

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 21, 1927

Number 2296

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## IT TAKES SO LITTLE

*It takes so little to make us sad,  
Just a slighting word or a doubting sneer,  
Just a scornful smile on some lips held dear;  
And our footsteps lag, though the goal seemed near,  
And we lose the courage and hope we had —  
So little it takes to make us sad.*

*It takes so little to make us glad,  
Just the cheering clasp of a friendly hand,  
Just a word from one who can understand;  
And we finish the task we long had planned,  
And we lose the doubt and fear we had —  
So little it takes to make us glad.*

Ida Goldsmith Morris

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MORE  
than a  
*Fly Spray*

# KIP

THERE is a steady fall and winter demand for a safe, dependable insect spray.

Warm, cozy interiors attract roaches, slickers, water-bugs and other disagreeable insects which annoy and also destroy valuable property.

An effective means of ridding the home of carriers of filth and contamination is to spray KIP regularly in cracks, crevices, around drain pipes and in damp places.

So popular is KIP among thousands of housewives, that they continually return for more of this superior insect spray, that they may keep their homes always free from insect invasion.

This popularity has caused an increasing large number of Michigan merchants to stock KIP and display it prominently on their shelves. They know that such a display serves as a reminder for their customers to buy now. If you are not handling KIP, at least investigate its merits. We should especially like to tell you of its profit possibilities. To receive this information does not obligate you. Just fill out the coupon.

## Kills Insect Pests

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

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

Name .....

Address .....

Town ..... State.....

## STANDARD OIL COMPANY (INDIANA)

910 South Michigan Avenue—Chicago, Illinois



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## MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

### CHARLES R. SLIGH.

Charles R. Sligh, leader, administrator, executive, patriot and good citizen, passed away Sept. 15. The world is different for many of us, now that he has gone, for in his death it has lost one of its humblest servants and sturdiest workers. Our beloved comrade has Crossed the Bar and met his Pilot face to face; but his soul will go marching on through the hearts that loved him.

Mr. Sligh was of the stuff of which martyrs were made. He dedicated his life to the public, to his friends and his business. He was always ready to lay aside his major duties and his assiduous work as a manufacturer to give the last ounce of himself for his brethren's sake. Name and fame were nothing to him—the cause was all. He took his place among the greatest men in his line of business, not only by reason of what he accomplished, but by reason of what he was by the greatness of his spirit and the majesty of his motives. In losing himself, he found himself.

Mr. Sligh's long and useful life constitutes a heroic record of disinterested work and achievement by a man of lofty ambition, steadfast effort, untiring energy and high moral purpose. His genius consisted in an infinite capacity for taking pains to do everything right rather than in any unwrought flair or inexplicable afflatus. His great success was not due to luck or favoring conditions, but to the steady persistence and patient industry of the trained business executive—the glory of a true man.

Mr. Sligh had a profound sympathy with all idealistic and humanitarian causes and his share of the prophet's generous ire against the wrongs which afflict humanity. Temperance, patriotism, social service—any cause whose end was to liberate, elevate or advance mankind or further the interests of his family, friends, city, State or Nation, had in him a warm friend and staunch supporter. The appeal of the needy was one to which he could with difficulty turn a deaf ear. One cannot

express with what reverence and affection he was regarded by the many men who were helped to obtain positions of trust and responsibility through his generous assistance. He had a rich, gentle heart and rendered great service to the cause of Truth, Liberty and Justice. Mr. Sligh lived in the Great Taskmaster's eye and his roots were fed by the great river of the purpose of God.

### KAISER TALKS LIKE A FOOL.

Although the revisionist school of historians has absolved the kaiser of a certain measure of the responsibility for the war with which he precipitated in 1914, his bombastic speeches and vigorous flag-waving in the years preceding the world conflict were hardly conducive to peace. Nor is he serving the cause of which he has always professed to be an advocate when he takes occasion to make the sensational declaration that there will be a new war in 1937.

In 1898 the kaiser predicted that he would start a war to absorb Belgium, destroy France, annex England and subjugate America "in about fifteen years." He was only one year out of the way in his prediction regarding the starting of the war.

Happily, what he may now say or not say carries little weight. His recent interview simply shows that he has failed to learn any lesson from his own downfall and that he still has the insane arrogance to believe that only by his own return to power can the world achieve "eternal peace."

The unfortunate fact to which the kaiser's outburst calls attention is that there are other, more responsible personages in public life who seem to find an enjoyment equal to that of the deposed German ruler in predicting the inevitability of the next war and its unimaginable horrors. In this country and in Europe we have had equally sensational speeches and interviews insisting that a catastrophe beside which that of 1914 would pale into insignificance is fast approaching.

This attitude tends to create the thing which it fears or endeavors to give the impression it fears. If we accept war as inevitable and stress its imminence we by so much make it inevitable and imminent. The fatalistic acceptance of the approach of war clouds in Europe by statesmen and public alike was one of the major causes of the kaiser's war. If there had been a stronger will for peace it might possibly have been avoided. We are to-day far from that dangerous pre-war philosophy, but we can still make continued peace a far greater possibility by believing in it more firmly. Moral disarmament is a more certain guarantee of international har-

mony than any limitation of the engines of war.

While we must always face the possibility of another Armageddon, those who, like the kaiser, delight in predicting war are serving badly the cause of peace.

### COMFORTING CHEERFULNESS.

Secretary Hoover's report to the President upon conditions in the Mississippi Valley is for the most part one of comforting cheerfulness. Of the 614,000 persons once dependent upon Red Cross funds for relief only 8 per cent. have not yet become self-supporting again. The money in hand will take care of the relief work that remains to be done until Jan. 1, with a margin of a million dollars. A gigantic task has been accomplished with credit to all concerned, and immediate needs are taken care of, so that attention can be concentrated upon plans for permanent relief from such inundations as swept down through the Valley last spring. Five official reports will be ready for immediate submission to Congress when it meets Dec. 5, and there can be little doubt of the prompt action which Secretary Hoover so justifiably feels is essential to the restoration of "confidence, security and credit" in the stricken district. An early session of Congress at any time during the period of distress would have served no useful purpose, for the Red Cross, assisted by Government departments, the railroads and the Rockefeller Foundation, whose health units have actually lowered ordinary morbidity statistics in the flooded territory, has accomplished all that might have been expected of any agency. As matters stand, Congress can take up the essential issue, which is permanent relief, without having it at all clouded by partisanship and drive ahead with a task that the whole country wishes undertaken and finished without a moment's more delay than is necessary.

