Building costs are close to 3 per cent. below the average for last year.

Retail trade during August showed a nice gain over that for July. Women's wear, shoes and dry goods have picked up. Wholesalers of groceries and bakers' and confectioners' supplies report a good improvement in sales. Collections, both wholesale and retail, are good to fair. Prospects for mercantile business this fall are good.

The crop outlook for Michigan is not as favorable as it was a month ago. Severe drought has been experienced in the greater part of the Lower Peninsula. Late potatoes and beans, sugar beets, corn and pastures have suffered the most. Frosts have damaged crops in the upper part of the State. However the farm situation, generally, is very fair.

Wayne W. Putnam,

Director Public Relations, Union Trust Co., Detroit.

750,000 Political Divisions May Issue Tax-Exempt Obligations.

Of all the many classes of investment securities probably the least understood are municipal bonds.

This is due in part to the rather general but erroneous impression that tax-exempt bonds are suitable investments only for millionaires and in part to the fact that larger profits on other securities, netting salesmen higher commissions, tend to keep municipals in the background.

Whether or not an investor feels he should include tax-exempts among his holdings, however, he should be informed about securities of this class. Some of the interesting and unique features of municipals will be discussed in a series of articles in this column.

Some idea of the extent of the municipal bond field may be gathered from the fact that there are about 750,000 political taxing divisions of this country, most of which are permitted by law to issue bonds. The term "municipal" as applied to securities refers to the obligations not only of cities, towns, villages, etc., but to states, counties, school districts, irrigation districts and other fixed sections containing property that may be taxed to repay the loans.

Municipal bonds were among the earliest securities issued for investment. In the growth of cities residents found it necessary to provide facilities for operating the government, for educating

the children and for providing sanitation as well as other comforts. To finance improvements bonds were issued and taxes were levied to pay the interest and retire the obligations at maturity.

The usual procedure followed in organization of a municipality is for the property owners in a certain district to petition the State Legislature for the right to incorporate. With this permission the city adopts a charter outlining the powers and duties of the officers, often limiting their power to raise money through bond issues.

When the city faces the problem of paving its streets, erecting schools or constructing buildings for police and fire protection it usually finds it impractical to levy sufficient taxes to meet these requirements as they arise, so its officials on behalf of the citizens issue bonds, and usually the city pledges its full faith, credit and taxing power for the prompt payment of principal and interest when due on these obligations.

The city's financial officer calculates the amount of principal and interest due on the municipality's outstanding securities for the following year and taxes are usually levied and collected before payments fall due. Bonds issued under this procedure are usually known as unlimited ad valorem tax bonds. There are many other ways, of course, in which municipal governments may put out long or short term issues. These will be discussed later.

Municipalities now are generally required to issue bonds in serial form, maturing in substantially equal annual installments. The old-fashioned method of financing which permitted issuance of bonds maturing in twenty or thirty years has been virtually discontinued. Bonds are usually issued in \$1,000 denomination with semi-annual coupons attached and usually give the holders the privilege of having the bonds fully registered if desired.

William Russell White.

[Copyrighted, 1927.]

Automobiles in place of camels for the Libyan desert—this is the startling news from Cairo. It is doubtless accurate, since it is sent by our commercial attaché, but who can imagine an automobile making regular stops at such obviously camel stations as Hammam, Mersa, Matrouh and Souloom? Our pride in the triumph of modern inventions is a bit abashed at the announcement that one of them has put so picturesque a form of travel as the camel out of business. Still, there is the Sahara, or at least parts of it, which the automobile leaves severely alone, and, besides, those who have tried camels for any distance will not regret the substitution of motor cars. Nevertheless, the news is somewhat of a shock, even though nothing ought to have seemed strange from the moment at which it was possible to take a train for Jerusalem.

No Soap.

Traveler—I want to buy a toothbrush.

Storekeeper—Sorry, brother, but our line of fall novelties ain't in yet.

What about your Children's Future?



What would happen to your children if you no longer were here? Have you thought of the struggle they would have if deprived of the educational and other advantages you now are planning to give them?

A way to assure their education and future welfare is to establish a Trust fund with this company. Under this plan a portion of your funds may be set aside to be used exclusively for the benefit of your children. We will invest the funds conservatively, pay income regularly, or devote it to such use as you may direct.

Such a Trust will assure the fulfillment of your plans for the future of your children.

THE MICHIGAN TRUST COMPANY

The first Trust Company in Michigan

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

Your Satisfaction

is always the first aim of the service of the GRAND RAPIDS SAVINGS BANK, for we know that the growth of our business is directly conditioned upon the progress which we can help yours to make.

And because we want your relationship here to be one which is pleasant as well as profitable, we regard friendliness as an essential factor in

SOUND BANKING POLICY

GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 Convenient Offices

Fire Record a Result of Incendiarism and Arson.

How much of the total fire loss is really due to incendiarism can probably never be accurately determined, but you men know, and I know, that a considerable part of the five hundred million dollar fire loss in this country is not accidental.

The fire of accidental origin is usually a slow burning fire, and ordinarily an easy one to control, but a fire of incendiary origin, in a building probably saturated with some volatile oil, is a potential death trap, and I am confident that more than fifty per cent. of the firemen injured and killed each year in line of duty, are in reality the victims of arsonists. Any man who commits the crime of arson is a cold, deliberate, perverted criminal.

This crime cannot be committed in the heat of passion. Accident cannot in any way contribute to it and any man who will deliberately set fire to his own or another's property for the purpose of destroying same, whatever the motive may be, is possessed with a wicked, malignant and felonious heart.

Suppose I should stop for just a moment and ask each of you to think seriously of this question and estimate in your own mind the amount of the total fire loss that is due to the incendiary. I presume your estimate would range all the way from ten per cent. to perhaps forty, and each of your guesses is as good as mine. We can only be sure that the incendiary loss is tremendous, and if it perchance is only twenty-five percent. of the total loss, it merits the careful consideration of all law-abiding citizens. In my judgment most of us have a tendency to under-estimate the actual incendiary loss. Now what leads me to this conclusion?

We all know that during the period of the late war, the moral hazard was almost non-existent, values were constantly rising, business was prosperous and incendiary fires for insurance were few and far between.

In 1920, the period of re-adjustment, just beginning after the close of the war, business conditions were not satisfactory, failures and bankruptcies were not uncommon, and the companies reporting to the National Board of Fire Underwriters paid out for losses in 1920, \$100,000,000 more than for either 1918 or 1919. Was this a reflection of the moral hazard?

It is worthy of note that in any city in which there has been conducted a rigid investigation of incendiary loss, with resulting publicity and convictions, that the fire loss in that city has immediately shown a material and striking decrease.

Detroit.

Fire losses in the city of Detroit, were so heavy that the authorities organized a special arson squad consisting of two plain clothes detectives, who were relieved from their other duties and assigned to the investigation of cases of arson.

The chief of the fire department and his associates entered heartily into this work and have given the arson squad their constant and wholehearted co-operation.

In 1920 fire losses for the city of Detroit, were approximately three and one-half millions.

In 1921 losses showed a reduction of more than three-quarters of a million. I do not claim that all of this reduction was accomplished by the arson squad, but their activities were certainly responsible for a considerable part of it.

Chicago.

In 1913 in the city of Chicago, in Cook county, the grand jury, under the direction of State's Attorney Hoynes, undertook a thorough investigation of conditions in that city, and a special grand jury returned sixty-three indictments at one sitting. Immediately after the return of these indictments, fire losses in the city of Chicago dropped materially.

Minneapolis and St. Paul.

Mr. George W. Wells, Commissioner of Insurance and Fire Marshal for the State of Minnesota, has given special attention to the moral hazard fires throughout the entire State and particularly to the Twin Cities.

Many incendiaries have been prosecuted and convicted during the year and the fire loss in the two cities of Minneapolis and St. Paul shows a reduction of approximately \$600,000 from that of 1925.

Bay City.

In 1925 fire losses in Bay City were in such proportions that many companies withdrew from that city and the Chamber of Commerce and other organizations interested themselves in this situation.

A general fire prevention campaign was inaugurated under the direction of the Bay City Chamber of Commerce and the losses in that city for 1926 were a million dollars less than in 1925.

Dallas.

Dallas, Texas, is one of the cities in which the loss ratio has been entirely too large.

The District Attorney of Dallas county interested himself to the extent that evidence was presented to the Grand Jury and a number of indictments for arson and burning to defraud were returned.

These cases are still pending, but it is interesting to note that the fire losses for Dallas for the first three months of this year show a reduction of \$229,197 from that of 1926 and of \$525,313 from that of 1925.

Model Arson Law.

It is because the words incendiarism and arson are not synonymous that a concerted effort has been made in the past year to make them more nearly so and to strengthen the laws of the different states defining arson and malicious burning.

The National Board of Fire Underwriters, the Fire Marshals' Association of North America, the National Fire Prevention Association, the United States Chamber of Commerce and other organizations have co-operated in this model arson law movement.

The model arson law defines arson as the burning of certain buildings regardless of ownership or habitation. Its real gist, however, consists in the fact that it includes not only those who set fire to and burn certain buildings, but also embraces in addition

those who cause to be burned or who aid, counsel or procure the burning of these buildings. Practically all of the provisions of the model arson law are now embraced in the laws of eleven states.

I believe the time is fast approaching when the insurance companies and all their representatives will appreciate the extent of the incendiary loss. When all public authorities and fire prevention agencies will recognize that any real fire prevention campaign must of necessity be a crusade against the incendiary.

When that time comes and not until it does will there be brought about any material reduction in the tremendous fire waste of this country.

F. R. Morgaridge.

Polish Zinc Industry.

The zinc industry in Polish Upper Silesia is more than 100 years old, and its mines are among the oldest in Europe. Poland is credited with third place among zinc producing countries, being preceded only by the United States and Belgium. It consumes but a small part of its own production. In 1926 exports took 90 per cent. of the output of raw zinc, 97 per cent. of refined zinc, 72 per cent. of sheet zinc, and 97 per cent. of zinc dust. Total zinc shipments were valued at over \$18,000,000 and formed the second item of importance in the list of Polish exports.

A clock's hands wouldn't be of much use if it didn't have a mainspring.

THE UNITED LIGHT AND POWER CO.

The Board of Directors of The United Light and Power Company, on September 1, 1927, declared the following dividends on the stocks of the Company:

A quarterly dividend of \$1.63 per share on Class "A" Preferred Stock, payable October 1, 1927, to stockholders of record on September 15, 1927.

A quarterly dividend of \$1.00 per share on Class "B" Preferred Stock, payable October 1, 1927, to stockholders of record on September 15, 1927.

A dividend of 60c per share, payable on November 1, 1927, to all holders of the old Class "A" and Class "B" Common Stocks of record on October 15, 1927.

A dividend of 12c per share, payable on November 1, 1927, to all holders of the new Class "A" and Class "B" Common Stocks of record on October 15, 1927.

L. H. HEINKE, Treasurer.

Chicago, September 1, 1927.

Class Mutual Insurance Agency

C. N. BRISTOL

H. G. BUNDY

A. T. MONSON

"The Agency of Personal Service"

INSPECTORS, AUDITORS, STATE AGENTS

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

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

FIRE - AUTOMOBILE - PLATE GLASS

305-06 Murray Building

Grand Rapids, Mich.

Merchants Life Insurance Company

WILLIAM A. WATTS

President



RANSOM E. OLDS

Chairman of Board

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

GREEN & MORRISON—Michigan State Agents

Period of Autumn Expansion Is at Hand.

A roundup of pre-autumn forecasts on business by the recognized services reveals an almost universal expectation of continued if not increasingly good business.

From some standpoints early September is a more natural time for the emission of views on the future than January 1, the traditional date, since as autumn approaches experts can usually guess fairly accurately what the months immediately ahead promise. It will therefore be all the more reassuring to business men that the more reliable authorities now hold out hope for excellent trade this fall.

No less conservative a group than the Harvard Economic Service says flatly that "the outlook for business is now generally favorable." The expected seasonal let-down in industry and trade this summer "will be followed by the autumn expansion. The easing in money conditions—the most striking development of the month—is an important favorable influence for business, since it will facilitate crop moving and the expansion of trade. Moreover, this will lessen the autumn financial pressure abroad, and will stimulate the flotation of new securities."

Moody's Investors' Service expects the autumn trade to be better than average. They believe the present recession has gone its limit, and that a substantial seasonal recovery will begin right away. They even go so far as to predict that another boom is likely to occur before another period of depression.

Babson's Statistical Organization believes the immediate outlook for business is moderately good and that for this fall and winter at least money rates should continue decidedly easy.

Confronted by the record that business often declines in a Presidential year, the Brookmire Economic Service, Inc., feels that the "conditions are about right for a temporary decline" but do not apparently fear any immediate or protracted recession.

A decided upturn in the main business barometer of the Franklin Statistical Service leads it to forecast a recovery in business this fall.

The Silberling Business Service, directed by Professor N. J. Silberling of the University of California, and which covers conditions in California, Washington and Oregon, says: "The financial outlook of agriculture for the current season suggests the following tentative summary: Los Angeles region, fairly good; San Joaquin Valley and Stockton Delta, fair; Sacramento, Santa Clara and Imperial valleys, poor; Pacific Northwest, good."

The Eberle Economic Service, which covers conditions in Los Angeles and the Southwest, sees evidence of "a good volume of business" for the balance of this year.

Paul Willard Garrett.
[Copyrighted, 1927.]

Flood of New Issues Due Soon.

New financing under consideration in the financial district, much of which is expected to make its appearance soon after Labor Day, runs into hun-

dreds of millions of dollars. Of this a large part represents public utility business.

To avoid a repetition of the congestion that choked the bond market earlier in the year suggestions have been made that dealers rotate issues in an orderly manner. There is little likelihood that any agreement can be reached on such a proposal, however, for it is impossible to believe one group of dealers would stand aside to let others take advantage of a favorable market.

Among the important issues that will likely gain public attention at an early date are several for public utilities. This type of financing has taken a leading place in Wall Street in recent years, and it is estimated power and light companies sold approximately \$1,400,000,000 of securities last year.

Investors have contributed more than \$7,000,000,000 in the last five years to expansion of public utilities, compared with about \$3,000,000,000 borrowed by railroads in the same period, according to the Index of the New York Trust Company.

This capital has permitted a rapid expansion in power production and has proved the principal factor in America's industrial prosperity in the last several years. "Total production of electricity in the United States has steadily increased in the last five years," says the Index. "In 1926 it increased 9 per cent. over 1925, amounting to 73,000,000,000 kilowatt hours, and the first half of 1927 continues this trend with an output also 9 per cent. greater than in the first half of 1926."

One of the reasons why the development of water power has not been so necessary is the increased efficiency in the use of fuel. The average amount of coal used per kilowatt hour has been reduced from 2.47 pounds to 1.87 in the past five years.

"Industrial achievements in production and productivity during the past five years in this country are explained to a considerable extent by the fact that during this period the output of electricity has increased 54 per cent."

With four times as much power behind him as his British cousin, the American laborer has been able to carry out effectively the theory of quantity production. Considered in regard to its influence on other industries, or regarded simply as an industry by itself, the production of electricity has become of vast importance in this country.

"Invested capital in all branches of the industry now totals about \$19,500,000,000. This includes the light and power companies, the street railways, the telephone and the manufacture of electrical equipment. The yearly capital expenditure for improvements and additions totals \$1,570,000,000 and the gross revenue some \$5,900,000,000."

William Russell White.
[Copyrighted, 1927.]

And Pa Did Not Talk Back.

"Pa," said little Clarence, "you've done a lot of fishing in your time, did you ever catch a jelly fish?"

"No, I never have," replied Pa.

"But I did," snapped Ma.

STRENGTH

ECONOMY

THE MILL MUTUALS Lansing AGENCY Michigan

Representing the

**MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY**
(MICHIGAN'S LARGEST MUTUAL)
AND ASSOCIATED COMPANIES



Combined Assets of Group

\$39,611,125.59

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

**OUR FIRE INSURANCE
POLICIES ARE CONCURRENT**

**with any standard stock policies that
you are buying**

The Net Cost is 30% Less

**Michigan Bankers and Merchants Mutual Fire Insurance Co.
of Fremont, Michigan**

WILLIAM N. SENF, SECRETARY-TREASURER

**Affiliated with
THE MICHIGAN RETAIL DRY GOODS ASSOCIATION**

An Association of Leading Merchants in the State

**THE GRAND RAPIDS MERCHANTS MUTUAL
FIRE INSURANCE COMPANY**

320 Houseman Bldg.

Grand Rapids, Mich.

Picking Up the "Loose Ends" of a Business.

Written for the Tradesman.

No retail business can safely be left to run itself. Occasionally a merchant is found who cherishes the idea that when he "gets things running smoothly" he will be able to sit back and take a rest. That idea is partly right and partly wrong. The smooth-running, close-knit store organization takes an immense burden of responsibility off the shoulders of its proprietor. But to build up such an organization a large amount of headwork is required; and to keep such an organization running satisfactorily, it must be watched.