### GO ASTRAY THROUGH GREED.

The supreme tragedy of our modern life is that God has nothing to give to the prosperous that they want. It is the unutterable scar at the heart of the Great Giver of more abundant life that we no longer seek spiritual sustenance, but have succumbed to an acquisitive passion. The limitless generosity of God has been defeated by man's blindness to the things that belong to his soul's peace and welfare.

What helps most to make God a living and abiding reality is a sense of need. We need not disparage the intellectual element in religion. The church must minister to the mind as well as to the heart, and we must not be afraid of all that honest study and

investigation can tell us of God and His work. There would be little, however, to attract mankind in a religion with nothing to offer in the way of solace to a soul in despair before the overwhelming experiences of life, and those so-called intellectuals who take a peculiar delight in pulling down faith are doing a cruel wrong to a sorely beset humanity.

The most dangerous foe of personal religion is not a misguided intellectualism, but our growing love for material things. For every soul that loses God through mental difficulties there are a thousand who go astray through their greed for riches. The only escape is for us to sense anew the Master's feeling of the real purpose, dignity and destiny of human life. Right now there is need to fasten to the simple, fundamental and all-essential teachings of the Christian religion, which will show us that it is part of God's plan that material things are here to work with rather than for.

### EXPRESS BY AIR.

While the news of half a dozen attempts to span the Atlantic by air jockey with one another for leading positions on the front pages of the newspapers, the report of a more significant event in aeronautical development is relegated to comparative obscurity. The Government has now relinquished control of its last air-mail route and private enterprise has inaugurated a Nation-wide service by establishing an air express in conjunction with the mails.

Eighteen planes are now in operation on the New York-Chicago service alone, and the National Air Transport Co. has become the largest private operator of commercial aircraft in the world with the single exception of the German Lufthansa. In co-operation with other lines merchandise can now be shipped across the continent to San Francisco and to Dallas and Los Angeles. The step to passenger service is believed imminent.

If the United States still lags behind Europe in passenger service the inauguration of this express service marks a triumph of American ingenuity and indicates that commercial aviation in this country is beginning to come into its own. As soon as the mail planes prove that they can maintain under private control the record for consistent service they have established under Government operation their future use as passenger planes will be assured and the development of airports will pave the way for a network of airways comparable to those in Europe.

The man who can never forget his own importance hasn't, as a rule, much to remember.



## DIED ON THE OCEAN.

### Charles R. Sligh Suddenly Summoned on Shipboard.

Charles R. Sligh died at sea Thursday morning, Sept. 15. He was buried with the honors due a great man on Monday.

As a resident of Grand Rapids for over fifty years I knew Charles R. Sligh ever since I came to town. He was a man who was tried in the crucible and never found wanting. From an original capital of \$28,000, largely contributed by his friends, he built up a business which yielded a profit under his management of approximately \$1,000,000 per year. Before getting on his feet, financially, he saw many dark days, and even after he was on the sunny side of Easy Street he sustained a set back which would have staggered a less resolute man. He became involved by the failure of a bicycle factory which had been sponsored by himself to the extent of \$150,000. He could have avoided liability by resorting to the bankruptcy court, but such a resort never entered his head for a moment. He arranged with the creditors to hold their claims in abeyance until he could liquidate them 100 cents on the dollar. This he did in the course of two or three years, so that no one but himself lost one penny by the failure.

Not old enough to be a soldier himself in the civil war, Mr. Sligh always paid high honor to those members of his family who went to war and his purse was always at the disposal of those who served under Lincoln and afterwards came to want. The same was true of the veterans of the Spanish-American and kaiser wars. No valid appeal for aid or succor ever was turned down by him.

With one exception (Charles W. Garfield), Mr. Sligh has probably contributed more liberally to charity and philanthropy—proportionate to his total possessions—than any other man in Grand Rapids. His ambition to found a hospital for children was checkmated by narrow and selfish interests identified with the hospitals already in existence, but his will will probably disclose that ample provision has been made for the execution of this design through a legacy of \$1,000,000. In addition to the original endowment, he provided for a fund of \$500,000 to be turned over to this great undertaking forty years hence.

Mr. Sligh's success can not be attributed to luck merely, but rather to a steady, clear mind, the ability to see all around a business proposition, and determination and persistency to carry out and make a success of what he has undertaken. His judgment and clear-sightedness could be safely relied upon. In all that pertains to the industrial interests of the city he gave his best thought and care. A man who has the respect of the community must possess qualities that go for the making of a man of affairs and an influential, highly respected citizen; and these qualities Mr. Sligh possessed to an eminent degree.

E. A. Stowe.

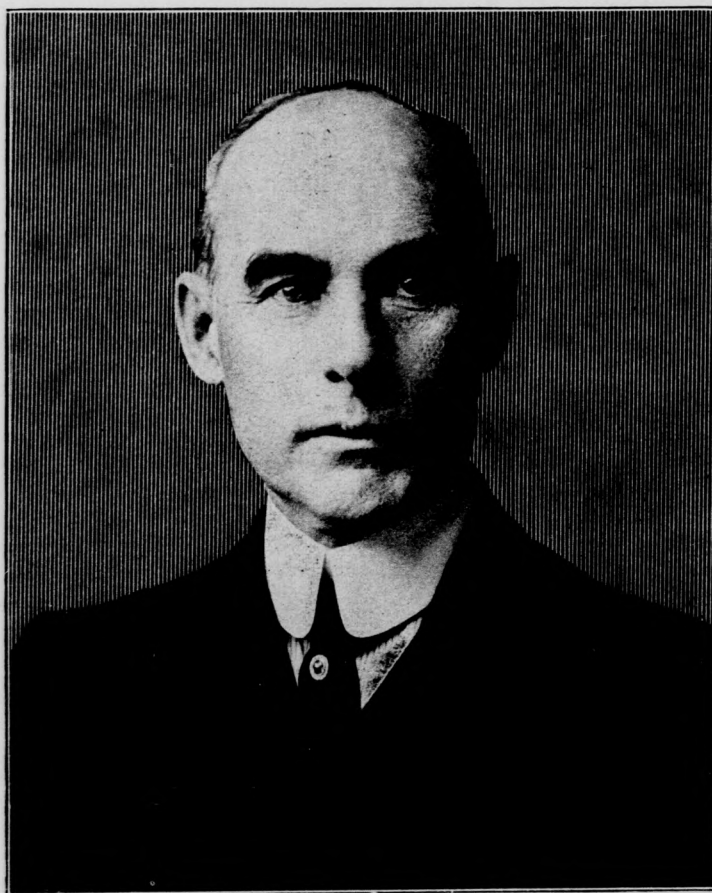
### Biographical.

Charles Robert Sligh was born in Grand Rapids, Jan. 5, 1850. His father was a native of Scotland and his mother of Ireland. His grandfather came to Canada in 1833 and later removed to Rochester, N. Y., removing to Grand Rapids in 1846. His father was a captain in the Michigan Engineers and Mechanics' Regiment during the civil war and was wounded in battle and died in 1863.

Mr. Sligh attended the common schools until he was 15 years old when he realized that he would have to help support the family. He therefore learned the trade of tinsmith with the late Wilder D. Foster and, after that, spent one year as journeyman tinsmith, traveling through Michigan and Illinois. His life as journeyman was one of hardships which tested the

stories against unjust discrimination. George W. Gay was President and Mr. Sligh Secretary and some excellent work was done by the Bureau. The work of the Bureau was finally absorbed by the Board of Trade, which Mr. Sligh helped to organize. He was its first Vice-President and was a director for ten years.

Mr. Sligh was a natural organizer and took an active part in several important movements. He was one of the first men in the city to advocate independent action on the telephone question and was one of the incorporators of the Citizens' Telephone Co., serving that corporation as a director for several years. He was for many years President of the Grand Rapids Furniture Manufacturers' Association and also President of the National Furniture Manufacturers'



Charles R. Sligh.

Scotch-Irish mettle in him and brought out all his powers of determination and perseverance. On his return to Grand Rapids he entered W. D. Foster's employ as a clerk, where he remained until he was engaged as traveling salesman by the Berkey & Gay Furniture Co. He remained with this house from 1874 to 1880, introducing Grand Rapids furniture farther South than it had ever before been introduced.

In 1880 Mr. Sligh organized the Sligh Furniture Co., which has steadily forged its way to the front and is now one of the foremost manufacturing establishments of the city.

Mr. Sligh has done much for the furniture trade in this city. In 1886 the Grand Rapids Freight Bureau was organized for the purpose of securing uniform freight rates and assisting in protecting Grand Rapids manufac-

tories against unjust discrimination. Association from 1888 to 1892. He was a director of the Grand Rapids National Bank and the Grand Rapids Trust Co.

### Speed the Day When None Can Escape Work.

Written for the Tradesman.

When Old Timer wrote of the time to come when no one would be obliged to work more than three hours a day, we could not decide whether he was in earnest or was poking fun at the visionaries who prophesy such things.

If ever it becomes possible to earn or produce all the necessities of living with a minimum of three hours labor each day, only a small fraction of the people will freely conform to the program. For just the minute any man can earn more than he needs he begins to plan for comforts, luxuries, pleasures, amusements and so on which he

has long wanted and another group of people will gladly work additional time to produce such things for him so that they, too, may be able to pay for added comforts.

Will the stores, hotels, restaurants, business places keep open only three hours a day or will they have a new force of employees every third hour? Will the relays of superintendents, overseers, etc., be able to guide and control everything as satisfactorily as one set might do who stayed all day? What an inflexible program must needs be in force so that one may step out and another take his place at frequent intervals!

Will mother have to work only three hours a day and the family subsist on one meal a day in case they are far from town and restaurants?

Will good workmen be permitted to extend their valuable services to three different firms in a day or must they remain idle? Will not there have to be a multiplicity of laws, rules and regulations to carry out such a program and obtain equal opportunity for all who desire to work? Or will the work be so strenuous, so exacting, so exhausting that workers will fall helpless if not promptly relieved by a new shift?

The dream and hope for less than eight hours a day work is based on the idea that idleness is a blessing and work a curse or an unavoidable hardship. Those who are well and strong and have right views of life can enjoy almost any kind of work as well as or better than pleasure seeking.

E. E. Whitney.

### Efficiency That Did Not Work Well in Practice.

That it is possible to be too efficient has lately been discovered by a certain out-of-town dealer of knit goods. This man, as the case was related was persuaded by his son to remove to smaller quarters on the ground that a rent disproportionate to the size of the business was being paid. The young man had recently graduated from a collegiate school of business and his father thought a lot of his opinion. At that, however, he did not accept the idea of cutting down his space without a struggle. He realized that the rent really was high where he was, but he knew that the business had been prosperous from the time those quarters were taken.

Finally, however, the older man capitulated, and smaller quarters were taken. Almost at once things started to happen. Credit investigators from various agencies appeared on the scene, and there was a slump in business for which the older man could not account at first. By careful enquiry, though, he determined what the trouble was. His taking smaller quarters had given the impression that his business was "slipping," and the unwillingness of his customers to be tied up with an apparent loser was doing the rest.

After three months in the new place he moved back into the old one, which had not been rented in the meantime. He is at present paying rent on two places, one of which is not occupied. The younger man is less anxious to talk efficiency now.



## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

Monroe, Sept. 19—Enclosed find a letter from Tarbell System, Inc., Chicago. I am not at all interested in the money-making side of it as described in there, but just for entertainment. Could you find out for me whether Mr. Tarbell is a faker or not?