Most businesses would be the better for a careful picking up of "loose ends." Leaks, whether at the buying or the selling end or in between, are luxuries which the average merchant cannot afford. Anything is a leak which needlessly eats up the merchant's profits. To pick up the loose ends of the business and tie them together—to eliminate needless waste in every department—is the problem of the business man to-day. System is urgently required in every business, no matter how small.

Of course, there have been instances where system ran riot, and, as a result, did more harm than good. Occasionally a business man goes "system crazy" and loads up his organization with a lot of needless red tape. The ideal way to systematize a store organization is to go about it gradually and surely. The objective is, not to add to the duties of the staff, but to save them time, confusion and worry. The most successful system is that which saves the most time, and, in its actual working out, consumes the least. Simplicity is a fundamental of any store system.

For the average retailer system does not demand an endless series of books and blank forms. The first step is the "jacking up" of the staff and store organization wherever the underpinnings may be weak.

Stock arrangement is an important matter in any store.

I have known drug stores where a request for a certain series of brush would start the wildest kind of running around on the part of the clerks, with such excited questions as "Where on earth did those 50 cent brushes go?" or "Are those 50 cent brushes all sold out?" It's just the same with chamois vests and safety razors and talcums; yes, and often it is just the same behind the dispensary. The result is a lot of waste time and effort; clerks paying a full fifty cent's worth of time for a fifty cent sale, which, as any merchant will tell you, is a pit-making stunt.

Systematic stock arrangement is the remedy for this kind of thing, and everything kept resolutely in its place. There should be shelves and showcases set apart for each class of goods; and after the showing of goods, the unsold articles should be carefully replaced where they belong. It is essential to have the stock arrangement systemized; the second is to train the salespeople to promptly replace unsold articles.

Of course, on the surface, the goods

must be constantly shifting. Interior display is a great business getter, and the goods featured on the counters and showcases must be changed every few days. This is facilitated rather than hindered, however, by systematic arrangement of the bulk of the stock. Many successful merchants "departmentize" their stock, and each week feature in the interior arrangement certain specific lines in each department. Thus, each branch of the stock gets its fair share of interior publicity.

Then, too, the goods should be systematically price-marked. I know a merchant who was introducing a new line of goods, put up in 20 cent and 50 cent packages. There never was such a run for a new line in the history of the store. The rush stopped when the merchant discovered that the clerk in charge of that counter was selling the goods at 15c and 25c respectively, which was the price of the smaller sized packages of a somewhat similar preparation. The goods were not price-marked, but just put on the shelves, and the clerk "guessed" the prices.

Often when the price of any article is asked by a customer, there is a great scurrying about until finally the question of price has to be adjudicated by the proprietor. Here again is a lot of waste time and waste motion.

The remedy is to systematically price mark every article; or else to systematically coach the salespeople regarding prices. When this is done the clerk will have no excuse for leaving his customer and interrupting a fellow clerk in order to find out a price.

It is the systematic merchant who gets the biggest returns from advertising. The up-to-date retailer, for their sake and his own, will leave much detail work to his staff, but he himself will outline his selling plans for months ahead. I know one merchant who, every January, immediately after stock taking, puts down, in black and white, a push program covering the entire year. He has a calendar for every month, showing what goods will be seasonable at such and such a time. Of course, seasons vary. There may be an early spring or a late fall, or a wet summer. But it is easier to vary the program than to create a program on the spur of the moment. Meanwhile, there is the schedule; the merchant, knowing that he must start the soda season by such and such a date, is on the lookout for good ideas on advertising the soda department, and has a stock of notes and clippings accumulated when the time comes to draft his advertising.

Advertising copy is the better for being prepared a little in advance. It is a good, sound policy to keep advertising prepared and window displays mapped out a week or more ahead. To this end, the shrewd merchant will systematically accumulate material and ideas.

One wide awake retailer has a big scrap book in which he pastes clippings of all his newspaper advertisements. Looking back, he can find what he used a year ago, or two years, or still further back—and this material helps him in writing his advertising to-day.

Similarly, many merchants clip advertisements from the newspapers or trade papers, note down catchy slogans and ideas for window displays. A card index file with small folders to fit is a convenient and compact arrangement for keeping material of this sort; there can be a folder set apart, say, for each month's advertising and each month's window display. When the

merchant wants to draft his copy or map out a display he will find in the file, material to start him going; and his own ingenuity will do the rest.

The great advantage of working according to a pre-arranged plan is that the last minute rush is avoided; ideas can be collected in advance and preserved for reference when needed; and a good share of the detail work can be

MICHIGAN BELL TELEPHONE CO.

Save Money on Long Distance Calls

There are Two General Classes of Long Distance Calls:

1—Person-to-Person. This is a call placed for a specified person and is the kind of call to make when you want to talk to someone in particular and you are not reasonably sure that person will answer the telephone or can be called to it quickly. A Person-to-Person call costs the same at all hours.

2—Station-to-Station. This is a call placed for a certain telephone number and is the kind of call to make when you are reasonably certain that the person with whom you wish to talk will answer the telephone or can be called to it quickly. Station-to-Station calls cost appreciably less than Person-to-Person calls, and offer reduced Evening rates, from 7:00 p.m. to 8:30 p.m., and further reduced Night rates, from 8:30 p.m. to 4:30 a.m. There is no change of rates at midnight.

It helps speed the connection if you give the Long Distance operator the number of the distant telephone, when making a Station-to-Station call, but it is not necessary to give it. If you do not know the number, tell the operator, for instance, that you are calling the office or home of "Mr. John Smith, 350 Savre Street, Lansing, Michigan;" she will then connect you with the called telephone and give you the number for future use.



delegated to clerks, who thereby secure valuable training.

System in the merchant's office—the good merchant should have at least a small corner set aside for office purposes—should include the fundamentals of modern office equipment. The first requisite is a good typewriter. The big store can afford an office staff; in most cases a stenographer can be secured who will also look after the book-keeping, handle collections and help behind the counter; and in the rare instances where the revenue won't justify this much office staff, an ambitious clerk can usually be found with capacity for mastering the typewriter and handling the correspondence. The typewriter turns out orders, correspondence and accounts in business-like form; and it ensures without any extra work carbon duplicates of everything sent out. Such duplicates are often valuable in the event of dispute.

The typewriter also, when supplemented with a duplicator equipment, facilitates the sending out of circular letters. Any intelligent person can learn to operate both typewriter and duplicator, and that without expensive commercial training.

For filing purposes, a series of flat files or, better still, a vertical filing tray, will help in the preservation of correspondence, invoices and similar material to which it may be desired to again refer. Material of any sort—trade papers, clippings, price lists, market reports, memoranda—can be preserved in such a file. Often a few dollars will provide all the equipment a small store needs.

Keeping tab of prices is another important matter. Catalogs and price lists should be systematically preserved, until they are superseded by later issues. An index book or card index system will help immensely to keep tab of price changes, these changes being posted from trade paper or market reports. With this equipment, the current prices will be right at the merchant's finger tips, so to speak. Every wide-awake merchant watches the markets; it takes only a few minutes time to put the information he thus secures in serviceable shape. It helps in buying.

So does the want book, if properly kept up. In some stores the old style want book is still in vogue; others have adopted a system of want slips. With still others, clerks are required to make daily reports from their respective departments, each clerk being held responsible for the keeping up of a certain portion of the stock. Whatever the system, the main thing is to keep it up, so that fast selling lines can be reordered before they are actually out.

Then, too, there is the all important financial end of the business to be supervised. The merchant who wants to make money must keep close tab on his credits. A single dead beat can in a very short time make away with the profits from three or four good customers.

The best scheme, admittedly, is to watch the credits before any credit is actually granted. Information is secured regarding the would-be debtor, his address, place of employment and

financial standing; and upon the basis of this information, corroborated if need be by independent enquiry, credit is granted or refused. That such a precaution will do a lot toward preventing the accumulation of bad debts stands to reason.

More than this, there should be when credit is granted a definite arrangement regarding payment. A good many merchants fix a limit to the amount of credit they will grant a customer. Others specify how often settlements are to be made; this depending usually upon the intervals at which the debtor is paid. Of course, every merchant prefers cash business; but credit, like the poor, is always with us, and most merchants have to make the best of it.

The rendering of accounts monthly and the prompt following up of accounts where payment is not made in due course, are essential. Where the customer does not respond, at least with a reasonable explanation of his failure to pay, a personal call is advisable; and, if he still continues recalcitrant, it is usually the best policy to call in a lawyer and let him get to work on the case. The man who would pay and is thoroughly deserving is entitled to leniency, as a rule; but to other delinquent debtors the merchant owes no obligation.

It will pay any merchant to look over his store organization, and learn where it is weak; the remedy—system, the cutting out of waste motion, the prevention of leaks—will naturally follow. Victor Lauriston.

The effect of scientific discoveries upon all departments of human activities is strikingly illustrated in the New Jersey case based upon the dangerous activities of radium. A request has been made for a ruling which would alter the statute of limitations so that workers with radium paints or other substances containing the dangerous element might still recover damages two years after they are told the nature of their disease rather than two years after the disease first manifests itself. The legal contention, which grows out of suits against the United States Radium Corporation, is that the presence of radium necrosis may not become known, or may not be accurately diagnosed, especially since the disease itself is new to medical science, until years after the original injury has been suffered. Thus a very difficult point in medical jurisprudence is raised for the courts to settle. Certainly workers in radium are entitled to every possible protection and to damage where carelessness on the part of their employers can be established, but care must be taken that no new way is opened for fake damage suits, with which the courts have constantly to contend. The question brings into the public eye the whole subject of the injurious effects on radium, from which so many physicians have suffered while administering dosage to sufferers from cancer or while making other experiments. The element remains mysterious, with terrible powers for harm to those who come near it, and possibly equally splendid powers for good if properly handled.

G. E. TURBO-GENERATOR

500 kw. with dir. con. exciter, throttle valve, atmosphere relief valve and piping. Hor. bed plate type, 80% power factor, 3 ph., 60 cy., 2,300 v., 3,900 r.p.m. Steam consumption at 150 lb. pressure, 2 in. absolute back pressure, 250 kw., is 21.2 lb.; 400 kw., 19.2 lb.; 500 kw., 19 lb. Alberger dry vacuum pump and Alberger jet condenser, complete.
PERKINS LAND AND LUMBER CO.
Grand Rapids, Mich.



FAVORITE TEA in ½ lb. lead packages is a strictly 1st May Picking and is one of the very highest grades sold in the U. S. If this Tea is not sold in your city, exclusive sale may be arranged by addressing

DELBERT F. HELMER
337-39 Summer Ave., N. W.
GRAND RAPIDS, MICH.

Link, Petter & Company

(Incorporated)
Investment Bankers
6th FLOOR, MICHIGAN TRUST BLDG.
GRAND RAPIDS, MICHIGAN

ASK FOR

KRAFT CHEESE

A variety for every taste

I. VAN WESTENBRUGGE

Grand Rapids - Muskegon
Distributor

Nucoa

The Food of the Future
CHEESE of All Kinds
ALPHA BUTTER
SAR-A-LEE
BEST FOODS Mayonaisse
Shortning
HONEY—Horse Radish
OTHER SPECIALTIES
Quality-Service-Cooperation

Phone 61366

JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

BIXBY

OFFICE SUPPLY COMPANY
GRAND RAPIDS, MICHIGAN

PERSONAL SERVICE

Gives you better results. Our moving and storage rates are very reasonable. Every load insured.
BOMERS and WOLTJER
1041 Sherman and 1019 Baxter Sts.
GRAND RAPIDS, MICH.

Postma Biscuit Co.

QUALITY
RUSKS and COOKIES

Grand Rapids, Mich.

STOCK

DROSTE'S PASTILLES
and

CHOCOLATE APPLES

HARRY MEYER, Distributor
816-820 Logan St., S. E.
GRAND RAPIDS, MICHIGAN

SELL

Ge Bott's
Kream FrydKakes

DECIDEDLY BETTER

Grand Rapids Cream Fried Cake Co.
Grand Rapids, Mich.

Henry Smith FLORAL Co., Inc.

52 Monroe Avenue
GRAND RAPIDS

Phone 9-3281

TER MOLEN & HART

SPRINGS; Office Chair, Coil, Baby
Jumper, General Assortment.

Successors to

Foster Stevens Tin Shop,

59 Commerce Ave.
GRAND RAPIDS, MICHIGAN

IMPRESSIVE
DISTINCTIVE
CHARACTERISTIC
APPROPRIATE

First Impressions Are Lasting—

DOES YOUR STATIONERY TRULY REPRESENT
YOUR FIRM
DISTINCTIVE INEXPENSIVE LETTER HEAD
PLATES IN ONE OR MORE COLORS

GRAPHIC ENGRAVING COMPANY
217 COMMERCIAL BLDG. S. E.
GRAND RAPIDS MICHIGAN

Est. 1912

15 YEARS OF SERVICE

QUAKER RESTAURANT
THE HOME OF PURE FOOD

318 Monroe Ave.
Grand Rapids Michigan

Ship By

Associated Truck

GRAND RAPIDS, LANSING and
DETROIT.

Every Load Insured. Phone 55505

Expert Chemical Service

Products Analyzed and Duplicated
Process Developed and Improved
Consultation and Research

The Industrial Laboratories, Inc.
127 Commerce Ave. Phone 65497
Grand Rapids, Mich.

DRY GOODS

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

Twenty-Four Topics Discussed at Group Meetings.

Lansing, Sept. 13—The general announcement regarding our fall conferences has already been sent out. Personal letters from the headquarters office have already been mailed to members residing in the territory adjacent to Grand Rapids and Flint. Personal letters have also been mailed by J. N. Trompen, Grand Rapids, and W. E. Carr, Flint, chairmen of the conference committees in the two districts above mentioned.

These letters have stated that store owners and executives with wives are invited. This means that these conferences are not intended to be of a popular nature. The return postal cards have also been included and it is important that these cards be filled out and mailed, so that the chairmen of the committees will know the number of plates to order.

The hour of meeting is 12:30 o'clock Eastern standard (fast) time. The meetings will begin with a luncheon program continuing around the luncheon tables. Meetings will be called to order by local chairman introducing the President of the Association, A. K. Frandsen who will preside.

A list of topics which may be brought up for discussion at these group meetings is as follows:

1. Unit control.
2. Trading stamps.
3. Early Christmas shopping.
4. Forenoon shopping.
5. Mutual fire insurance.
6. Merchandising.
7. Advertising.
8. Expense control.
9. Turnovers.
10. Non-selling help.
11. Sales promotion.
12. Mail order competition.
13. Sales—in small towns.
14. Perpetual inventory.
15. Chain store assistance in community drives.
16. Comparative prices.
17. Terms to credit customers.
18. Newspaper advertising.
19. Alteration charges.
20. Return of merchandise.
21. Shoplifting.
22. Community advertising.
23. Bad check artists.
24. Transient merchants.

Kindly preserve this sheet marking the topics which you prefer to have discussed and bring the same with you. Extend an invitation to non-resident dry goods merchants and do what you can to encourage them to become members.

Each person attending the meetings will be expected to pay for his own luncheon. No other expense will be incurred. Bring your problems with you and let us make these meetings practical and interesting. Conferences will be held in Jackson Sept. 20 and at Cadillac Sept. 23. Members in the territory adjacent to these places will receive letters from the headquarters office and from the committee chairmen.

The death of the head of the dry goods firm of the Enders Co., Benton Harbor, was recorded a few days ago in the Benton Harbor papers.

Mr. Enders was 64 years of age, had spent his entire life in Berrien county, was one of a family of ten brothers and sisters, was an active member of the Methodist Episcopal church and a loyal and energetic business man. Mr. Enders had been in failing health for some time but remained at his post of duty sometimes at the expense of his health and strength. He had a large

circle of friends and his list of business acquaintances included many Chicago business men. He had warm sympathy for others and in a modest and quiet way many worthy people were aided by him. He is survived by a wife and two adopted daughters, also several brothers and sisters. His nephew, Neil Enders, has been associated with him many years as manager and doubtless will continue as the managing head of the business. We wish him and the company the very best of success, and extend our sympathy to the bereaved family. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

Ornate Bags Set a New Vogue.

Bags this season are being made in a great variety of materials. Genuine Aubusson bags are valued highly and are being bought by the affluent who appreciate art in needlework. Beaded bags are still popular, smaller and finer in workmanship than those of last season. Strass is used a lot—not so much in solid designs as in single motifs on bags of moire. Black satin and especially moire is very smart in smallish bags embroidered with colored silks in conventional flower patterns. Dainty evening bags are made of ostrich, which look like a fan when closed. Bags for shopping are made of genuine or novelty leathers such as many of the pale reptile skins, and, most lately, of ostrich skin and elephant hide. The latest fad is an ensemble of bag, belt and shoes made all of the same sort of leather. A few extreme novelties offered by exclusive shops are made of velour, gathered on tortoise shell frames.