H. C. M.

Mr. Tarbell wants to make this subscriber an "amazing magician" at once. His appeal is almost irresistible. It is all so easy and he is so anxious to impart the information as to how he does his tricks that it is a hard-hearted and hard-headed individual who can resist digging up \$5 and sending it to Mr. Tarbell at once as an initial payment. Such easy money to be made, besides the pleasure of mystifying your friends! Besides he is withholding some surprises until after he secures the enrollment. Like all correspondence instructions a special price is offered if taken advantage of at once; \$120 is the regular price of the course, but it is offered for immediate acceptance for half price or \$60 on easy terms of \$5 a month. But why prolong quoting more of the "bunk?" These choice morsels from the letter are sufficient to reveal the character of the proposition.

St. Joseph, Sept. 17—I am writing you in regard to Franklin Paint Co., 8203 Franklin Ave., Cleveland, Ohio. I sent for one-half steel barrel of roofing cement and they sent me a forty gallon drum of it. I expected sixteen gallons. They have put it in a lawyer's hands to sue me. I did not take it out of the freight office.

E. H.

This is a fair illustration of the Franklin Paint Co.'s dealings. The company deliberately omits from its literature and order blank the number of gallons shipped as a half barrel and invariably ships around forty gallons on a half barrel order. We should like to secure a court ruling on the deception, but we have no record of any house resorting to such schemes actually going into court to collect on such an order. Threats of law suits are relied upon to force settlement. Farmers should stand for their rights and not be imposed upon by such unfair houses.

Owosso, Sept. 20—In a local county paper recently appeared an advertisement, "wanted a farm." Having one to sell I answered the advertisement, signed D. F. Bush, Minneapolis, Minn. When I received the answer it was the Western Sales Agency, D. F. Bush, manager. By depositing \$10, they advertise your property and sell same for 1 per cent. commission, also return \$10 that you send to insure advertising and selling. I've looked over several back numbers of the Tradesman and find no reference as to this agency's good or bad qualities. There is another item different than most agencies. If I sell or have some other agent sell before the Western Sales I owe them nothing. If you know anything pro or con of this agency will you let me know? Your paper has taught me to be wary.

C. E. B.

We know all about this plan to get \$10 of farm owner's money and give absolutely nothing in return for it. We have exposed this easy-money scheme repeatedly during the past twenty years. W. M. Ostrander originated

the plan and it has been adopted by any number of real estate sharks since. In short, D. F. Bush is simply after the \$10. Our experience would indicate that if the farm owner sent the money to Bush he would never hear from him or the Western Sales Agency again. Instead of making an honest effort to sell the property, Bush would employ his efforts to catch another sucker. A real estate pirate worked this game at Lansing a few years ago and collected advance fees on more than 200 farms without making a single sale. It seems necessary to repeat these warnings frequently in order to save farmers from parting with their money on such fakes.

The Lions Club, of Houston, Texas, a civic organization having "locals" in various cities throughout the country, is imitating "Blind Tyler" and "Paunee Bill" in a merchandising scheme.

The Lions Club is sending out unordered laundry bags, golf bags, closet door bags, aprons, nurses' uniforms, etc. These articles are made by blind girls, it is claimed.

This week every golf player in Topeka received a golf ball bag from the Houston Lions Club, with a request to remit \$1 for the benefit of the Lion's Club charity fund. Each golf bag bore the name of the person to whom it was sent. This name was written across the front of the bag in large script with a chain stitch sewing machine.

No doubt these golf bags are being sent to country club members and golf club members in all parts of the country.

It is a shrewd scheme, for the prospects are mostly well to do, and will part with a dollar rather than worry about the ethics of the situation.

The letter from the Houston Lion's Club is gotten up with great care and at considerable expense. Attached to it are two photographs showing the blind girls at work on their sewing machines, in the factory at Houston.

Apparently there are ten of these blind girls at work, and five others presumably not blind, standing around bossing the job.

One thing the Lions Club letter fails to explain, and that is just what is going to be done with the money. Does it go to the Lions Club, or to the ten blind girls, or to some institution for the blind?

Necktie Tyler, Paunee Bill, the New Process Company and other concerns which sent out unordered merchandise, all enclosed the return postage with the package, so that the recipient could send the goods back without much expense, if he did not want them.

The Lions Club of Houston does not send any return postage on its golf ball bags.—Topeka Merchants Journal.

### Fancy Trimmings Are in Vogue.

Lace is being used a great deal in the Autumn wardrobe. Cire lace is the "haute" novelty, but much Chantilly and Breton lace is shown. A pretty bandeau made of real lace is worn for the boudoir—in black with rhinestones for evening and in white in different shapes for wedding costumes. Guimps and collar and cuffs

are added to some of the simpler gowns.

Dress flowers are either very large or very small, brilliant, jeweled and metallic or formed of soft silk, gauze, zephyr or mousseline. New designs in the large flowers made of strass in the shape of lilies, orchids, chrysanthemums and many other flowers are constantly appearing and are much in vogue as ornaments for elaborate gowns. Very small tight beads of gilt and silver are made into trim little boutonnières and single flowers of lacquer are considered chic with tailored frocks.

As with other exclusive establishments, Molyneux is handling fur with discrimination, but is profligate in the use of embroidery. Evening wraps are resplendent with metal, crystal and silk needlework, jewel-studded, with gorgeous brocades. Among the richest examples are an evening coat of lacquer-red embroidered in pale gold, gold brocade traced over with rose color, white velvet and pearl embroidery, gray and gold brocade embellished with coral, dahlia-red embroidered velvet, and gold and beige trimmed with sable.

Old sort of French embroidery, exquisitely fine but all in one color, is now seen only in lingerie, and even that is usually combined with drawn work or lace. This ornamental work on blouses is done in several colors and in a variety of stitches, and has nearly always a bit of metal interwoven into the pattern. On some blouses a great deal of metal is shown. One in black crepe from Magdalene des Hayes has

an entire front like the bosom of a man's shirt made of square mesh, hand-made gold net, with collar and cuffs to match. One from Worth is embroidered in a modernistic design in blue, silver and gilt on darker blue georgette. A blouse of plain white georgette is worn with a sleeveless gilet of natter blue velvet which is trimmed with silver galloon and studded with silver paillettes and crystal and blue glass beads.

### Nose Veil For Small Hats.

A revival of interest in veils is taking place, the so-called "nose veil" receiving much attention at the present time. This type is especially designed for wear with small hats and is said to be meeting with a good reception from consumers. Women in Paris, it was pointed out recently, have been wearing veils for some months, and the trend there is being reflected here now. It is expected that the vogue will gain strength for spring.

### Another Engagement.

An Italian, having applied for citizenship, was being examined in the naturalization court.

"Who is the President of the United States?"

"Mr. Cool."

"Who is Vice-President?"

"Mr. Daw."

"Could you be President?"

"No."

"Why?"

"Mister, you 'scuse, please, I vera busy worka do mine."



## Business Men Endorse the Detroit-Leland

Already the New Detroit-Leland Hotel has firmly established itself as the headquarters of business men who prefer larger, man-size rooms and the comfort and stimulation of this splendid new Hotel.

Then, too, with business over, or when friends are entertained, the luxurious dining rooms, lounges and spacious corridors provide a color and vivacity which even the most fastidious will approve



"The Most Beautiful Lobby in Detroit"

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

### DETROIT-LELAND HOTEL

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

WM. J. CHITTENDEN, Jr., Manager

Larger Sample Rooms From \$4.00 to \$8.00 per Day





**MOVEMENTS OF MERCHANTS.**

Alma—Mrs. F. Welch succeeds C. L. Short in the grocery business.

Lyons—Richard Youngs has engaged in the boot and shoe business.

Reed City—Ward Wheaton succeeds Mrs. Mary Crysler in the grocery business.

Ishpeming—Steven Dafrais has purchased the Cousineau confectionery stock of \$4,400.

Albion—Paul Koroluk succeeds K. Felenski in the grocery business at 610 Austin avenue.

Tecumseh—The Tecumseh Supply Co. has increased its capital stock from \$12,500 to \$20,000.

Kalamazoo—The Cecola Grocery succeeds Forbes A. Conklin in business on Gull street.

Detroit—The Rath Packing Co. has increased its capital stock from \$1,000,000 to \$3,000,000.

Battle Creek—J. E. Watkins succeeds Dale Quick in the grocery business at 147 Post avenue.

Battle Creek—Mrs. L. H. Bowen succeeds Mrs. Chapman in general trade at 55 Highway avenue.

Battle Creek—H. H. Burchard succeeds Mrs. Clara Tatreau in the grocery business at 19 Jordan street.

St. Louis—E. A. Lindner has sold his shoe stock to L. Levinsohn, of Saginaw, who will remove it to Saginaw.

Detroit—Roy E. Duquette, 13201 Charlevoix avenue, dealer in boots and shoes, has filed a petition in bankruptcy.

Kalamazoo—J. A. Otten will engage in the jewelry and silverware business at 410 South Burdick street, about Oct. 1.

Petoskey—The A. Fochtman Department Store, 418 East Mitchell street, has increased its capital stock from \$20,000 to \$150,000.

Holland—William Van Der Baan succeeds Jas. Van Der Baan in the grocery and general store business at 154 East 15th street.

Lansing—F. H. Baker has removed his stock of jewelry and silverware from 404 Capital National Bank building to 201½ South Washington avenue.

Marcellus—Earl Adams has opened a cream station and radio shop instead of a confectionery store as stated in last week's issue of the Tradesman.

Gobles—A. Beals has taken possession of the Vern Thayer grocery stock which he recently purchased and will continue the business at the same location.

Holland—Leonard Den Houten, proprietor of the Groceteria, in the Vander Veen building, West 8th street, has closed out the stock and retired from trade.

Carson City—Don R. Smith has purchased the restaurant building and equipment of Dewey Barnes and will continue the business as soon as the building has been remodeled.

Laingsburg—Vern Leffler has sold his interest in the restaurant, cigar stand and lunch room of Leffler & Walters and the business will be continued under the style of Hunt & Walters.

Carleton—The Drouillard Drug Co., with business offices at Flat Rock, has been incorporated with an authorized

capital stock of \$25,000, \$3,000 of which has been subscribed and paid in in cash.

Kalamazoo—Fred Mahoney has resigned his position as manager of Livingston's, 119 North Burdick street, and will engage in business at 111 North Burdick street under the style of Fred Mahoney's Shop for Women, Oct. 1.

Ishpeming—The stock and fixtures of the Cousineau Confectionery, in the Voelker building, has been sold at auction because of a mortgage of \$4,400 held by the Miners' National Bank. C. H. Moss, representing the bank, bid in the place at \$4,400.

Detroit—Chittenden Shops, Inc., 1016 Eaton Tower, has been incorporated to conduct a gift and stationery shop, with an authorized capital stock of \$2,500, of which amount \$1,510 has been subscribed and paid in, \$510 in cash and \$1,000 in property.

Detroit—The B. K. B. Automatic Oil Burner Corporation, 3618 Forest avenue, has been incorporated to deal in automatic oil burners at wholesale and retail, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The California Art Mantel Sales Co., 8510 Tireman avenue, has been incorporated to sell products of the California Art Mantel Sales Co., with an authorized capital stock of 1,000 shares at \$1 per share, \$1,000 being subscribed and paid in in cash.

Mason—The Coleman Sales Co., has merged its business into a stock company under the style of the Coleman Chevrolet Sales, Inc., to deal in automobile and kindred lines, with an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed and \$6,200 paid in in cash.

Detroit—Robert M. Farr, formerly in charge of branch sales for the First National Co., has been elected secretary-treasurer of the Diamond Crystal Salt Co., of St. Clair. Mr. Farr was tendered a farewell luncheon Monday at the Detroit Athletic Club by Charles A. Nyman, manager of sales for the First National Co.

Hart—Robert S. Guthrie, who has been manager of the A. & P. Pentwater store, has been transferred from that store, which has been closed for the winter period, to Hart as manager of the A. & P. store, succeeding A. Van Amberg, who has retired for a vacation, but may resume business in some line after a time.