Large square and octagonal stones are combined with smaller stones or set in a frame of little brilliants as ornaments on many of the new bags. In these aquamarine is apparently a favorite, and amethyst, topaz, emerald and sapphire are also popular. Pearls set with rhinestones are a combination which repeats in its beauty the style in real jewels which has always been considered elegant. This treatment of covers is illustrated most charmingly in all the various cases, as well as in jewelry. The latest "case" is a purse-shape of ordinary size in which are contained "vanity" materials, visiting cards and a compartment for coins and a side space for bills. The pearls on all of the different articles are put on solidly over the surface, with the rhinestones in a band, straight or diagonal, or set singly.

These cases and bags are charming for evening and with elaborate afternoon dress. In all the styles bags for "dressy" occasions are smaller and finer in quality than ever before, and many engaging novelties are shown. There are bags set in narrow metal frames, some of which have an inlay of stones or are chased in a delicate pattern. Others are finished flexibly, with a drawstring. There are bags of moire or grosgrain embroidered in gilt and silver thread, often studded with brilliants, and others done all in floss. These are beyond description in their variety of form, color and pattern. The highly polished sequins that are now used by many of the Paris couturiers for gowns and wraps are also seen on bags, glittering like a mass of jewels. Mother-of-pearl is apparently a favorite with some designers, and iridescent spangles cover some of the prettiest

bags. The most amusing novelty is a bag which has a cover of the tiny shells with which children play, and various small articles for the dressing table are ornamented with these wee bits.—N. Y. Times.

Wholesaler Gives Advice To Retailers

Michigan has an efficient retail dry goods association which, in many respects, would be a good model for other such bodies. One of the features of its work is the number of practical suggestions it offers its members in a periodic official bulletin. In the one for this month is a letter from a wholesaler telling independent dry goods retailers how to meet the competition of chain stores and mail order houses. First of all he stresses the need of a budget for at least a year in advance, estimating income and expenses, possible volume and ability properly to finance the business. In the matter of buying, now being done in a piecemeal way, the wholesaler shows that this can be done at less expense when a jobber is depended on. Beyond these things, however, comes the matter of selecting and displaying goods to best advantage. This subject is gone into at some length, with comparisons of what the chain stores are doing in this direction. In the selections, the wholesaler's advice will often increase business by offering items not carried and cutting out others "which are not earning their way." Such details as the location of the wrapping table and the lighting and decorating of a store are gone into with a view to showing their importance. On the subject of the sales force the wholesaler says, pithily: "The day of the clerk is gone. What you want is people that can sell goods." He also shows how these can be picked out. Inventory is another of the many subjects taken up, with the practicality always emphasized. Atop of all this, also, is the proffer of the wholesaler to render what aid he can to keep the independent retailer going.—N. Y. Times.

Silverware Sales Picking Up.

Silverware sales have shown a steady increase for several weeks past, both sterling and plated wares being taken better by retailers. While not a little of the current business is in merchandise of the gift type bought in anticipation of the October weddings, much of it is advance business for the holiday season. Most of the latter buying has been done by retailers who have lately been in this market from the more distant points. Among the articles selling best at the moment in the finer wares are tea and dinner services and beverage (cocktail) sets. There is a good call also for toilet sets in three or more pieces. In the really fine merchandise a nice business is reported in chests of silver, and the call for these is expected to increase steadily as the holiday season approaches.

Await Felt Hat Demand.

Men's wear retailers are all primed for early selling of men's Fall hats. It had been expected that the cool weather of a week or so ago would help to retire straw hats earlier than usual, but the renewed warm weather recently has changed this. At that,

however, some of the specialty shops have already done a fair business in new felts. The gray and tan shades strongly predominate in the new merchandise, the light colors giving indication of another season in which many consumers will purchase an additional hat because of the rapidity with which these shades soil. It is figured that the business in derbies this Fall will show an increase. Many stores will feature them later on.

Power on the Farm.

"Because of its organization and the nature of its work, agriculture has not been able to utilize its power with the same degree of efficiency as have most other industries. It is possible, however, that the use of electrical power in the future may, in part, overcome this difficulty," declares Secretary of Agriculture Jardine in an article written by James Wright in Nation's Business.

"Seasonal timeliness of doing work is a much more important factor with most agricultural operations than is the case with other industries. Moreover, the greater part of farming is so organized, and most of the operations are such that the power used cannot be centralized into large units."

Sustained Interest in Velvets.

The demand for velvets for immediate delivery continues strong. It is particularly good in the dress trade, but velvet factors express their confidence that the use of the material for millinery will increase as the Fall season develops. The shortage of the transparent type of dress velvet is still a market feature, and premiums are being obtained by jobbers for spot goods, which are available in limited quantities. Chiffon and salome velvets are in high fashion favor for afternoon and evening gowns. Cotton back and rayon velvets are selling well in the lower end goods.

Jersey Frocks Selling Well.

Sports dresses and two-piece frocks of jersey cloth have been taking well in both low end and medium priced merchandise, according to manufacturers. Retailers catering to school and college trade report a particularly good turnover. The styles are simple and show a minimum of trimming. These features make the garments ideal for school wear, besides making possible the lower prices at which the merchandise is being offered in the market. Indications are that the jersey merchandise will continue in favor during the greater part of the Fall season.

Good Outlook For Sports Coats.

With the onset of cooler weather sports coats are expected to meet with a very strong demand. Buying at present is described by wholesalers as fairly active, interest centering on fur-trimmed styles. In fact, practically all sports coats are now being offered with fur trimming. The straightline silhouette dominates. In patterns buyers want subdued effects, which are said to be making a hit with consumers. Tweeds and checked weaves are favored. Much use is being made of foreign fabrics in the higher grade garments.

Early Michigan History Not Carefully Recorded.

Written for the Tradesman.

Every student of Michigan history has realized for years that its earliest sections have been full of holes. To a very large extent this has been for the reason that nearly all the known sources were not written for the purpose of preserving history. No writer will ever face a modern typewriter in the quiet of his "den" and make any approach toward the tribute due to such men as Breauoff and Marquette and the dozens of others who left their surroundings of culture and refinement of their day to brave the wilderness terrors in this region in the hope that the Indians of America might be saved to Christianity, as these fathers of the Catholic church knew it in their day. With the thought of sending home to France such stories as would stir the best impulses of the home folks to back their efforts with sufficient support to ensure the meager existence, which was theirs, and to stir their brethren of the clergy to join in their sacrifice these men wrote. From what they wrote has been compiled what is known as the Jesuit relations. Most of what we know of the beginning of Michigan has been dug from the masses of letters and reports which would have supplied a wealth of other interesting information if the writers had supposed they were preserving history.

In the last of this series of papers was told the story of the visit of Frs. Charles Raymbault and Isaac Jogues to the Soo in 1641. The story was compiled from two eminent historians and embraced the details of that visit as they have usually been accepted in Michigan history. On their face there are several items at which the careful student of history has stopped a bit to think.

The relations, as left by these priests, say they traveled 120 leagues to reach the Soo. This would be 360 miles. Upon the map of the United States issued by the Department of the Interior in 1915, with the aid of a gentleman accustomed to such tasks, the writer carefully worked out the measurement and could make only 184 miles of the journey from St. Marys, the headquarters of Fr. LeLamont, superior of the Huron mission at that time, to the Soo. These priests met the Indians with whom they went at the feast for the dead, which was held sixty miles North, and they probably went from there. That they traveled the 120 leagues, however, is, no doubt, true because it took them seventeen days to make the journey.

In the article of this series published in May last, there is the key to these dropped stitches of the history. Fr. Brebeauff ceased to be superior of the Huron mission in 1638 and Fr. Jerome LeLamont succeeded him. It had been Fr. Brebeuff's policy to plant missions in all the Huron towns as rapidly as he was able to do so. After a year's study of the work his successor changed this policy and selected five of the leading towns in which strong missions were established and the priests went out two and two from these on mis-

sionary journeys. The first named of these towns was Ateronchron which, according to Dr. A. E. Jones, of the Ontario Archives of 1907, meant "The nations across the lake." Go straight across the lake from St. Mary's, Fr. LeLamont's headquarters, and you have the town where Fr. Brebeauff led the Huron people who fled from the Iroquois persecution. A hospital and a hospice was granted to this town in 1640. The Soo would have been a part of the parish of the mission located at the strait and it would have been the greatest kind of a discourtesy for these two priests to have made their trip to the Soo without the sanction of the resident priest who was directing that particular work. When they reached the mouth of St. Mary's river, on their journey to the Soo, they detoured to the strait for a conference with the resident priest there and then made a missionary journey up the entire East shore of the Upper Peninsula, as we know it to-day. The Ontario Archives for 1908 gives the account of that journey.

When this writer commenced the study which he has been carrying on relative to The Beginning of Michigan, he wrote the *Biblica Nationale* of Paris, France, their institution corresponding to our Smithsonian, asking, them if there were inhabitants at the strait before Fr. Marquette. In their reply they cite Note 16, vol. 11. of the Jesuit relations, to prove that there were. The note in question refers to the missionary journey these two priests made up the East shore of the Upper Peninsula and relates how one of them was taken sick at the Soo and was sent to the "Huron mission twenty leagues distant." It is just twenty leagues from the Soo to the strait. The hospital was granted there the year before. What more natural than that he was sent back to where he had just come from. This explains why the short stay at the Soo, which is commonly conceded, and clears up all the holes in the story. So far as the relations gave the story, it is perfectly correct. If we go back to the map and study the natural distance of travel there are only a very few miles to spare to make the 120 leagues and the seventeen days would just about cover the time. The few miles in question would all be used in side trips to make some of the towns where they would hold services on the trip. The period of about two weeks is the time it took for treatment in the hospital before he was able to resume his journey back to St. Mary's.

A. Riley Crittenden.

Sweaters For School Wear.

Manufacturers of sweaters are preparing for an unusually big volume of school business. According to a survey just completed by the National Knitted Outerwear Association approximately two million of these garments will be bought by college and high school students alone. In addition, there will be the demand to meet the needs of younger school children. It is pointed out that the sweater has become a staple item of apparel in school life and athletics.

MR. MERCHANT

Be sure to carry a stock of Smith's Flavoring.

The flavoring that your customers like. The flavoring that is sold with a positive Money Back Guarantee.

A Grand Rapids Product.

Smith Flavoring Extract Co.

Phone 61343
Prompt Service



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.

HART BRAND CHOICE OF THE LAND



Look for the Red Heart
on the Can

LEE & CADY Distributor

Hodenpyl Hardy Securities Corporation

*A personal advisory
service—*

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

*Securities carefully
selected to suit the
needs of Banks, Institu-
tions and individuals.*

231 So. La Salle Street
Chicago
New York Jackson
Grand Rapids



INSURING INSURANCE

Nothing is more in-
flammable than a
fire insurance policy.

Except, perhaps, an
unregistered bond.

A safe, inexpensive
deposit box at the
Old National will
protect your valu-
ables against fire,
thieves, or careles-
ness.

The OLD NATIONAL BANK MONROE at PEARL *A Bank for Everybody*

WILLETT-CHULSKI & Co. INVESTMENT BANKERS

Listed and Unlisted Securities.

933-934 Michigan Trust Bldg.
GRAND RAPIDS, MICHIGAN



We are interested in the
financial welfare of every
man, woman and child who
desires to get ahead. Our
management is always in
close touch with the client's
interest, giving personal at-
tention.

Michigan Bond & Investment Company

Investment Securities
1020 Grand Rapids National
Bank Building
Grand Rapids

RETAIL GROCER

Retail Grocers and General Merchants Association.

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

Sharing Profits—If Any—But Not Expenses.

How the jug handle is all on one side is indicated by this letter:

"We have succeeded Blank Brothers. They paid the meat cutter \$35 per week and 20 per cent. of the profits. Ice, wrapping and help was all that was charged to the meat department. I did not like that, but we had to hold the old cutter for a time at least, but we are going to readjust and I would like a suggestion as to how. We have a plant which cools two grocery units as well as the big box and meat display case. We use the big box for milk and vegetables. Have never split this cost, though grocery should bear a portion if meats paid anything toward other service.

"Meats occupy one-third of the floor space and \$25,000 in fixtures. We often have deliveries of meat alone and, since cutter stands no delivery or credit expense, he takes orders for small amounts with both services, although I urge him not to do it. We ask that deliveries amount to \$1 minimum unless a steady customer and we do not bother with C. O. D.'s or having to collect later.

"On the basis indicated, so far each month has shown a profit; but Blank Bros. ran in red some summer months. So, while I did not mention any changed plan, I told the cutter we would figure the 20 per cent. over a term of months. Rent, delivery, light, insurance and equipment can be proportioned on sales; but I do not know how to handle credits. Cutter does no collecting, so whether we get it all or fail to collect any, he stands no loss or worry.

"Meat sales around \$350 per week are common. Sometimes, but seldom, sales will run down to \$250 per week. Have an extra man on Saturdays. For this much business it seems to me one man should be enough. Had a man once who had all regular Saturday's trade orders in hand several days in advance, so he could get them ready in spare time; but it is also true that we now have more telephone trade."

That letter reflects a condition always present where anyone is assured a certain income while having no responsibility as to expense. A deal that is one sided can never be equitable—and business is equity before it is anything else.

Consider the experience of a man who owns a building or a lease, who is himself a grocer and who rents out his meat and vegetable departments as concessions. Here the sub-tenants have nothing to do with bringing folks into the store. They have no interest—or often act as if they had none—in holding trade. Experience shows that they stick customers for all they can get in price and give the minimum of goods, quality and service. So the owner of the store or lease loses more, indirectly, through having such sub-tenants than he would to leave those departments vacant.

This proprietor "keeps after" his

meat cutter to observe the dollar minimum limit on delivered orders; but the cutter does as he pleases for two reasons: First, it costs him nothing to sell small orders for delivery and he is thus enabled to be a good fellow with his trade without cost; second, he has the loophole afforded by the provision that "steady customers" are granted delivery service on small orders. So he can say, plausibly, that he "thought" Mrs. Smith was a regular, steady customer and the boss has little, if any, comeback.

To camouflage a vulgarity: it is no cuticle off the cutter's posterior if deliveries cost too much.

This can be remedied in two ways. You can rule that nobody is to get a delivery of less than a dollar purchase. You can rule that you will charge 10 cents for any delivery less than a dollar. You can enforce both rules by making a direct charge to the meat man for any infraction of either rule. He will make no mistake after that.

The cutter should have his share of the worry on credits. That can be accomplished by complete segregation of meat accounts. If any meat charge goes wrong, if it stands beyond a reasonable time, take it out of the meat profits. If there be no profits, take it out of the cutter's \$35. Can this be done? Assuredly, if you have an understanding in advance.

For many years we did as virtually all grocers and other retailers do—we stood all losses, breakages and credit shrinkages. Then we got tired and instituted a new system. We instituted a rule that everybody was responsible for his own acts and had to stand the cost of his own accidents.

Our delivery system indicated the numbers of the folding boxes in which orders were packed. We checked these boxes back each week. If one was missing, we went back through the order slips of that week and charged the cost of the box to the boy who last had it out. Did we lose any after that? Yes, we lost usually one or two with each new boy; but when his pay was cut 50 or 75 cents at the end of the week, he found we treated our rules seriously. He lost no more boxes, nor egg carriers, nor oil cans, nor anything else. Also, he would probably show us the lost box back on its pile by the end of the second day of the next week, and he would then get back the deduction made from his pay.

Collect on delivery orders puzzle us because often these are sent in by folks whose credit is good. We want the goods left, even if money is not forthcoming. But to leave this to the discretion of any boy is to have no check whatever. Our system was simple, but infallible.

All C. O. D.'s must go to the cashier before order clerk would check the goods into delivery box. Cashier knew our people or she asked if she did not know. Good orders bore the pencil mark simply C. O. D. All others she stamped cash in red ink. That meant that money or goods must come back and delivery men were so instructed from the start.

Invariably the new delivery man would leave some cash orders the first week; but when those amount were

(Continued on page 31)

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

HERE'S A NEW ASSISTANT!

The advertising of Fleischmann's Yeast for Health is creating a demand that is growing every day—you can profit by supplying your share of this demand.

Recommend Fleischmann's Yeast to your customers: it overcomes constipation, relieves indigestion, clears the skin and tones up the whole system. And you will find that healthy customers require more of all the groceries you have for sale.

FLEISCHMANN'S YEAST

Service

Don't Say Bread

— Say

HOLSUM

MEAT DEALER

A Stimulated Appetite Helps the Meat Retailer.