Dearborn—Charles Kandt, Jr., fuel, ice and ice making devices, has merged his business into a stock company under the style of Charles Kandt, Jr., Inc, 217 West Mechanic street, with an authorized capital stock of \$50,000 common and \$25,000 preferred, of which amount \$51,500 has been subscribed, \$158.38 paid in in cash and \$24,841.62 in property.

Wyandotte—Announcement has been made by the Big Chief Oil Co. of the sale of its holdings to the Sun Oil Co. of Philadelphia, one of the largest wholesale and refining companies in the country which is just entering the retail trade. The property involved includes more than forty retail service stations in Wayne county, a fleet of

motor trucks, and a plant capable of storing 165,000 gallons of gasoline. No purchase price was made public.

Ishpeming—Cohodas Bros., wholesale fruit and vegetable dealers, will at an early date establish a branch at Ironwood to serve the Gogebic range. Sam Cohodas, manager at Ishpeming, recently visited there and made arrangements for taking over a large building which will be used as a warehouse. The local manager has not been named as yet. Cohodas Bros., now have branches at Green Bay, Iron Mountain, Hancock, Marquette, Calumet and Ishpeming.

Shelby—The Shelby Canning Co. recently acquired the Lewellyn coal sheds and brick office building. Last week it purchased the bean elevator from the Guaranty Bond & Mortgage Co., of Grand Rapids, placing H. R. Bennett in charge of the business. Mr. Bennett was local manager of the Lewellyn interests for several years and is thoroughly conversant with the requirements of the community. This arrangement will again put Shelby on the map as a bean buying center.

**Manufacturing Matters.**

Grand Haven—The Cedarcraft Co., of Muskegon, has removed its plant here and will continue the manufacture of cedar candy boxes, cedar chests, etc., in the building recently occupied by the Imperial Manufacturing Co.

Detroit—The Perfection Appliance Co., manufacturers of electric ironing machines, has been sold to the Splitdorf-Bethlehem Electrical Co. It will mark the entrance of the latter company into the household equipment field.

Detroit—The Globe Iron Works has merged its business into a stock company under the style of the Globe Iron Works, Inc., 1539 Woodbridge street, with an authorized capital stock of \$5,000, \$10,000 of which has been subscribed and paid in, \$1,000 in cash and \$9,000 in property.

Detroit—Parsons Chemical Co., 512 Charlevoix building, soaps, cements, polishes, etc., has merged its business into a stock company under the same style, with an authorized capital stock of 5,000 shares at \$1 per share, all of which has been subscribed and \$5,000 paid in in property.

Detroit—The Casali, Carpi, Ghelfi Co., 3321 St. Joseph avenue, has been incorporated to manufacture a folding stand and household noodle machine, with an authorized capital stock of \$10,000, of which amount \$4,100 has been subscribed and paid in, \$1,000 in cash and \$3,100 in property.

Detroit—The Sewell Cushion Wheel Co., has merged its business into a stock company under the style of the Sewell Cushion Wheel Manufacturing Co., 4001-7 Beaufait street, with an authorized capital stock of \$100,000, all of which has been subscribed, \$5,000 paid in in cash and \$50,847.57 in property.

Detroit—The Hayes Body Corporation, of Grand Rapids, successor to the Hayes-Ionia Co., builders of automobile bodies, has opened a branch at 4-237 General Motors Building, with F. W. Hutchings in charge. The plants of the Hayes Co., at Grand Rapids

and Ionia, have a capacity of from 10,000 to 12,000 complete bodies per month.

Holland—Henry Van de Riet, recently of Grand Rapids, has engaged in the manufacture of rush chair seats of cat tail leaves, such as grow in swamps, at East 8th street, opposite the Federal Garage, under the style of the Colonial Rush Seat Shop. He has also opened a steam auto laundry, an electric auto spraying and painting shop at the same location under the style of the Van Airbrush Co., Jacob Fisher, recently of Grand Rapids, being his partner in the latter business.

Saginaw—A substantial interest in the capital stock of the Modart Corset Co., has been purchased by the H. W. Gossard Co., of Chicago. The identity and individuality of Modart Corset Co. will not only be continued, but will be expanded. It will operate as a separate and independent entity, much the same as the subsidiaries of the General Motors Corporation operate and compete with one another. The financial position of Modart is one of the strongest among manufacturers in the industry. Actual cash in bank is \$176,834.03—more than seven times its total liabilities (except capital) of \$24,907.28. Its total current assets are \$499,401.33, or twenty times its total liabilities.

The right of a tenant to every inch of space he contracts for has been sharply emphasized by a decision rendered in a municipal court in New York City. The owner of a building on St. Nicholas avenue, after renting part of it to a storekeeper, undertook to alter the premises against the expressed wish of the tenant. When the alterations were completed the tenant found that the shop's floor space had been narrowed by six inches and brought suit. The tenant's lease called for a rental of \$6,500 a year and had about seven and a half years to run. The jury found that the alterations had been made without the consent of the tenant. The rent for the remainder of the lease, amounting to nearly \$50,000, was therefore suspended. The decision establishes the precedent that if a tenant is deprived of even a half-foot of the space he contracts for such deprivation amounts to a partial eviction and, though he may refuse to be wholly evicted, he need not pay any rent during the full term of his lease.

In a Republic like ours the people are the Government, and if they cannot secure perfection in their own economic life, it is altogether improbable that the Government can secure it for them. The same human nature which presided over private enterprise must be employed for public action. It is very difficult to reconcile the American ideal of a sovereign people capable of owning and managing their own Government with an inability to own and manage their own business. No doubt there are certain municipalities where some public utilities have been managed through public ownership with a creditable success, but this is very different from a proposal that the National Government should take over railroads and other public utilities.

President Coolidge.



### Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.75 and beet granulated at 6.65.

Tea—Almost the only weakness in tea for the week has been in Formosas, which are expected to be in larger production than was originally anticipated. Formosas have therefore developed a little weakness since the last report. The market as to everything else, including Congous, which are now below replacement value, and Ceylons, Indias and Javas are strong. The general demand for tea is fair.

Coffee—The market for all grades of Rio and Santos coffee continues to work downward and already the list is probably one-quarter cent lower than it was last week. The cause is the same which has already been called attention to, namely, the prospect of the excessive crop, which Brazil may not be able to handle adequately. Milds remain unchanged for the week. The jobbing market for roasted coffee is in moderate demand, without incident. Late in the week the market strengthened slightly.

Canned Fruits — Considerable business has been done in California canned fruits. In peaches, canners could have booked more orders had they been willing to do so. Because of the improved average quality this season there promises to be more choice grade fruit than other types, and, knowing this, buying has been centered on low grades, especially in No. 10 cans. The voluntary reduction in the output and the likelihood of shortages in some grades later on makes it appear probable that it will be hard to get assortments when distributors are in need of them. There is a strong undertone in pears and, in fact, all of the fruit items, including the Eastern products, such as apples. Some Eastern apple canners are unwilling to quote futures, as they are faced with the prospect of paying \$2 a hundred for raw material, against a price of 85c last year.

Canned Vegetables—Conditions in the vegetable market have also changed for the better. Tomatoes have not been radically boosted, but there has been livelier buying at going quotations. Stringless beans have been decidedly firm and are sparingly offered, while limas have been on the advance. A greatly reduced pack of both sorts is anticipated. The corn question has not been decided, as packing in some of the Northern States has only fairly started, while in the more Southerly sections canners have gained firmness as the season advanced. There is no cheap corn available out of the new pack and the lowest quotation is only a fraction under \$1. Attention in peas is concentrated in some of the standard grades, as it is believed that there will be a shortage of this type. Fancy peas and even extra standards are not so much wanted, but there is no shading of prices of such packs.

Dried Fruits—California prunes have begun to move at a lively rate to the retailer and jobbers have booked a considerable volume of business for delivery of new crop during October, November and December. The outlets, already established, make it ap-

pear that they have insufficiently covered, even though they may have bought good sized blocks. The spot market is understocked with the larger sizes, on which the demand is pretty well concentrated. There is little demand for small prunes, even though they are dirt cheap. It is this end of the crop which may cause trouble in liquidation, and many operators already are of the opinion that California prune distribution can be profitably and successfully handled if small prunes are not shipped. They are not needed, because there are plenty of the large counts and the latter are so reasonable that consumers would rather pay the difference. Raisin distributors are passing through the transition from old to new crop and at present the Association is the main source of supply, as it has carryover, whereas independents have been concentrating on new goods. There are light supplies of Thompsons here, both package and bulk, which are held firmly. Few of the independent package Thompsons remain. Most of the business is concentrated in Sun-Maid, Nectars and Thompsons. There has been a better call for midgets because of the advancing currant market. Currants have been on the upgrade in Greece during the past week and jobbers have been forced to revise their prices upward on goods for prompt delivery. A shortage in the crop abroad has caused packers to revise their selling ideas. Importers and distributors have been opposed to radical advances, as they do not want to see currants go out of line with raisins, which are cheap this season. Peaches and apricots are receiving more jobbing attention, but nether is in brisk demand. Trading has been increased by buying on the spot for later use, since spot offerings have been relatively cheaper than new packs on the Coast. The local market is 1c higher on peaches and 1/2c on apricots. Fancy Blenheim apricots on the Coast have been firmer and are now being held at 19c.

Canned Fish—Alaska salmon is as firmly regarded as ever, following the publication of the official pack figures to Sept. 1, showing that the predictions of a short outturn of pinks had been realized. There are no cheap pinks to be had and, while new pack are beginning to reach jobbing centers, they are absorbed without disturbing prices. Reds are quiet, but are not shaded. Maine sardines have not been packed in quantity and as the season is late it looks more and more as if the pack this year would be one of the smallest in several years. Shrimp canners are not offering freely, since they have orders on their books which they have not filled and it may be several weeks before they catch up. Tuna fish is scarce in all positions.

Beans and Peas—The market for all varieties of dried beans is very dull. Prices are about where they were a week ago. California limas, however, are somewhat scarce and firm. Pea beans and red kidneys are dull and weak. Dried peas show no demand and more or less weakness.

Cheese—Demand for cheese is fair

with a firm market, due to light offerings.

Salt Fish—Mackerel is in much better demand than it was, especially to wholesalers who are stocking up for fall business. Supplies bid fair to be rather small both for foreign mackerel and domestic and the undertone is firm. In fact, shore mackerel has advanced from \$2 to \$4 a barrel.

Syrup and Molasses—The demand for sugar syrup has not yet opened for the fall, but good business is expected. Prices are unchanged. Compound syrup is moving a little better without, however, any change in price. Molasses is unchanged and steady. The demand is fair, but will be considerably better.

### Review of the Produce Market.

Apples—Wealthy and Wolf River, \$1.50@2 per bu.

Bananas—6 1/2 @ 7c per lb.

Beans—Butter, \$2@2.50 per bu.

Beets—\$1.50 per bu.

Blackberries—\$3.50 per 16 qt. crate.

Butter—Last week fine fresh creamery butter declined 1/2c but a few days later it advanced 1/2c. Offerings of the highest grade butter are comparatively light and the demand is absorbing them all. Advices from Outside markets are also stronger. 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—\$2.25 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 ----- \$6.00

Light Red Kidney ----- 6.90

Dark Red Kidney ----- 5.90

Eggs—The receipts of fine fresh eggs are still scarce, with the demand readily absorbing everything at prices which show an advance of 2c for the week and are firm. Undergrades of eggs have to be pushed for sale at easy prices. Local jobbers pay 37c for strictly fresh.

Egg Plant—\$2.25@2.50 per doz.

Garlic—30c per string for Italian.

Grapes — Calif. Tokays, \$2.25 per crate; home grown Wordens, \$2.50 per doz. for 4 lb. baskets.

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

Honey Dew Melons—\$2.50 per crate.

Lemons—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. --\$4.00

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 for white and \$1.75 for yellow—both 100 lb. sack.