There are more reasons than one why meat from old cows and occasionally from goats is eaten without much complaint among farmers. Most farmers and those living in their homes find activity enough to keep the appetite stimulated. Few people working all day in the fields have to worry much about eating too much or finding ordinarily good food not suitable. This does not mean that farmers do not live well with respect to what they eat. As a matter of fact there is greater opportunity to enjoy strictly fresh fruits and vegetables, eggs, butter and milk than even the most particular large city dweller enjoys. There is a disposition on the part of many farmers, however, to use on the farm some of the food products not readily salable at good prices. This applies to meats, especially beef. Hogs killed on farms are apt to be high in quality and so are veals. While many farmers have broilers and young chickens on their tables, there are a great many who are satisfied with old fat hens or roosters over a year old. Cow meat, which is not in popular demand among most city dwellers, satisfies some country people very well. This is partly due to the fact that they seldom get choice steer beef and have become accustomed to the older and tougher kind, but the satisfaction derived from cow meat is attributable to a considerable extent to better appetites. If one wishes to fully realize the truth of this statement let him eat a country breakfast around six o'clock in the morning and then follow an active farmer up to noon without anything to eat in the meantime. The piece of meat that would be complained of in his city home or restaurant becomes delicious after his activity in the open air. Many city people have more mental than physical work and when the noon hour or the close of the day comes around they lack the real stimulation the country gives. Eighteen to thirty-six holes of golf makes a fair substitute, and yet cannot be placed in the same class as an appetite stimulator with swinging a scythe or hanging on to the handle of a plough, not to mention pitching hay, chopping wood and such diverting exercises. There is no doubt about the valuable benefits of exercise in respect to health and appetite nor the indifference to food following periods of inactivity. Better exercise, less nibbling between meals, and a little self-imposed hunger now and then would reduce complaints about meat quality and give greater pleasure to eaters.

Different Kinds of Meat in the Same Carcass.

A beef animal, more than any other, perhaps, gives meat a wide range of quality. There are the tender portions, such as the tenderloin, and the tough parts, such as the neck. Other sections of the carcass show variance in a somewhat lesser degree. In this respect a beef carcass differs greatly from other kinds of foods. In the case of fruit and vegetables, fish, eggs, and

other similar things, we expect to find quality similar throughout the entire food unit. Some see in the variance in beef carcasses considerable disadvantage and point out how much easier it would be to satisfy consumers if there was no difference between different sections. While there is a great deal of merit in the complaint there is another viewpoint that commands respect also. All persons do not have equal amounts of money to spend for meat, nor is meat cooked the same way all the time as agreeable to the average taste as are different methods. For those who have plenty of money to spend, selections can be made for tenderness at the higher cost of cuts of this kind. Those who have to practice economy can buy meat from the same carcass lacking somewhat in tenderness, but fairly satisfactory just the same. Fortunately, the food value of one is about the same as the other, so there is nothing lost to the health of the individual. Different methods of cooking provide to a considerable extent for the degree of tenderness of cuts, so that no appreciable difference in tenderness may be noted on the dining room table. The flavor or taste is different according to method of cooking, but one may be as palatable as the other, according to who eats of the meat. Dry heat is very satisfactory for the more tender cuts, while moist heat makes the less tender ones easily masticated. This seems to be just another law of nature that provides for the people. After the matter has been thoroughly thought out one may not be anxious to see things different. To say the least, a sudden change in the tenderness of the different cuts, relatively speaking, would upset the rather harmonious plan existing at the present time. The variance of quality between different animal carcasses of the same species is another similar instance where consumers seem to be well provided for.

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

There is still a land where the dreamer may give full play to his dreams and where the enthusiast need not be ashamed of his enthusiasm. Optimism has been a religion with me ever since I started in business, and I am more optimistic to-day than I have ever been and only regret that I am not just starting my business life instead of rounding it out, in order that I might be able to take advantage of the unbounded opportunities which lie at the feet of the youth of our land.—Charles M. Schwab.

Something for Everybody

Something for every taste.

Something for every meal.

Something for every customer.

Something "to go with" nearly everything else you sell.

Something big for you in "Uneeda Bakers" products—in an added stream of daily profits on a very small investment.



NATIONAL
BISCUIT COMPANY
"Uneeda Bakers"

THE BEST THREE
AMSTERDAM BROOMS
PRIZE *White Swan* Gold Bond
AMSTERDAM BROOM COMPANY
41-55 Brookside Avenue, Amsterdam, N. Y.

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.

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes
601-511 IONIA AVE., S. W. GRAND RAPIDS, MICHIGAN

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

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.

Practical Suggestions From Real Stove Sellers.

Written for the Tradesman.

Discussing his methods of stove selling, the manager of a hardware firm in a city of 20,000 said:

"Our scheme of handling stoves is simple in the extreme. Really it merely consists in having a good line; and in showing this line prominently and as attractively as possible.

"There are some details which we have kept constantly in mind, however, and to this we attribute a large measure of the success which has come to us. Success, of course, is a somewhat hard thing to define but I feel that our stove department has been successful. When last December we took hold of this store, there were seventy-five ranges in stock. These have been sold. Two car-loads have been ordered since, and sold; and already a number of models recently secured have been disposed of. We did a bigger business in this line than we expected, we hope to do more next year, and we are satisfied that the methods we use are the right ones.

"The one thing we have aimed to accomplish above all others is to keep our samples in a prominent place. We have tried to give the stoves a chance to speak for themselves, and they have spoken. Perhaps 20 feet back from the door we divide our store longitudinally, using shelves of paint specialties to form the partition. The space on one side of this division is given over to stoves, and there are ranged our samples.

Every style of stove we carry is there displayed; and there is nothing but stoves shown. I have been in stores where kettles and teapots were placed upon stoves—the range was more of a selling counter than an article to be sold. We have nothing like that. I have been in stores where an enquiry for a range necessitated a general disturbance of the stock; where the samples are buried under other goods, and excavations have to be made before they can be shown. Such a state of affairs we have avoided. Our display is simple, but it is orderly and that is the great thing with showing stoves.

"One point I might mention in this connection. We have been particularly careful to keep our models looking their best. Every morning each stove on display is polished and cleaned. Customers see their shining surfaces from the front of the door, and often have been led to look at our models just because of their clean appearance. A customer, moreover, can try the various parts without getting dirty.

"Some may hold that purchasers do not mind getting a little dirty over a stove deal. Perhaps they never do protest against this, but they are impressed when they find they can make a careful investigation without getting hands or gloves at all soiled. It pays to impress people that way.

"There may be a difference of opinion on this point, but I have found it

pays to carry one make of stoves and one make only. We hold this one line before the people as the only line made. We have faith in it ourselves and show this by guaranteeing the stoves. Always we install the stoves and make every effort to see that each stove is working properly. A complaint has only to be made once. We send immediately to see what the trouble is and to rectify it.

"All this does mean a good deal of work, but it surely does pay. Women are most interested in stoves, and as everyone knows, women discuss their household affairs with one another. Evidently they tell one another of the care we take of the stoves we install, for several have mentioned hearing of this practice of ours from friends.

"Even in the little time we have been in business here, the benefits of keeping a list of those to whom stoves are sold has been apparent. This is done, not only so that we will know when a stove was installed and what model it is—facts which are of value in making the repairs which may be necessary in the future—but also because we have found this list one more way in which we can show our faith in the article we are trying to sell.

"Suppose a woman is doubtful about making a purchase. 'Do you know Mrs. Blank?' we ask. 'She has one of these models and seems thoroughly satisfied with it.' Now, that woman will go to Mrs. Blank and ask about her stove, and hearing that it has given perfect satisfaction will come right back and make her purchase from us.

"Even if the prospective purchaser does not know immediately any of the purchasers of our models, she will know of them, and the fact that so many stoves have been bought makes it seem more likely that she too will get satisfaction by buying from us.

"All the stove sales cannot be made by word inside the store. We advertise, and find that we get good results. We send letters to people we know to be in the market for new stoves or likely to be in the market. We make a point to get a line on these prospective purchasers. In all these ways trade has been secured; but first, last and all the time I believe it is necessary to give the stove itself a chance—give it the space and light it needs to advocate its own cause."

Stove salesmanship and stove advertising are governed by the same rules. The points essential to successful salesmanship are equally essential to business-getting publicity.

A man can be judged by the advertising he writes. If his copy is bombastic, bristling with exaggerated claims and sweeping assertions, the same qualities will be found in the man himself as a salesman. He will seek to make sales by running down other makes of stoves and lauding his own to the skies. If on the other hand, his copy is strongly written, presenting claims that can be backed up and which carry conviction, it is certain that the writer will prove a capable salesman in every sense of the word.

The stove sales man must make his talk convincing without verging on exaggeration, and must present the practical advantages of his stove without

using too many technical terms. Also, he must preach quality first, last and always. All this applies with equal force to stove advertising.

The stove prospect is planning to spend a considerable sum in his purchase. In consequence he wants to know just what he is getting, and all about it. He wants the proposition stated fully and plainly. He wants facts.

The stove advertiser must "talk turkey" if he wants to command the attention of prospective stove purchasers. That is the first great essential to successful publicity. The proposition must be put plainly and forcefully. It is necessary to give the customer the impression that you carry the very thing he wants.

A stove advertisement, therefore, should not deal in generalities, but should get right down to facts. If there are certain features of the make of stove which commend themselves, these should be stated and made clear. The reader wants to know why that stove will be just the thing. Tell him.

Proper emphasis is one of the essentials of advertising, but it should never be carried to the point of palpable exaggeration. The average person possesses a sense of proportion, and when he sees it stated that a certain stove far excels all other stoves in every department of the game, gives better service, wears longer, costs less, etc., he promptly puts all that down as "banana oil." But if the assertion is made that the stove excels in one par-

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

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

ticular, the claim sounds reasonable.

"It is highly important," says one successful advertiser, "that the wording of an advertisement should be easily understandable. When a stove man starts to talk about his stock, he is very likely to run into technical terms. He unconsciously assumes that the person he is talking to understands the subject as well as he does himself, and as a result his explanations are highly technical and confusing.

"It is the same when he sits down to write a stove advertisement. Before he knows it, he has got beyond the ken of the folk he is trying to reach. They may read his descriptions and explanations, but descriptions and explanations won't sound convincing. This tendency to dip into confusing technicalities should be carefully guarded against in preparing stove advertising."

A Western stove advertiser has a pretty fair line of advertising talk, as follows:

"You can have range satisfaction at a modest price.

"No range ever introduced in this neighborhood has secured quite the same measure of popularity as the— Since its first introduction we have sold over 2,000, and from first to last we believe there is not a single owner of a — who would not give it her heartiest recommendation.

"The — does all the work any range can do—it cooks well and bakes well, and with the least expenditure of fuel. It heats water as quickly as any range on the market. The — is well planned so as to give the minimum trouble in operating and cleaning. It is strongly built to stand hard wear. Lastly, it is a decorative feature in any kitchen.

"In the actual construction there is an extra anchor plate to brace the top of the oven.

"The oven bottom is seamed, which prevents any possibility of warping. The oven door has a spring adjustment.

"The front anchor plate lifts up for toasting or broiling."

On the whole this is a convincing line of talk. It smacks a little of exaggeration, but the introduction of a number of specific selling points helps to overcome this fault. The claim that it is the most popular range ever introduced in that district sounds far-fetched; but the specific number of sales carries weight. The various selling points of the range are stated briefly and in terms easily understandable.

Advertising should be made seasonable. There is a certain amount of telepathy or mind-reading in the preparation of an advertisement. The writer has to figure out just what the mental attitude of the reader is at that juncture, and prepare his appeal so that it will "fit in" with that mental attitude.

Thus, a little later in the fall people will begin to think, "It is about time to start fires going for good. I had better look over that heater and see if it is in good shape."

An Eastern hardware dealer last fall appealed to this mental attitude in the following words:

"These chilly mornings and evenings

suggest looking over your heating stoves and getting ready for winter. If you need a new heater, it will pay you to come in and inspect our stock. We are showing. . ."

And with this introduction attuned to the mind of the reader the advertiser goes on to specific discussion of the lines he is offering.

Victor Lauriston.

Government's Exchange Offer Should Be Accepted Promptly.

The Secretary of the Treasury's financing plans announced to-day were viewed in the financial district as another shrewd move on the part of the Government to push along its program begun in March for redemption on November 15 of the outstanding Second Liberty Bonds.

Under Secretary of the Treasury Ogden L. Mills, in the announcement this morning, plans: (1) for the flotation of \$250,000,000 of 3 per cent. certificates of indebtedness to mature in six months and to be offered for cash; (2) flotation of 3½ per cent. Treasury notes with maturities of 3-5 years to the amount of \$250,000,000 for cash and whatever additional amount is needed to offset tenders of Second Liberty converted 4¼ per cent. bonds presented in exchange.

In other words the financing involves the flotation of \$500,000,000 in new short term securities for cash, but in addition holders of Second Liberty bonds called for redemption November 15 have the right to turn in their bonds for the 3-5 year notes.

Holders of Second Liberty 4¼s called for redemption November 15 will find it advantageous from every standpoint to exchange their bonds now for the new 3-5 year Treasury notes and disadvantageous from every standpoint to delay the exchange. Those who make the exchange now will receive sixty days' interest on their bonds gratis.

Never in the history of financing has a government made such diligent efforts to notify bondholders of a forthcoming redemption and to make it plain that after the call these bonds will not be entitled to interest. The Government has done everything in its power to encourage conversion, even resorting to an advertisement in American periodicals, an unusual step. Nevertheless, it is certain that thousands of investors do not yet understand that maturity of their holdings has been brought forward to November 15, 1927, by the redemption call, and that the time has come for them to act.

It is next to a certainty that 10 or 15 per cent. of the bonds will not be turned in until months after November 15, which is to say that a substantial proportion of the holders will lose interest on the bonds through their negligence. In the financial district among those who understand such matters there was a disposition to accept the new Government plan with favor and to hasten conversion of outstanding Liberty 4¼s.

Bond dealers were especially pleased to learn that the Government expects to provide for its November 15 redemptions largely if not entirely through the flotation of short-term

securities. This is viewed as highly favorable to the bond market, since it will tend to strengthen outstanding long-term corporation issues.

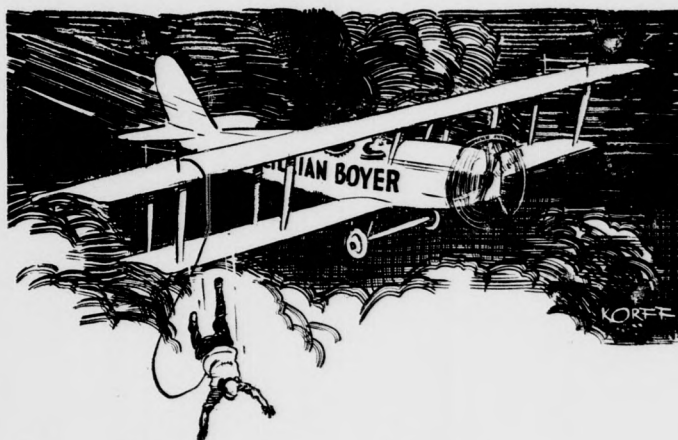
Paul Willard Garrett.
[Copyrighted, 1927.]

A Sure Sign.

"I think there's company downstairs."

"How d'ya know?"

"I just heard mamma laugh at papa's joke."



See Lillian Boyer

Taking in her teeth the end of a 40-foot rope, she leaps from a speeding plane — and lives!

at the

**NEW West Michigan Fair
Grand Rapids-Sept. 19-23**

Putnam's

THE GOOD CANDY

AGENTS FOR

LOWNEY'S

NATIONAL CANDY CO., INC.
PUTNAM FACTORY

Reliability through the years

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

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

RUMFORD

THE WHOLESOME BAKING POWDER

COMMERCIAL TRAVELER

Side Lights on This, That and the Other.

Grand Rapids, Sept. 13—Miss Agnes M. Schelling, who for several years has managed the Porter Apartments in Lansing, has resigned her position therewith and been succeeded by Miss Dora Taylor, for three years manager of the Lansing Country Club. I have not the advantage of an acquaintance with Miss Taylor, but have certainly enjoyed the friendship of her predecessor for a long time and she surely has been some friend. With the executive ability possessed by Miss Schelling, as well as a knowledge of every detail of operation, she has proved a valuable asset to the Porter interests and I know that if she is assuming other duties it is because they are in the line of advancement. A perfect hostess, a leader in public affairs she otherwise will be greatly missed. I am wondering if it is matrimony? Eh, Agnes?

Everybody who has visited the charming little city of Fremont since it was originally founded by the first Republican presidential candidate, has met that auburn haired dispenser of pills for pale people and paris green (except on Sunday) D. D. Alton. He is the chap who is first in everything up there when boosting is essential, whether building a hotel or playing in the municipal brass band, but he is by no means the whole thing when it comes to domestic affairs where he shines only by reflected light. I promised not to say anything (that is, much) about that, but oh, those cookies.

My old friend John Cummings, who ever since Pocahontas discovered the Grand River, has sold—sold! I said—groceries for the Judson Grocery Company, has finally gone into business in that line at Kent City and I expect to put in some of my time in the near future hanging around his dried apple barrel. I have known John for some time and have always held him in very high esteem. It was he who introduced me into the intricacies of rummy, and among his pocket pieces will be found various tokens, contributed by the writer. Long live John Cummings!

R. B. Brittain, who for a long time operated the Hotel Brookins, Detroit, and who retired to go into hotel operation in Florida, is back in Detroit and running the Hotel Seneca, on Third avenue. Bob and Mrs. are both very dear friends of mine and I am glad they have come home. I have stood for Bob's chauffeuring for a long time, but now, having practically seen everything, I am resigned to my fate. Bring on the boiling oil. I'll bet he runs a good hotel.

Henry Bohn, he of Hotel World fame, announces a new departure in the policies of his journal. He has cut the subscription price in half and is going to more particularly look after the welfare of embryo hotel men. Also I feel sure he will help the small operator with his problems.

The daily press have been thrilling their readers with the news that a hotel at Mackinac Island is in receipt of an anonymous communication from a South Bend woman, which encloses \$1.50 in payment for a teaspoon stolen from the hotel dining room, seven years ago. She says: "I had such a good time at your resort that I wanted a souvenir and decided to take the spoon. I still have it, but often wish I had paid for it then." Moral: Don't encourage anyone in having a good time at your resort.

Speaking about souvenirs, reminds me that an old friend of mine, George J. Mills, opened the Hotel Tacoma, in the Washington city by that name,

forty years ago. George supplied his table with after dinner coffee spoons which had a relief figure of Mt. Ranier in the bowl. They all evaporated within a few days and while he was strong for publicity, he preferred to select other methods of advertising. Finally the spoons reappeared with his service, but composed of a baser metal. The waiters were instructed to keep tab on these spoons and include a charge of \$3 each for all which could not be accounted for, including the item in the guests' checks. His dirt assayed 100 per cent. on the total investment. Moral: Remember that the guest does not apply the acid test to souvenirs.

Certain tourist agencies are importing my hotel friends to allow them a commission. They say to the hotel man that they "are in a position to send you much trade. In short, we represent the hotel's steady business and are desirous of making your hotel headquarters for the employees of the organizations we represent when they are in your city. All of our members and their employees will be notified as to what hotels we are associated with. This naturally will bring considerable business to your hotel. We make no charge for this service. All we ask is that you pass on the usual 10 per cent. tourist agency commission to our members direct, upon presentation of their identification membership cards." Doc. Brady would probably object to this method of treatment and recommend trading stamps. Personally I cannot see any reason for any hotel falling for this scheme, but some of them will. If you want to make a special rate to a permanent guest, all well and good, but don't gum up the parade with too many different schedules on transients. I think it much better to run a hotel which justifies your rates and then live up to them.

A Chicago preacher claims that the passing of the old-fashioned razor strap is responsible, in part, for the "flapping of the flappers" and the shrieking of the shieks," in other words the inventor of the safety razor is responsible for the disappearance of the strap, thus removing a very substantial method of discipline for youth. But, doctor, how about the offspring of that most numerous contingent of the old days who cultivated spinach?

Talking with an old time chef the other day, the question of changing tastes among diners came up. In meats there has been a tremendous falling off in the demand. Lots of people eat no meat at all and a majority only once a day. In vegetables there have been many changes. For an all-the-year-round vegetable, green peas are the favorite, with spinach a close contender. Where there are children the average on spinach runs high because they are compelled to eat it, whether they have a taste for it or not. Tomatoes, an old-time favorite, are away below par, as the acidity disagrees with some. Much cauliflower is used nowadays and as it is now in the market the most of the time it is a top notcher. In their season, however, asparagus and corn on the cob rank very high. Some people do not care much for parsnips, but beets are always in crying demand, and cabbage is easily a staple. It is claimed when it comes to desserts that ice cream is away in the lead which is far different from the old days when it was served only on Sundays and holidays. In fact ices of every description are called for at all times. Undoubtedly, the most called or dessert, in its season, which has of recent years been lengthened out considerably, is the old-fashioned strawberry shortcake, with the peach type following closely. Then come the pies, with apple leading. In the winter months there is always a strong demand for the mince variety. Lemon meringue comes third, with cherry almost neck and neck. Very few people



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.

MORTON
HOTEL
Grand Rapids' Newest
Hotel
400 Rooms -- 400 Baths
RATES
\$2.50 and up per day.

"A MAN IS KNOWN BY THE
COMPANY HE KEEPS"
That is why LEADERS of Business
and Society make their head-
quarters at the
PANTLIND
HOTEL
"An entire city block of Hospitality"
GRAND RAPIDS, MICH.
Rooms \$2.25 and up.
Cafeteria -- Sandwich Shop



Warm Friend Tavern
Holland, Mich.

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

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 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.
250 Rooms—150 Rooms with Private
Bath.
European \$1.50 and up per Day.
RESTAURANT AND GRILL—
Cafeteria, Quick Service, Popular
Prices.
Entire Seventh Floor Devoted to
Especially Equipped Sample Rooms
WALTER J. HODGES,
Pres. and Gen. Mgr.

HOTEL OLDS
LANSING
300 Rooms 300 Baths
Absolutely Fireproof
Moderate Rates
Under the Direction of the
Continental-Leland Corp.
GEORGE L. CROCKER,
Manager.

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

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

Columbia Hotel
KALAMAZOO
Good Place To Tie To

Four Flags Hotel
Niles, Michigan
80 Rooms—50 Baths
30 Rooms with Private Toilets
N. P. MOWATT, Mgr.

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

care for puddings of any description. Some lunch counters feature them on display, but few buy.

There is no sort of doubt that nearly everybody eats much less than formerly. Once in a while we find one of those chubby fellows who "lives to eat," and the abnormally lean one who "eats to live," and they perform well, but the women long ago accepted the theory that everything they liked was a flesh producer, and some of the male sex are likewise trying to preserve their youthful figure. It is said there are fewer candidates for the side show among the fair sex than formerly. Maybe this is so. Everybody leans toward breakfast foods and dehydrated sawdust and coarse breads have supplanted white. Potatoes are almost taboo, but there is an increasing demand for salads of every description, especially among women, whether they like them or not, which reminds me of a nephew, in his fourth year, who insisted on "cambric" coffee, which his mother prepared for him each morning. He told me privately that it made him feel "sporty."

The recent deal whereby the Burleson Sanitarium operators take over the entire twelfth floor of the Morton Hotel, Grand Rapids, looks to me like a very logical solution of the hotel problem in that city. These new quarters will house the offices and operating rooms only, and patrons will have the privilege of electing where they will stay, thereby distributing this patronage, and doing away with the dormitories of the old sanitarium which usually took care of a couple of hundred guests. Of course, there may be some possible minor objections to the arrangement, but certainly the Pantlind and Rowe will be beneficiaries and the Morton should do a largely increased business. It has been known for some time that a move was on foot to try and sell the Rowe establishment to the Burlesons, but Ernie Neir spilt the fat in the fire by turning in a surprising financial showing for the Rowe, which sent the values kiting, and they were not so much interested in the revised price.

Speaking of the Rowe, here is a dinner they served the other evening, for which a charge of one dollar is made regularly:

Puree Mongol	Fish Chowder
Hearts of Celery	Ripe Olives
Fried Jumbo Perch, Tartar Sauce	
Prime of Beef, au jus	
Roast Leg of Mutton, Mint Sauce	
Hungarian Goulash	
Mashed and O'Brien Potatoes	
Strawberry Sherbet	Combination Salad
Fresh Rolls	
Apple and Blackberry Pie	
Ice Cream and Cake	Beverages
Plenty of everything and nicely served.	

This reminds me that the Heldenbrands, at the Kimbark Inn, Fremont, are doing themselves proud with a daily dinner at a charge of 75 cents, and on Sunday they give you a large helping of spring chicken with all the trimmings from soup to pie and coffee for a dollar and look pleasant while they are doing it. Some hotel, that Kimbark Inn! If they ever get you in there and you have an extra day or two on your hands, I know where you will spend it.

I had something to say a short time ago concerning the depletion of fish in Michigan waters, but the action of the State Conservation Commission last week reminds me of something I had intended to mention on that occasion, and that was the wholesale slaughter of the larger fish by the process of spearing. The possession of a spear of any kind, usable for capturing fish, ought to be prima facie evidence of an intent to commit a crime. Some years ago I wrote to the then chairman of the Senate committee which controlled protective legislation, advising that fish were being ruthlessly destroyed

through the medium of the spear, but he came back at me with the statement that spearing was usually resorted to by the farming element in proximity to such fishing waters and that it would not be good policy to interfere with them (or their votes, he might just as well have told me); that they were only spearing suckers and varieties of little value in the sporting sense. On Glen Lake, for instance, at that time, and ever since, every known variety, including black bass, were being caught through the ice in large numbers, the non-game varieties averaging at the ratio of about one to three. At any time during the winter, if he is pleased to do so, the fish warden may verify this statement. The spear simply supplied an alibi in the event of being caught red handed. Now I never claimed the farmers were, if at all, the principal offenders, but that it was being done in sparsely settled sections where the residents took no interest in fish law enforcement. But the legislators evidently did believe they were, and because they were they should not be molested. The same attitude applies to the seining of brook and rainbow trout prior to the first of May. People living along trout streams assume they have a right to do this, and do it, with the consent vouchsafed by silence. The fish are originally propagated with funds taken from non-residents for license fees and the resident or non-payer of such fees skims off the cream by either seining or spearing the fish and there you are. Then and eternally thereafter there is that other brand of voting "farmer" who is worried about the ravages of the fox squirrel upon his corn field, and as he therefore happens to be particularly good food about the time this "ravaging" is going on, he also must be subject to slaughter. All the fox squirrels in Michigan might, if herded together, make an impression on an acre of corn, but it makes a good talking point for the fellow who hankers after blood-letting and the flavor of the game and he must not be interfered with. If squirrels were as thick as rats and as non-edible, you would never hear a word about "ravages." What ought to be done, and I should say Governor Green is the one man who has the "guts" to do it, is to take the Game and Fish Commission and knock their heads together or else disfranchise those alleged farmers. The vote's the thing.

When General Andrews declared that the enforcement of prohibitory laws was not reasonable or feasible, it was considered expedient to appoint an individual named Lowman, upon his admission that he was the guy to do the part, for the purpose of enforcement, whether or no. But his plan of operation is questionable, for he at once begins to berate Governor Smith for conditions in the State of New York, which ought to be flattering to the Governor, who had nothing to do with the legislation or the enforcement of processes under same. If ever Governor Smith feels the urge to do a little gunning for sparrows, he might get after a flock of these Lowmans, Yellowleys and Dalrymples. As enforcement secret service agents they would make remarkable tuba players, volume and not melody considered.

Indiana must be one helofa state to live in. George Ade once made the statement that some of the brightest people in Chicago came from Indiana, and the brighter they were "the sooner they came." George must have had about the right dope, for a percentage of those who were left behind evidently lack the intellect which would enable them to commit high crimes and misdemeanors without being found out. Just as ex-Governor McCray is en route home from the Atlanta penitentiary, Greek meets Greek, as it were, and he is liable to meet another one in the traffic lane. Now so far as

we know, Governor Jackson might be entirely innocent, and so far as the testimony of an inmate of the Indiana penitentiary would influence us, he still would be so considered. But it is not what we think, but what his neighbors think, that seems to be in evidence, and he has been indicted by these. It really does seem as though this earthly existence is one god darned thing after another, doesn't it?

An addition is being erected on the West side of the Rowe Hotel, Grand Rapids, to provide for a heating plant. When the Rowe was erected, some years ago, a contract was made with the Valley City Milling Co., adjoining, to supply heat from their own plant. The mill burned shortly after and it was necessary for them to build a temporary structure to enable them to carry out their contract. Now this contract has been completed, the city has acquired the site for park purposes, which necessitates the putting in of a plant by the Rowe interests.

Officials of the Pennsylvania Railroad are trying to get Muskegon people to consent to a substitution of motor cars for the regular steam traffic facilities they once enjoyed. I remember quite well when the Muskegon folks enjoyed excellent facilities for getting to Grand Rapids, there being four or five trains daily each way, and the fare fifty cents a throw. But Muskegon wanted the prestige of Pennsylvania reputation in the place of Grand Rapids & Indiana service. Traverse City was in the same boat. They both got the "prestige" sans the "service." At present Muskegon has one passenger train and Traverse City a freight—sometimes. What in the name of common sense they want to continue any service at all for is what gets me. The busses and trucks perform the "service" between Muskegon and Grand Rapids, and I doubt if the "prestige" is worth the additional charge which is made for it.

Traverse City has raised a considerable sum of money to be used in making an appeal to the Interstate Commerce Commission for an adjustment of freight rates, which means lowering them. Attorney General Potter can give them sort of an idea as to how effective such an appeal will be. So long as the people of Traverse City have any shekels to "shake down" there will be nothing doing in making such an appeal. The health department will give them a clean bill any time. The railroads and their ally, the Interstate Commerce body are not in business for what they already possess—health.

The farmers of Gratiot county have been losing a lot of sheep lately through the watch dog method and now they insist on reciprocity—they want to kill off a few of the canine species. Also the people of Haverhill, Mass., who are "enjoying" an epidemic of infantile paralysis, want the dogs killed. Also the sheriff in every county in Michigan has positive orders to kill every dog not provided with a license by Sept. 15 or quit his job. They used to say "every dog has its day," concurrent, possibly with the "dog days" Doctor Ayer used to mention in his almanac, prior to the iceberg era.

Lansing papers talk about another new hotel over there to replace the Wentworth, now a portion of the lease holdings by E. A. Richardson, of the Kerns. If Mr. Richardson wants the Wentworth rebuilt as a portion of his holdings, then it is within reason, but if he doesn't, then it should never get beyond the conversation stage. I remember when he did want such an addition, but that was before the erection of the Roosevelt, the Olds and the addition to the Porter. Now I should say the field is well occupied,

but if Ernie approves of it, I will surrender to his judgment.

Ohio commercial travelers are voicing a loud protest against a proposition to increase charges for telephone service in rooms of the various state hotels. The charge is an addition of five cents to that now exacted, which is a dime. The argument the hotel operators advance is that the present earnings do not make this service self-sustaining. The traveling men, on the other hand, claim that room phones are a convenience the same as hot and cold running water, ice water, heat and lights and that while service all costs money as they are well aware, but was considered when the hotel rates were established. It is a convenience which the hotel advertises to supply to its guests, and ought not to be considered as a profit producer, which seems reasonable.

After attending that dinner to veteran newspaper men, given by the editor of the Tradesman, I still maintain the service is exceptional, food excellent, portions adequate and charges equitable. Frank S. Verbeck.

Business Is Business.

"Don't you think, doctor, you've rather overcharged for attending Jimmy when he had the measles?"

"You must remember, Mrs. Browne, that includes twenty-two visits."

"Yes, but you forget he infected the whole school!"

Rockford Hotel

HARRY J. KELLOGG, Mgr.

Sunday Chicken Dinners

Rooms \$1.00 to \$1.50
ROCKFORD MICHIGAN

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

HOTELS!

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

Enquiries solicited—We can save money for you.

HOTEL LINEN & TOWEL CO.

335 Jefferson Ave., East
DETROIT, MICH.



HOTEL 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.

Report of Mr. Hoffman at the Port Huron Convention.

President Houser: The next order of business is the report of the Prescott Memorial Scholarship.

Mr. Webster: I feel it is in order to discuss the report of the Board of Pharmacy in view of the last report. There are some things in it that are of considerable interest to the druggists of the State and as we have the members of the Board here now there are a few questions that come to my mind which I think might be of interest. One is the larger proportion of candidates who pass the examination, as compared with other years. Last year we remarked about the small percentage. About 17 per cent. passed last year. We have this year 630 who took the full registered examination and 227 passed. That is very good, I imagine, compared with other states. Has the Board adopted a different policy or are the candidates better or is the College of Pharmacy functioning better? That is one thing Mr. Hoffman might enlighten us on. Another thing, if I understood correctly, we had 528 stores which have changed hands during the last year. It is a large proportion of 2,300 drug stores. I wonder if that means anything and just what it does mean. Are the chain stores taking up the independents or are the failures greater or are the young men coming into their own and the older ones falling out? About \$6,000 we turned back into the State Treasury. That money, which is extracted from the ranks of pharmacy, might be used for the benefits of pharmacy; in other words, might we not extend certain departments so that the money we collect from the trade might be used for the benefit of the trade? Another question is, what are we going to do about the ownership law, now that we have it? Will it be rigidly enforced? I want to throw out these suggestions as matters of interest and possibly Mr. Hoffman, the Director of Drugs and Drug Stores, might be glad to give us some information on these questions.

Mr. Middleton: In Grand Rapids we have a lot of furniture factories and they all use denatured alcohol and then a great many sell it to their employees. They haven't any labels—no containers—all they do is sell. I know at one factory the men go in and leave their kits and get their kits to show they are working. They leave a jug in the morning and have it filled. One fellow came in to my place with one of these jugs and it was marked "apple cider." I would like to know how far they are going?

President Houser: I think Mr. Hoffman will be able to answer some of these questions.

Mr. Hoffman: I will try. I don't know as I can answer them. There are quite a lot of questions to answer.

It might take to dinner time to finish. Mr. Webster's first question was why it is or why was it that more candidates passed the examination this year than last year. Now I don't remember the percentage that passed. I think it was somewhere in the neighborhood of thirty-eight. The average percentage of the United States is forty-seven. Last year, the last fiscal year, there were nineteen and a fraction, almost 20 per cent. that passed for registered pharmacist certificates. I presume the reason more passed this year is that those who had been continuing to write, time and again, for registered pharmacist certificates had come to the conclusion that if they ever hoped to become registered pharmacists they would have to get down to business and study. They probably got tired of waiting for a set of questions they would be able to answer without any effort on their part. Now I think probably that is the reason. I know of no other reason. I do know that the number of candidates who passed last year was probably the smallest percentage in the history of the Board of Pharmacy examinations. Now I will have to ask Mr. Webster to repeat the second question.

Mr. Webster: I think with reference to the amount of money turned back to the State Treasury — if we couldn't utilize it?

Mr. Hoffman: In the last two years, which covers the period for which the appropriation is made, when the Legislature meets bi-annually, they are required to pass an appropriation covering a two year period. The appropriation made to cover the two year period ending June 30, 1927, was (sorry I haven't the figures) over \$14,000. The Michigan Board of Pharmacy, under the laws of this State, had no access to this amount whatsoever. The fees are collected by the Board; they are turned in every month or oftener to the State Board. Our appropriation is made by the Legislature and, regardless of the amount of fees collected, we cannot expend any more money than the Legislature of this State provides us with. For instance, the last year, the last session rather, just closed recently, the Legislative committee on financial appropriations in the Senate recommended a certain amount of money, which was quite a little increase over the amount we had before. We hoped to put on more inspectors and, owing to the fact that we had to turn back to the State over eight thousand dollars we had collected the previous year that had not been expended, we thought it was only proper, inasmuch as this money was paid into the Treasury of the State of Michigan by those engaged in selling drugs at retail, that we should have at least a portion of that for the purpose of carrying out the pharmacy laws, which I believe every reputable pharmacist in this State desires to see put over. So we asked for the appropriation—the exact figures I have forgotten—a little increase, but far below the receipts of the previous year. The financial committee cut our bill a little, I think \$1,200. The bill was passed unanimously by the Senate, went to

the House of Representatives, no amendments were made from the Ways and Means Committee or House of Representatives and was passed unanimously by the House of Representatives. The bill went to the Governor of this State and a very unprecedented thing happened. It is generally understood that the Governor has a right to veto any item in an appropriation bill, but he has no right to change figures of any item. The Governor at this last session or during the session vetoed our bill to this extent. He cut our appropriation figures \$9,400 in the face of the fact that we had turned into the State of Michigan in excess of \$14,000 in the two previous years, so instead of increasing our appropriation in accordance with the increase of our receipts, it has been reduced. The Governor's message read: "I hope and insist that the Board of Pharmacy shall not exceed the amount of money suggested in this message," and the message suggested that the expenditure be decreased \$9,400 less than the appropriation which the Legislature of the State of Michigan had passed. Personally, I believe that is unconstitutional and when the Public Acts are printed, if that message appears in them as part of the Act relating to our appropriation, we will have to live up to it. If it does not appear in the Public Acts and I am director of the Board of Pharmacy, I think I shall follow the Public Acts, regardless of the suggestion. I don't believe that anyone regardless of the high or low office that he may hold has any right to usurp the powers of the Michigan State Legislature, which, after all, is the most powerful organization that exists under our Constitution. The bill went back with that message. No effort was made to carry over the Governor's veto. A great many said it was not constitutional, so that is why we cannot get more money to spend for the purposes which we should be able to get it for and why we have to do the best we can with the small amount of money we have to do it with. Nobody knows better than I that we need more inspectors. This great State of Michigan covers considerable area. There are not only retail druggists, but there are wholesale druggists and manufacturers and vendors, both itinerant and others that should come through the purview of this department and do legally come under this department. Every manufacturer is required to sell nothing but standardized goods. I am sorry that so many of them do not do it and if it is up to us to make investigations to see if their preparations are analyzed and that they are at least given to understand or made familiar with the fact that their preparations are not up to standard. You would be surprised if we should make a report mentioning the names of the manufacturers of this State whose preparations do not comply with the law relative to standard requirements. We have never made a list of that kind. Other states do. Sometimes I think it would be a good idea if we did. It would make those engaged in the manufacture of medicine more careful and better protect public health.

Now I am getting off my subject a little. About this denatured alcohol. You can't enforce a law until it is in effect. Your alcohol law becomes effective Sept. 5, 1927, and I want to say in reference to it that I drafted that law myself. The intention was to put it in the pharmacy law, but certain of your wholesale druggists and your manufacturing establishments in this State who felt it meant confining alcohol to drug stores, sent attorneys to Lansing to fight the bill. Rather than have a fight, on account of having other legislation which we thought might be of more importance, we allowed a substitute bill to be reported out that provided for the poison label to comply with the Federal law. That denatured alcohol law is not under the supervision of the Board of Pharmacy, but under the Police Bureau. Your Chief of Police in the city of Grand Rapids is the proper person to go to, Mr. Middleton, to see that that law is enforced. If it had been enacted as originally drawn, then it would have come under the purview of the Board of Pharmacy.

Mr. Webster: Can you analyze the fact that 542 drug stores have changed hands?

Mr. Hoffman: No. People go into the drug business without experience and without capital—they want to operate a drug store and see their sign over the front of the store and when they get into it in a few months they are not able to swing it and the store is for sale. Probably Mr. Bogart or some one in the wholesale drug business can offer a better explanation than I. Our business is to enforce the laws. It is not the business of the Board of Pharmacy to see that some law is enforced for the purpose of putting a few more dollars in some till. It is our business to see that laws are enforced to protect the lives and health of the people of this State. Every law on the statute books pertaining to the manufacture or sale of drugs in this State has been endorsed, recommended bills drafted or approved by the Michigan State Pharmaceutical Association. They are your laws, anybody's laws. You have asked for them and every druggist who has an interest in pharmacy should be glad to see them enforced, and I think they are. I think the better class of fellows are very anxious to see that laws are enforced and I have never had a complaint from anyone that I thought was really worth while relative to the activities of the Board of Pharmacy, so far as their enforcing laws. However, there are a great many people who have relatives and clerks and others that they are interested in. By the way, traveling men are very much interested in candidates for some reason or other, but they will write the Board of Pharmacy sometimes and they desire to see this one passed and that one passed, can you help so and so, and this boy was in the drug business four years, he forgot to take out his papers, can't you give him credit for his time? That's part of the things we have to contend with. There is no wish on the part of the Board of Pharmacy to hold anybody back, but I don't think anybody would urge that the

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

Quaker Milk
Pork

DECLINED

Lamb

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



AXLE GREASE

48, 1 lb. 4 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., doz. 2 70
Royal, 12 oz., doz. 5 20
Royal, 5 lb. 31 20
Rocket, 16 oz., doz. 1 25

K. C. Brand

Per case
10c size, 4 doz. 3 70
15c size, 4 doz. 5 50
20c size, 4 doz. 7 20
25c size, 4 doz. 9 20
30c size, 2 doz. 8 80
30c 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
Postum Cereal, No. 10 4 50
Postum Cereal, No. 2 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70

BROOMS

Jewell, doz. 5 25
Standard Parlor, 23 lb. 8 25
Fancy Parlor, 23 lb. 9 25
Ex. Fancy Parlor 25 lb. 9 75
Ex. 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@5 75
Apple Sauce, No. 10 8 00
Apricots, No. 1 1 75@2 00
Apricots, No. 2 3 00
Apricots, No. 2 1/2 3 40@3 90
Apricots, No. 10 8 50@11 00
Blackberries, No. 10 8 50
Blueberries, No. 2 2 00@2 75
Blueberries, No. 10 14 00
Cherries, No. 2 2 75
Cherries, No. 2 1/2 4 25
Cherries, No. 10 14 00
Loganberries, No. 2 3 00
Loganberries, No. 10 10 00
Peaches, No. 1 1 50@2 10
Peaches, No. 1, sliced 1 25
Peaches, No. 2 2 75
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. 3 00@3 25
Peaches, 10, Mich. 8 50
Pineapple, 1 sl. 1 75
Pineapple, 2 sl. 2 60
P'apple, 2 br. sl. 2 40
P'apple, 2 1/2, sl. 3 00
P'apple, 2, cru. 2 60
Pineapple, 10 cru. 9 00
Pears, No. 2 3 15
Pears, No. 2 1/2 3 50
Plums, No. 2 2 40@2 50
Plums, No. 2 1/2 2 90
Raspberries, No. 2 blk 3 25
Raspb's, Red, No. 10 13 50
Raspb's Black, No. 10 12 00
Rhubarb, No. 10 4 75@5 50
Strawberries, No. 10 12 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 2 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 25
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 1 65
Lobster, No. 1/4, Star 2 90
Shrimp, 1 wet 2 25
Sard's, 1/4 Oil, Key 6 10
Sardines, 1/4 Oil, K'less 5 50
Sardines, 1/4 Smoked 6 75
Sardines, 1/4 Warrens, 1/2 2 80
Salmon, Red Alaska 3 75
Salmon, Med. Alaska 2 85
Salmon, Pink Alaska 1 85
Sardines, Im. 1/4, ea. 10@23
Sardines, Im. 1/2, ea. 25
Sardines, Cal. 1 65@1 80
Tuna, 1/2, Albocore 95
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/4s, 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 2 10
Beef, No. 1, Roast 3 10
Beef, No. 2 1/2, Qua. sil. 1 35
Beef, 3 1/2 oz. Qua. sil. 2 00
Beef, 4 oz., Qua. sil. 2 25
Beef, No. 1, B'nut, sil. 4 50
Beefsteak & Onions, s 3 45
Chili Con Ca., 1s 1 35@1 45
Deviled Ham, 1/4s 2 20
Deviled Ham, 1/2s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 52 1/2
Potted Meat, 1/2 Libby 92 1/2
Potted Meat, 1/2 Qua. 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/4 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 65

Baked Beans
Campbells, 1c free 5 1 15
Quaker, 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@1 75
W. Beans, 10 7 60
Green Beans, 2s 1 45@2 25
Green Beans, 10s 7 50
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut 1 10@1 25
Beets, No. 3, cut 1 60
Corn, No. 2, stan. 1 10
Corn, Ex. stan. No. 2 1 35
Corn, No. 2, Fan. 1 80@2 35
Corn, No. 10 8 00@10 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole 2 00
Okra, No. 2, cut 1 65
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels 35
Mushrooms, Choice, 8 oz. 40
Mushrooms, Sur Extra 60
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. June 1 85
Peas, No. 2, Ex. Sift. E. J. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35@1 69
Pumpkin, No. 10 4 00@4 75
Pimentos, 1/4, each 12@14
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 35@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60@1 90
Spinach, No. 3 2 25@2 50
Spinach, No. 10 6 50@7 00
Tomatoes, No. 2 1 20@1 30
Tomatoes, No. 3 1 90@2 25
Tomatoes, No. 10 9 80

CATSUP.

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

CHILI SAUCE

Snider, 16 oz. 3 30
Snider, 8 oz. 2 30
Lilly Valley, 8 oz. 2 25
Lilly Valley, 14 oz. 2 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 23
Michigan Dairy 23
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

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

CHOCOLATE.

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

COCOANUT

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

CLOTHES LINE.

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



COFFEE ROASTED

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

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

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

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. 4 80
Quaker, Baby, 8 doz. 4 70
Quaker, Gallon, 1/2 doz. 4 70
Carnation, Tall, 4 doz. 5 15
Carnation, Baby, 8 doz. 5 05
Oatman's Dundee, Tall 5 15
Oatman's D'dee, Baby 5 00
Every Day, Tall 5 00
Every Day, Baby 4 90
Pet, Tall 5 15
Pet, Baby, 8 oz. 5 05
Borden's Tall 5 15
Borden's Baby 5 05
Van Camp, Tall 4 90
Van Camp, Baby 3 75

CIGARS

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

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops Pails

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

Lozenges Pails

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

Hard Goods Pails

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

Cough Drops Bxs

Putnam's 1 35
Smith Bros. 1 50

Package Goods

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

Specialties

Walnut Fudge 23
Pineapple Fudge 22
Italian Bon Bons 17
Banquet Cream Mints 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 31
Evap. Ex. Fancy, P. P. 30

Peel

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

FARINACEOUS GOODS

Beans

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

Farina

24 packages 2 50
Bulk, per 100 lbs. 06 1/2

Hominy

Pearl, 100 lb. sacks 3 50

Macaroni

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

Bulk Goods

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

Pearl Barley

Chester 4 50
0000 7 00
Barley Grits 5 00

Peas

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

Sage

East India 10

Tapioca

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

FLAVORING EXTRACTS

JENNINGS PURE FLAVORING EXTRACT
Vanilla and Lemon

Same Price
1/2 oz. 1 25
1 1/2 oz. 1 80
3 1/2 oz. 3 20
3 1/2 oz. 4 50
2 oz. 2 60
4 oz. 5 00
8 oz. 9 00
16 oz. 15 00

2 1/2 Ounce Taper Bottle

GELATINE



26 oz., 1 doz. case... 6 00
 3 1/2 oz., 4 doz. case... 3 60
 One doz. free with 5 cases.
 Jell-O, 3 doz. 2 85
 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

NUTS—Whole

Almonds, Tarragona 27
 Brazil, New 18
 Fancy Mixed 23
 Filberts, Sicily 22
 Peanuts, Virginia Raw 09 1/2
 Peanuts, Vir. roasted 10 1/2
 Peanuts, Jumbo, rstd. 10 1/2
 Peanuts, Jumbo, std. 11 1/2
 Pecans, 3 star 20
 Pecans, Jumbo 40
 Pecans, Mammoth 50
 Walnuts, California 38

Salted Peanuts

Fancy, No. 1 16

Shelled

Almonds 70
 Peanuts, Spanish, 125 lb. bags 12 1/2
 Filberts 32
 Pecans 1 05
 Walnuts 90

MINCE MEAT

None Such, 4 doz. 6 47
 Quaker, 3 doz. case 3 60
 Libby, Kegs, wet, lb. 22

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. doz. 4 25
 3 oz. Jar, Stu., doz. 1 35
 6 oz. Jar, stuffed, doz. 2 50
 9 oz. Jar, stuffed, doz. 3 50
 12 oz. Jar, Stuffed, doz. 4 50 @ 4 75
 20 oz. Jar, stuffed dz. 7 00

PARIS GREEN

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

PEANUT BUTTER



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

PETROLEUM PRODUCTS

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



Iron Barrels

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



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

Cows

Top 15
 Good 14
 Medium 13
 Common 12

Veal

Top 21
 Good 20
 Medium 18

Lamb

Spring Lamb 25
 Good 23
 Medium 22
 Poor 20

Mutton

Good 18
 Medium 16
 Poor 13

Pork

Light hogs 15
 Medium hogs 15
 Heavy hogs 14
 Loin, Med. 31
 Butts 22
 Shoulders 18
 Spareribs 14
 Neck bones 06
 Trimmings 14

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 tierces 14 1/2
 60 lb. tubs advance 1/4
 50 lb. tubs advance 1/4
 20 lb. pails advance 1/4
 10 lb. pails advance 1/4
 5 lb. pails advance 1
 3 lb. pails advance 1
 Compound tierces 14
 Compound, tubs 14 1/2

Sausages

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

Smoked Meats

Hams, Cer., 14-16 lb. @ 23
 Hams, Cer., Skinned 16-18 lb. @ 23
 Ham, dried beef @ 32
 Knuckles @ 16 1/2
 California Hams @ 16 1/2
 Picnic Boiled Hams 20 @ 22
 Boiled Hams @ 25
 Minced Hams @ 17
 Bacon 4/6 Cert. 24 @ 33

Beef

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

RICE

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

ROLLED OATS

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

RUSKS

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

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
 Mixed, half bbls. 9 50
 Mixed, bbls 17 00
 Milk,ers, Kegs 1 25
 Milk,ers, half bbls. 10 25
 Milk,ers, bbls. 19 00
 K K K K, Norway 19 50
 8 lb. pails 1 40
 Cut Lunch 1 65
 Roped 10 lb. boxes 16

Lake Herring

1/2 bbl., 100 lbs. 6 50

Mackerel

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

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

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

STOVE POLISH

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

Black Silk Paste, doz. 1 25
 Enameline Paste, doz. 1 35
 Enameline Liquid, 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. bbl. 95
 Farmer Spec., 70 lb. 90
 Packers Meat, 50 lb. 97
 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 40
 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
 Crystal White, 100 3 85
 Export, 100 box 4 00
 Big Jack, 60s 4 50
 Fels Naptha, 100 box 5 50
 Flake White, 10 box 3 80
 Grdma White Na. 10s 3 85
 Swift Classic, 100 box 4 40
 20 Mule Borax, 100 bx 7 55
 Wool, 100 box 6 50
 Jap Rose, 100 box 7 85
 Fairy, 100 box 4 00
 Palm Olive, 144 box 11 00
 Lava, 100 bo 4 90
 Octagon, 120 5 00
 Pummo, 100 box 4 85
 Sweetheart, 100 box 5 70
 Grandpa Tar, 50 sm. 2 10
 Grandpa Tar, 50 lge. 3 50
 Quaker Hardwater
 Cocoa, 72s, box 2 85
 Fairbank Tar, 100 bx 4 00
 Trilby Soap, 100, 10c 7 30
 Williams Barber Bar, 9s 50
 Williams Mug, per doz. 48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

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

SPICES

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

Pure Ground in Bulk

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

Seasoning

Chill Powder, 15c 1 35
 Celery Salt, 3 oz. 95
 Sage, 2 oz. 90
 Onion Salt 1 35
 Garlic 1 35
 Ponelty, 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

Maple, per gal. 2 50
 Welch, per gal. 3 10

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

Banner, Globe 5 50
 Brass, single 6 00
 Glass, single 6 00
 Double Peerless 8 50
 Single Peerless 7 50

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 31.—We have today received the schedules, reference and adjudication in the matter of Naylor L. LaRocque, Bankrupt No. 3238. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Cassopolis, and his occupation is that of a barber. The schedules show assets of \$636 of which the full interest is claimed as exempt with liabilities of \$2,275.80. 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:

Troost Bros., St. Joseph	\$300.00
Hamilton Anderson Co., Niles	160.00
First National Bank, Cassopolis	60.00
John D. White, Uhrichsville, Ohio	800.00
Robert Atkinson, Niles	250.00
George Kreuger, Berrien Springs	200.00
Millard Johnson, Berrien Springs	125.00
Samuel Colvin, Berrien Springs	100.00
William Butzer, Berrien Springs	50.00
Charles Tryon, St. Joseph	65.00
Farmers Store, Berrien Springs	54.79
M. H. Myers, Berrien Springs	11.28
Sam Patlind, Berrien Springs	10.00
Frank M. Burke, Berrien Springs	4.00
John Ricksteine, Berrien Springs	17.78
Guy Heim, Berrien Springs	3.00
R. B. Zane, Berrien Springs	5.00
L. E. Lucas, Berrien Springs	50.00
H. C. Storick, Berrien Springs	14.96
Orlando Lien, Berrien Springs	20.00
Wm. C. Phillips, Berrien Springs	92.00

Aug. 31. We have to-day received the schedules, reference and adjudication in the matter of Clarence R. Beattie, Bankrupt No. 3239. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedules show assets of \$300 of which \$75 is claimed as exempt, with liabilities of \$1,475.50. The first meeting will be called promptly, as funds have been received. Note of the same will be made herein. The list of creditors of said bankrupt is as follows:

Dr. F. W. Garber, Muskegon	\$ 10.00
Dr. E. S. Thornton, Muskegon	15.00
Dr. Lucy N. Eames, Muskegon	11.00
Hackley Hospital, Muskegon	44.00
Brinen Lumber Co., Muskegon	124.00
Standard Block Co., Muskegon	225.00
C. F. Adams Co., Grand Rapids	20.00
Collins Music House, Muskegon	185.00
Liberal Clothing Co., Muskegon	45.00
Muskegon Traction & Lighting Co., Muskegon	12.50
Delong Bros., North Muskegon	100.00
Hood Tire & Rubber Co., Grand R.	310.00
Alexis J. Rogoski, Muskegon	314.00
Pine St. Furn. Co., Muskegon	60.00

Aug. 31. We have to-day received the schedules, reference and adjudication in the matter of Lorena M. Fluent, Bankrupt No. 3240. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and her occupation is that of a milliner. The schedules show assets of \$1,056.50 with liabilities of \$1,641.38. The first meeting will be called promptly and note of the same will be made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$ 26.07
Brash Trimmell Hat Co., Chicago	24.00
Blum & Co., Cleveland	160.75
DuBois Munn Co., Grand Rapids	248.74
Carl Fels, Inc., New York	91.00
Herald, Grand Rapids	11.00
G. R. Savings Bank, Grand Rapids	350.00
Percival E. Palmer & Co., Chicago	242.24
Reed Bros., Grand Rapids	93.93
J. A. Scott & Co., Grand Rapids	111.65
Sperling & Finkstein, Chicago	26.50
Samuel M. Weiss, Chicago	255.00

Sept. 2. We have to-day received the schedules, reference and adjudication in the matter of John J. Lundberg, Bankrupt No. 3241. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$100 with liabilities of \$1,911. 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—all from Grand Rapids—is as follows:

Mr. and Mrs. B. A. Valentine	\$250.00
Messrs. Earl and Ralph Blackhall	100.00
Mrs. Hattie Swanson	50.00
Community Finance Co.	260.00
Richards Storage Co.	80.00
Harry Rogers and George Rogers	130.00
Industrial Bank	50.00
Donker Fuel Co.	30.00
Menters Clothing Co.	40.00
Costlow's Clothing Co.	70.00
Dr. Geo. L. McBride	25.00
Dr. Wm. Northrup	27.00
Dr. Rowland Webb	140.00
Dr. M. A. Andreen	12.00
Dr. Louis Barth	5.00
Dr. Peter J. DePree	2.00
Dr. R. K. Hoffman	24.00
Leo. Zainea	60.00
Lock & Roelofs Fuel Co.	20.00
G. L. Kridler	30.00
Charles Hunsberger	60.00

J. B. Johnson	400.00
Dr. Glen Smith	12.00
Haskins Grocery	30.00
Hill Plumbing Co.	4.00

Sept. 7. We have to-day received the schedules in the matter of John Sommer, Bankrupt No. 3227. The matter has been referred to Chas. B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a banker. The schedules show assets of \$13,762.38 of which \$1,750 is claimed as exempt, with liabilities of \$31,427.67. The court has written for funds and upon receipt of the same, the first meeting will be called, note of which will be made herein. The list of creditors—all of Dorr unless otherwise indicated—is as follows:

L. Fifeiski, Wayland	\$ 94.80
W. M. Irving, Byron Center	542.00
Mrs. Agnes Kurdeksi	3.00
Casper Raad	787.45
Fred Averill	60.00
Charles Averill	1,050.00
Helen Gaca	65.00
Helen Gaca and mother	124.00
Mrs. J. Schumaker	200.00
Salome Smith	675.26
Salome Smith	711.61
Vincent Kolakowski	300.00
Fred Engel	555.17
Anton Schneider	700.00
Frank Stankey	110.00
Charles Stankey	230.00
August Stankey	157.00
Anna Genether	50.00
Mrs. Mary Smith	60.00
John Engel	450.00
George Engel	1,000.00
Jas. B. Harnish	15.86
Jos. Wisniewski	214.42
Nick Iciek	408.00
Ralph Cole	7.50
Kieth Cole	5.41
Anton Belka	200.00
John Belka	200.00
Jos. Peika	180.00
Caroline Grover	300.00
Frank Laube	200.25
Mike Schoendorf	675.00
K. J. Tashalis	72.46
Josephine Lilliebridge, Marne	789.16
Ernest Kronberg	17.38
Mrs. F. Wuerfel	95.00
Lutheran Ladies' Aid	89.94
W. J. Buer	287.28
W. J. Buer & Son	889.86
Sylvia Buer	1,590.00
Mrs. C. L. Buer	173.65
Leon Buer	113.21
C. L. Buer	18.75
Zippora McCune	30.00
Chas. F. Francisco	95.00
Joseph M. Herman	51.03
Wm. Kronberg	25.00
Alex Rutkowski	5.00
John Scheider	500.00
John Sczykowski	3.00
Emily Sczykowski	3.00
Frank Koski	300.00
Donald Weaver	20.28
Doris Weaver	30.28
F. & A. M. Lodge No. 307	263.12
C. M. Nichols	32.20
Peter Keipen	66.85
Geo. Hunderman	100.00
Bernice Chesebro	1.00
Homer Chesebro	2.30
Ila Chesebro	.55
Louis Miedema	381.02
Miedema Bros.	615.50
Jessie Weaver	5.55
Henry Nagel	550.00
John Snyder	1,400.00
Reginia Czernowski	60.00
Joseph A. Bartz	57.94
Carl Graczyk	35.00
Treasurer Dorr Twp.	61.46
Frank Stelzel	350.00
Julius Rewa	362.00
Steven and Rose Chachulski	1,028.00
Louis Joblinski	104.00
Victor Joblinski	229.23
J. W. Ods	776.87
Peter Beukema	350.95
D. C. Bakeman	200.00
Winchester Bros.	211.40
Chas. Harrington	7.15
Rev. Jos. Koper, Hilliards	784.45
St. Stanislaus Catholic Church, Hilliards	271.83
Geo. Todd	7.45
O. L. Winchester	51.49
Mrs. Mary Mitchell	344.05
G. A. Bachman, Grand Rapids	562.31
Joseph Gries	400.00
Otto Weber, Grand Rapids	136.61
Parent & Teachers' Association	39.49
Laudis Fifeiski, Wayland	200.00
Fred Barber	50.00
Herbert Snyder	100.00
John Czernowski	50.00
Marywood College, Grand Rapids	90.00
Matilda Larabel, Grand Rapids	1,144.88
Samuel B. Bain	492.00
Frank Blair	75.00
Frances Fournat, Grand Rapids	1,728.08
Mich. Bell Tel. Co., Grand Rapids	3.98
Roland Leonard, Byron Center	66.00
John Kleis	5.00
Matilda Sommer, Grand Rapids	343.84
Jos. Schmidt	215.07
Faith DeJongh	125.00
Emma Weimman	2,000.00

Sept. 7. We have to-day received the schedules, reference and adjudication in the matter of James P. Partlow, Bankrupt No. 3242. The matter has been referred to Charles B. Blair as referee

in bankruptcy. The bankrupt is a resident of Comstock Park, and his occupation is that of a salesman. The schedules show assets of \$148.16 of which \$58.16 is claimed as exempt, with liabilities of \$6,888.86. 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 is as follows:

Motor Finance Co., Youngstown, Ohio	\$191.84
Day Grocery, Salem, Ohio	251.46
C. E. Albright, Salem, Ohio	28.17
Snyder Coal Co., Leetonia, Ohio	40.45
Andalusia Dairy Co., Salem, Ohio	50.40
Salem Builders Supply Co., Salem	21.26
J. S. Doubt Tire Co., Salem, Ohio	40.00
Salem Storage Battery Co., Salem	28.00
W. S. Arbaugh, Salem, Ohio	7.75
Salem Hardware Co., Salem, Ohio	20.25
Radio Headquarters, Salem, Ohio	7.00
Burns Hardware, Salem, Ohio	7.26
All-Ford Garage, Salem, Ohio	13.00
W. L. Pettit, Salem, Ohio	6.30
Salem News, Salem, Ohio	7.50
J. A. Ferris Co., Youngstown, Ohio	44.71
Metzgar & McCarthy, Salem, Ohio	75.00
Dr. T. T. Church, Salem, Ohio	11.50
Dr. L. F. Derfus, Salem, Ohio	23.50
First National Bank, Salem, Ohio	5,800.00
Salem Chattel Mortgage Co., Salem	148.00
Dr. J. C. Foshoe, Grand Rapids	33.00
G. R. Gas Light Co., Grand Rapids	15.85
Jewel Tea Co., Youngstown, Ohio	4.72
Pascala Coal Co., Salem, Ohio	4.95
Dr. O. W. Haulman, Youngstown	7.00

Sept. 10. We have to-day received the schedules, reference and adjudication in the matter of George W. Atkinson, Bankrupt No. 3243. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a minister. The schedules show assets of \$250 of which the full value is claimed as exempt, with liabilities of \$506.89. 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 is as follows:

Richard Strong, Grand Haven	\$506.89
In the matter of Henry Hartman, Bankrupt No. 3169, it has been determined that there is no surrender value in the policy of life insurance held by the bankrupt and an order closing the estate as a no-asset case has been entered and the matter returned to the district court.	
Sept. 12. On this day was held the first meeting of creditors in the matter of Maurice J. Sheehan, Bankrupt 3223. The bankrupt was present in person and represented by attorneys Hilding, Hilding & Tubbs. No creditors were present in person. One creditor, whose claim was proved and allowed was represented by C. W. Moore. The bankrupt was sworn and examined without a reporter. C. W. Moore was named trustee and his bond placed at \$500. The first meeting then adjourned without date.	

On this day also was held the first meeting of creditors in the matter of Edward W. Fitzgerald, Bankrupt No. 3224. The bankrupt was present in person and represented by attorney John J. McKenna. No creditors were present or represented. Claims were filed. The bankrupt was sworn and examined without a reporter. No trustee was appointed for the present. The first meeting then adjourned without date and the case will be closed and returned to the district court as a case without assets, unless value is found in a policy of insurance held by the bankrupt in which case a trustee will be appointed and the value administered.

On this day also was held the first meeting of creditors in the matter of Erwin C. Burt, Bankrupt No. 3214. The bankrupt was present in person and rep. No creditors were present or represented by attorney Theodore I. Elfer. No claims were proved and allowed; no trustee was appointed for the present and until the value of a policy of life insurance has been determined. If no value is found the matter will be closed and returned to the district court as a case without assets. The first meeting adjourned without date.

In the matter of John Sommer, Bankrupt No. 3227, the funds for the first meeting have been received and such meeting has been called for Sept. 26. In the matter of Joseph A. Larabel, Bankrupt No. 3232, the funds for the first meeting have been received and such meeting has been called for Sept. 26.

Sept. 12. On this day was held the first meeting of creditors in the matter of Andrew Brown, Bankrupt No. 3225. The bankrupt was present in person and represented by attorney Joseph Sanford. 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.

Sept. 12. On this day was held the first meeting of creditors in the matter of Peter C. Tazelaar, Bankrupt No. 3222. The bankrupt was present in person and

represented by attorneys Dilley, Souter & Dilley. 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.

Sept. 13. On this day was held the first meeting of creditors in the matter of Frank Poltice, Bankrupt No. 3727. The bankrupt was present in person and represented by attorney Horace T. Barnaby. Creditors were present in person and represented by C. W. Moore and Fred G. Timmer, agents. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. W. Moore was elected trustee and the amount of his bond placed at \$1,000. The first meeting then adjourned without date. The auction sale of perishable property heretofore held was approved by the creditors. The sale of such assets brought \$700.

The Supply of Reindeer.

Alaska can permanently maintain about 4,000,000* reindeer. Canada has permanent grazing acreage sufficient to support some ten times as many as Alaska, or 40,000,000, and Eurasia more than 10 times the grazing area of Canada, or 400,000,000. A half billion reindeer would equal in cattle units one billion sheep.

The best reindeer country is and will continue to be that portion of the Arctic and sub-Arctic "north of the tree line" (Arctic and sub-Arctic sections devoid of timber land—for there are many places in the Arctic that boast good spruce and birch).

The reindeer industry now maintains a population over areas which would not otherwise be populated. These areas will gradually broaden as the industry develops commercially.

Canada must shortly introduce reindeer, otherwise her native people—Eskimos—living in the Far North will become dependents. The introduction of the domesticated reindeer will make these people commercially independent.

The company with which the writer is associated now herds more than 130,000 reindeer in Alaska. Some of those animals range north of the Arctic Circle, and many reindeer herds owned by the Eskimos range hundreds of miles still further North.

We are now cross-breeding the reindeer with the American caribou in co-operation with the Federal Bureau of Biological Survey—and with success. The caribou is the American wild reindeer, whereas the domesticated reindeer in Alaska are Siberian stock. There is no real reason for breeding the caribou other than preserving the type. Eventually, in some sections, the caribou will give way to the gentler domesticated reindeer, but not before the cross-bred animal will be established.

Whenever a commercial enterprise proves economically sound, there you will find the white man willing to assume command and take up his habitation. This condition is now taking place with the reindeer industry in the North and it is attracting more white men each year. The "whites" will not be driven North by "economic pressure," but rather be attracted to the North by a fascinating and profitable industry.

Carl J. Lomen.

Moral hazard cannot be felt or handled, but it often is a determining element in the make up of the loss accounts of many insurance companies.

Sharing Profits—If Any—But Not Expenses.

(Continued from page 20)

deducted from his pay on Saturday night, he quit leaving them, believe me.

Some similar distinguishing mark can be adopted by anybody and it will work, provided you work it. But just as in the case of "steady customers," exceptions weaken all such rules. It takes few exceptions to nullify any rule completely. System must be maintained or it is useless.

But there is another serious item in connection with this particular business. Equipment that runs to \$25,000 involves interest at not less than 6 per cent. and where he does business I question whether money could be got for less than 7 per cent. That is \$1,500 per year. At least 10 per cent. depreciation annually must be charged off. That is \$2,500. Salary of \$35 per week is \$1,820. Together, these three items total \$5,820. So, even if the sales are \$350 every week, or \$18,200 a year, we have here expenses of nearly 32 per cent.

This man does business in a good town. It is an exceptionally good town for high grade meats and groceries. The folks demand service plus and have the money to pay for it. I know the town. I think I know this particular store. But even with all these points in its favor, I wonder whether there is room for any profit at all when the items I indicate cost 32 per cent. on sales.

If there is a mistake of one cipher in the figures and it should be \$2,500 for equipment, then we have only \$2,220 for the items mentioned—a little over 12 per cent. That would leave plenty of room for profit on a fair meat margin. But \$2,500 seems as much too little as \$25,000 seems too high. This should be looked into with the utmost care.

With the definite system I have indicated established, with rules made and held to as the laws of the Medes and Persians, with the cutter made to stand on his toes, there is plenty of opportunity for this merchant to do the vital thing that all merchants must do—build business.

With the background of established trade he enjoys in such a town, what he needs is to tighten his grip on things as they are and then have his mind and energies freed from petty details, so he can get out after the bigger business that is there for his taking. Then he will have real profits to count.

Paul Findlay.

Report of Mr. Hoffman at the Port Huron Convention.

(Continued from page 27)

City. I am now having printed the rules and regulations governing the sale of thermometers and I don't think you will have any trouble enforcing them. If we pick up any thermometers that are not standard, we will simply destroy them. Massachusetts has no trouble; I have been in correspondence with them. Connecticut has no trouble and New York City is getting along pretty well, so I think your standard thermometer will be enforced.

Mr. Webster: How about goods on hand?

Mr. Hoffman: Return them to the people you purchased them from. You should be given a reasonable time.

Kellogg's Outing Draws Crowd.

More than 2,000 grocers and meat dealers of Battle Creek, and Calhoun county enjoyed the seventh annual picnic sponsored by the Kellogg Co., and held at the Kellogg athletic field. Ideal weather conditions prevailed and the outing was reported most successful. The opening event was a baseball game between the Lansing Oldsmobiles and the Kellogg Peps. The latter team won by a score of 3 to 0. The game was followed by a tug-of-war between the butchers and the grocers with the former winning after a long struggle.

The vanguard of the American Legion is now gradually arriving in Paris, and its reception by the people of the French capital augurs well for the success of the convention, which will not officially start until September 19. But the true measure of the convention's success will be determined by its final effect upon Franco-American relations, and not until the last legionnaire has left France shall we know whether it was a wise move to hold the convention in Paris. For it is no less true because paradoxical that this gathering of war veterans, which should serve to bind still closer the ties that link the United States and France, has as great possibilities for mischief as for good. French public opinion is volatile. A single unfortunate incident could counteract the wave of good feeling which recent events have aroused in France. Hence the responsibility of the legionnaires is real enough. It is not that they any more than any other group of Americans might cause friction by meeting in Paris but that delegations of any sort paying international visits run this risk. In drawing attention to the delicate nature of international feeling, however, we do not mean to lay too much stress upon the risk of friction. The pilgrimage of the American Legion to France should serve to reawaken the friendship cemented by war. The spirit in which the legionnaires are going to Paris and the spirit in which they are being received by the French hold high promise.

The members of the Federation of Business and Professional Women's Clubs are becoming much exercised over the question of bachelorhood among the young men of the country. From their preoccupation with the subject we cannot help but gather the impression that they consider bachelors a menace to the community, and this in spite of their own well-known independence. They have delved deeply into causes and found three—selfishness on the part of the young men, the want of romance and the high income tax. In the discussion on the comparative importance of these causes the bachelors fared rather badly. Seventy-five per cent. of unmarried business women are supporting one or more members of their families, one speaker asserted, while single men usually escaped all obligations and with a deficient sense of moral responsibility

shied off from the financial and spiritual obligations of marriage. Another spinster declared that the modern girl now seldom met a man who could meet with her approval as a companion and still earn as much as she could. In these expressions of the feeling of the members of the Federation of Business and Professional Women's Clubs there might be discovered some reason for the lack of romance which one hardy delegate to their convention asserted was the real cause for bachelorhood. If the professional young woman considers marriage entirely a question of obligations and first demands of her suitor that he go out and earn more than she can it is probable that she will be left to pursue her goal of economic independence without being handicapped by a less solvent mate.

Chicago aldermen have discovered that their city has got beyond the point at which the renaming of their most prominent thoroughfares is a mere matter of passing a resolution. The substitution of the words "Damien avenue" for "Robey street" is estimated to have cost the citizens more than \$5,000,000. The street was devoted to business, and many of the merchants were in the habit of advertising their stores as the Robey street this or the Robey street that. The change necessitated a complete revision of their printed matter and a renaming of their stores, to the confusion of their customers. Robey street was only one of a number subjected to change. While the changes produced considerable dissatisfaction, the public was not thoroughly aroused until the suggestion was made to rename State street and call it Thompson avenue. The alderman who makes this proposal frankly says he is actuated only by a desire to stop the craze of renaming the streets, but he admits that the resolution can easily be passed, since no one of the majority party in the board of aldermen will dare to vote against such a resolution for fear of offending Mayor Thompson. Meanwhile the Federal Postoffice officials have warned the city administration that this wholesale renaming of streets must stop. Refusal or even delay by the postoffice to recognize the change in the name of State street would seriously affect the business of the merchants on that important thoroughfare. Changing the name of State street in Chicago would be as absurd as changing the name of Boardway in New York.

What a theme for an imaginative novel the incident of the Livingston dish offers! Hawthorne, Poe or Irving would have been delighted with it. Any one of them could have produced something concerning it that would have stood the test of time. The dish is an exquisitely chased solid silver vessel, more than a foot in diameter, standing over six inches high and weighing twelve pounds. Its American history—its French history is shrouded in darkness—begins with a man dressed as a peasant calling upon Gouverneur Morris, our Minister to France during the French Revolution, and asking him to keep the dish for him until the trou-

ble blew over. The man never came back. When President Jefferson sent Robert R. Livingston to France the dish fell to him and has graced the Livingston family table for more than one hundred and twenty-five years. Now the old cemetery at the Red Church in Tivoli, N. Y., where the soldiers of six wars and generations of the Livingstons are buried, is in danger of falling into the real estate maw, and the custodian of the famous dish is offering it to any one who will give the largest amount to establish a trust fund of \$50,000 to preserve the burying ground. It is a novel lottery. The highest bidder gets a family heirloom which has served on a table around which have sat some of the greatest personages in our early history while he materially helps to preserve the church and burying ground which Philip Livingston established in 1766 to perpetuate his family name.

Bossy's Epitaph.

A farmer was trying hard to fill out a railway company claim sheet for a cow that had been killed on the track. He came down to the last item: "Disposition of the carcass." After puzzling over the question for some time, he wrote: "Kind and gentle."

Ten thousand years of culture, resulting at last in a woman who wears a glass-bead necklace instead of shark teeth.

Business Wants Department

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

FOR SALE—Brick store building, grocery stock, fixtures, and dwelling house in live factory town. Write M. E. Gorman, Alma, Mich. 671

FOR SALE — STATE OR COUNTY PATENT RIGHTS for the manufacture and sale of the McClelland Electric Christmas Wreaths. They sell at sight. Nice profits, easy to make. Address The ELECTRIC WREATH CO., 54 W. Cedar Ave., Denver, Colorado. 672

Xmas boxes men's, boys' cravats jeweled, toy gifts. Surprise novelties. Naumkeag silks. Address Raduziner's Cravats, 40 E. 22nd St., New York City. 673

FOR SALE—Grocery store, stock and fixtures; will be sold at a low price. The Michigan Trust Co., Grand Rapids, Mich. 674

For Sale—Good cottage and lot in Nobeleton, Florida, sixty miles north Tampa. Bought for winter home. All clear, \$800 cash. Get particulars. Also cottage, two lots, water front, narrow lake, twenty-five miles south of Lansing, Eaton county. East side, well developed, all for \$1,500. Terms on part. S. F. Brunk, Eaton Rapids, Mich. 668

For Rent—Good location for Bazaar or clothing. Scott Lane, Springport, Mich. 670

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 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

CASH For Your Merchandise! Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 666

Frogs Alert in Sight and Hearing.

Is it possible to scare a colony of frogs so they will migrate? Not only migrate, but find a gap in a tight board fence to escape from suspected enemies?

Senator Frank S. Cummings, of Centerville, St. Joseph county, is positive that frogs will do it. He knows, because he has seen it done in the Centerville neighborhood. Like a romance in Mark Twain's story of two boys that matched frogs for jumps, one boy surreptitiously poured a spoonful of bird shot down the throat of the other boy's frog and, of course, the frog that was not loaded with shot won. Senator Cummings, whose years are mature (he was born the day Abraham Lincoln was elected President, in 1860), avers his account of a frog migration in the face of danger is not a romance, but an actual occurrence that can be verified by living witnesses. This is it:

Evans Lake, in Nottawa township, near Centerville, is about eighty acres in extent and quite shallow. Up to about thirty years ago it was locally famous as a densely populated frog location. In the spring, the frog singing season, folks driving along the road of an evening would stop to listen to the chorus of the millions of frogs in Evans Lake, old residents estimate. Even the horses—there were no motor cars then—would prick up their ears to the singing. Horses that the Senator himself was driving have done so. One who had a summer cottage on the lake was a Cincinnati man. Fried frog legs appealed so strongly to him that he began sending an occasional pail to friends at home. Cincinnati at the period enjoyed far greater fame for its beer than frogs' legs. Soon it occurred to him that the frogs of Evans Lake might be commercialized. So he formed a little group of Cincinnati brothers who had spare change, bought all the land around the lake and built a small dressing and shipping plant.

Associated with the Cincinnati group was Joseph Edwin Thresher, a veteran of the Eleventh Michigan Infantry in the civil war, who died a few weeks ago at the age of 83 at the home of his daughter in Lakeview, Montcalm county. He was buried in the Wasepi, St. Joseph county village cemetery. In a letter just received from Senator Cummings the Senator mentions the uncontroversial fact that Thresher was in on the project to make big money from the frogs of Evans Lake only to have their good thing blasted in a single night because the carpenters put off until the next day closing the gap in the fence. Thresher always contended that he was the original frog promoter, and that the Cincinnati men were not interested in the big possibilities until he talked them into it. Anyhow as the practical man he acquired for the group the exclusive right to take frogs in the lake and supervised the building of a fence around it to keep out poachers and to prevent the frogs migrating from it.

The fence, four feet high and topped with barbed wire, was to be built entirely around it and was completed all

but fifty feet. This fifty feet was to be finished the next day.

But, amazing was what happened during the night. All the frogs deserted the lake through the fifty foot gap. Not the note of a single frog came from the lake the next night.

And, further avers Senator Cummings, ten years elapsed before frogs in any considerable number returned. Even to-day the colony is but a remnant of what it was thirty years ago.

The surmise of Centerville always has been that the hammering of nails by the fence builders continuously for a week or so aroused fear in the colony that danger was pending, hence the migration.

That this may happen to frogs is told in the Frog Book, by Manry C. Thompson, a volume of 250 pages and all about frogs.

Here are a few extracts from it:

Frogs are exceedingly alert in sight and hearing. Their croaking is evidence to all other frogs that there is no danger present. Their eyes give the same evidence of safety that the first frog gives and one by one they change the chorus. The hushing of one frog implies danger and every other frog obeys an impulse of fear and becomes silent. Frogs can hear sounds made in the air whether the frog's ear is in the air or under the water. Sight and hearing are correlated senses serving in the capture of food and in escape of enemies. On the whole it would seem that frogs possess but a low order of intelligence yet they have crude ideas of food and danger."

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 13—With the opening of school last week a marked reduction in tourists was noticed. The camp is thinning out, but ending with the best tourist years since it was opened. What we will get from now on will be mostly hay fever tourists and according to some of our wise men, they tell us that the continued dry weather will largely increase the attendance this year.

Mrs. Joe Plaunt, who has been conducting the Harmonic Beach resort during the summer, has closed the beach and opened the Rainbow tea rooms, opposite the Murray Hill Hotel. The latter place has all been redecorated and re-fitted with several new tables added. Mrs. Plaunt has gained an excellent reputation with the tourists, also the city folks, for her fine chicken dinners, which will make her new place equally popular.

D. W. Draper, formerly in the baking business here, but who sold out a short time ago to retire, has spent some time in Detroit. He was a caller here last week and stated that he was taking a year off to travel throughout the West, British Columbia, and other places, after which he may return and possibly get back into business, as he has been markedly successful in business here.

It is reported that the Kinney Shoe Co., which moved from here to Escanaba last spring, is coming back to the Soo in the near future and will occupy the same store which they vacated when they moved away. They have since learned that the Soo was one of the best cities in Michigan.

More than 400 road signs have been placed in Chippewa county the past several weeks, making travel a pleasure in this part of the State.

The firm of Rowan & Somes, grocers, on Easterday avenue, are closing out the stock and will discontinue business after eight years.

The general store of Brown & Witmarsh, at Strongs, was again burglarized last week. The store was visited by thieves last spring, suffering loss in cash and checks amounting to about \$900. This time the thieves got no money, but an inventory of the stock is being taken to ascertain the loss from the last visit.

Mackinac Island, our popular summer pleasure resort, will be developed into a winter resort as well, according to plans announced here. H. Nickolson, director of winter carnivals at St. Moritz, Switzerland, is on his way here to make arrangements for the first annual Great Lakes winter sports carnival, to be held at Mackinac next January. Ski and toboggan enthusiasts from the lake states will be given a snowtime sport resort, according to the builders of the toboggan course. All sorts of new winter amusements will be introduced into the Middle North, including dog sled racing, ice skating and ice boating. A two mile toboggan slide, with a drop of 339 feet from start to finish, has been placed tentatively by Mr. Nickolson, after studying maps of the island. A second slide will be placed on the Mackinac Island golf course. The State Reserve, blanketed with three feet of snow from New Year's day to March 1, will back the project, according to Commissioner W. B. Hendricks.

Every husband admits his wife showed sound judgment when she picked him out.

Thrice village has been changed to Munoscong, and those who have not been there since the name was changed will be surprised at the changes and improvements made by Clyde Connolly, who is the postmaster, proprietor of the general store, and owner of the new hotel which he erected during the summer and which has been occupied during the past two months with tourist trade. Mr. Connolly is a hustler and is deserving of much credit for making this new resort, which is situated on the St. Mary's river at the Nebish Cut, where the best bass fishing is enjoyed, with delightful scenery, good swimming and plenty of power boats, row boats, launches and private cottages, which Mr. Connolly also owns. Every convenience is offered the guests. The new hotel is modern in every respect and contains thirty-four rooms. It has a well lighted dining room and a large lobby facing the river and is most inviting and home like. The meals are a special feature and many city people take their Sunday dinners there during the season.

Easy jobs never last long—the competition for them is too keen.

William G. Tapert.

The Exact Facts About Guy W. Rouse

The Tradesman received a call yesterday from Charles Shean, who has served as warden of the penal institution at Ionia for the past five years. During the previous five years he was deputy warden of the State prison at Jackson.

Mr. Shean says that Guy W. Rouse is not an inmate of the prison proper. He was kept in a cell in the prison two weeks during observation. The prison doctor found that the stomach trouble from which he has long complained precluded his being sent to work at the bench or machine or assigned to work on the prison farm. He was therefore taken out to the T. B. hospital, one and one-half miles from the prison, where he was placed at work as a scullion in the hospital kitchen. He sweeps and mops the floors, washes dishes, pots and kettles. He eats with the other kitchen help and sleeps on a cot in the basement with the cook and other scullions. He receives no consideration which is not granted any

other prisoner. The inmates of the hospital are about equally divided between white and colored.

Mr. Shean says that Rouse has frequent callers whom he is obliged to turn away, because it is a rule of the prison that only relatives and close personal friends be given audience with criminals and that only one such interview a month be permitted. He says Rouse appears to be resigned to his fate and has made no complaint over the work assigned him. He looks much better, physically, than he did when he entered the prison over two months ago.

Flour Buyers Should Purchase Conservatively.

Material improvement is in prospect in the Canadian spring wheat crop. Favorable harvesting conditions in the spring wheat territory of the United States have driven the longs to cover and at the present moment the situation in wheat is bearish.

The total indicated crop of spring and winter wheat in the United States is about eight hundred and sixty million bushels and present prospects of about four hundred million in Canada, provides the North American continent and the importing countries of Europe with an ample supply to meet their requirements of consumption, seed and reasonable carry over. As a consequence, both the wheat and flour buyer is sitting back and taking things easy, and it appears right now that a somewhat lower range of prices will prevail on flour, although the mill feed situation adds some strength to future flour prices, as there will probably be an average decline on bran and middlings together of from \$5@8 per ton.

Taking the situation as a whole it appears the flour buyer has used good judgment in purchasing conservatively to cover only near-by requirements and probably this policy is the best one to pursue for the next couple of weeks or possibly for thirty days.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 13—Ira R. Osterveer, who has served as local manager for the wholesale branch house of Wilson & Co. for the past seven years, has resigned to take the management of the meat department of the A. & P. Co. in Western Michigan. The handling of fresh meat is a new departure for the A. & P. in this territory. How many of the stores of the corporation will have meat departments is a matter not yet fully decided. Prior to entering the employ of Wilson & Co., Mr. Osterveer was engaged in the meat business on his own account, either alone or in company with his father, who was one of the pioneer meat dealers of Grand Rapids. He is thoroughly versed in every branch of the meat business and will prove a valuable man for his new connection.

Fred M. Rowe (Valley City Milling Co.) has returned from a trip he made into the wilds of Ontario, Northeast of the Canadian Soo. Accompanied by an Eastern customer of the Valley City, he penetrated the wilderness about 300 miles, discovering lakes and climbing mountains which have never before been seen by a white man. He was accompanied by the caretaker of his ranch at Grayling and an Indian guide he picked up at Iron Bridge, Northeast of the Soo. He is so enamored by the wildness of the country and the primitive conditions everywhere in existence that he proposes to repeat the trip again next season.