Oranges—Fancy Sunkist California

Valencias continue to advance on account of scarcity. Sales are now made on the following basis:

100 ----- \$9.00

126 ----- 9.50

150 ----- 9.75

176 ----- 9.75

200 ----- 10.00

216 ----- 10.00

252 ----- 9.00

288 ----- 8.50

344 ----- 5.50

Red Ball, 75c cheaper.

Peaches — Elbertas, Prolifics and Kalamazos sell at \$2@2.50 per bu.

Pears—\$2.50 per bu. for Bartletts.

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.

Potatoes—The market is very light, hardly enough sales to establish a market.

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—\$1.25 per bu.

Squash—Hubbard, 6c per lb.

Sweet Potatoes—\$4 per bbl. for Virginia.

Tomatoes—75c per 1/2 bu. baskets.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 20c

Good ----- 19c

Medium ----- 18c

Poor ----- 14c

Watermelons—45@65c for Georgia stock.

### Beware of a Bogus Collector.

The Tradesman is in receipt of a letter from the Cady Candy Co., stating that it recently paid a man whose signature might be B. Ramaw or B. P. Dameiu, a subscription account and that he receipted an invoice recently received by the Cady Co. from the Tradesman.

No one by this name was ever connected with the Tradesman in any capacity and the fellow is certainly an imposter and should be apprehended and arrested.

The Tradesman will go the limit in securing the punishment of such a crook.

Any one knowing of the whereabouts or identity of this man will confer a great favor by wiring the Tradesman office at our expense at once.

L. H. Fuller of Manistee, renews his subscription to the Tradesman and says: "The Tradesman is a good paper for the salesman as well as the merchant."

C. I. Richards dealer in general merchandise at Davison, renews his subscription to the Tradesman and writes, "We find it a very profitable paper."

The best way to get anywhere is to start from where you stand.



### Limited Market Being Changed By Advertising.

How a limited market—that of any “Naborhood Grocer,” for example—can be changed by well planned, persistent advertising, is demonstrated by the results of the India tea campaign.

Speaking in the spring of 1926, Sir Charles Higham, to whom the India tea campaign owes its origin, said: “In two years advertising has increased India tea consumption from four million to seventeen million pounds.” He was speaking of the United States, because Canada always has been much more of a tea drinking country.

Such a result is of tremendous significance. It would be in any line. But here is a market the total of which has not increased at all. In fact, imports of all teas to June 30, 1927, were 500,000 pounds less than in 1926. With population increasing every year, this means an actual falling off; but the imports of India teas in 1927 were almost 3,000,000 pounds greater than in 1926.

Retailers are so apt not to see their opportunities that these tea facts should help us greatly. So often retailers talk this way: “Advertising? No, there is no chance for me there. You see, there are just so many people in my district and there are so many stores. Each of us can get about so much. And if I push trade, Jones will push also, and so will Smith and Brown. In the end, therefore, we are all simply out our money.”

But that kind of talk is all wrong from many angles. Bright advertising has produced results quoted for India teas. Inasmuch as the total imports have not increased, other teas must have lost out. They did. Ceylon dropped half a million pounds; Java lost 20,000 pounds; Congou lost more than 4,000,000; Japan lost more than a million pounds; others lost lesser amounts, although the scented teas, which include the Pekoes which have been so persistently boosted of late years, show an increase of around 70,000 pounds.

So here we find that the men who sleep while their neighbors are wakeful are not all found in the retail grocery business. We also find the consequences of sleeping are the same in either case. For this tea market has simply been shifted around by the boosters and they are benefitting by the inactivity of their neighbors.

Further, this India tea campaign has now been going on for nearly four years and the others have not awakened. That is precisely what happens anywhere when a wakeful grocer gets after business. His neighbors discount his efforts and do not follow his example. So the grocers who reason as I have indicated are crossing bridges before they come to them. Actual experience will show in most cases that there are no bridges to cross, because your neighbors probably will remain asleep permanently.

But there is another idea to be exploded. Years ago it was debated whether advertising simply shifted a market or whether it actually increased business. We know now that it increases business in any line when persistently followed out.

Twenty years ago California produced a few tons of walnuts. The crop went begging, seldom returning growers 10c per pound. Walnuts were a holiday specialty. Any left after Christmas were liable to be a total loss. Quality was indifferent. Choice nuts were imported and they were not so choice at that.

Advertising has changed walnuts into a year round seller. Production ten years ago had increased to the then high figure of 9,000 to 12,000 tons. Last year it was a low figure of 15,000 tons. Prospects this year are for around 40,000 tons. A fair average now may be around 27,000 tons. And we all know what producers get now. Imported walnuts are about out of the market now and our home production is vastly superior in quality. All this is primarily the result of selling by advertising. Other improved conditions have resulted from the widened sales outlet provided by advertising.

The retailer objects: “I have nothing to advertise.” He means he has no specially low prices to quote—what he calls “specials.” But observe that walnuts sell much higher now that production has increased many fold. Nothing “special” about walnut prices is there? The one-time sale of Ford cars did not slow up Buicks or Cadillacs. And the process of advertising is very simple. There is no mystery about it. Here are some rules evolved by one successful advertiser:

“When you have a message to utter, do not tell it unless you believe it is absolutely true. When you know that and when you feel that way, then

“Tell it faithfully; tell it simply; tell it in large type; tell it fearlessly; but above all, tell it truthfully.

“If your message is addressed to women and you seek their confidence and want their respect, tell it with boldness, but with delicacy;

“Remember that the public is your best friend; remember that the public is as knowing as the smartest member of it. Then tell it unceasingly.

“Seize the opportunity. Make a favorable impression. Make a lasting impression. Advertise your advertising.”

Nobody should be confused by such directions. Advertising is not merely printed words. Advertising is any words you use anyway to make known your business and your offerings to the public. Advertising is, perhaps, most effectively done when it is done by word of mouth—you telling your customer directly about the good things you have and the exceptional service you render.

“Advertise your advertising.” Maybe that sounds far fetched. Nevertheless, it is easy to say “We advertise.” You can say “We advertise only such goods as we know will satisfy.” You can say this personally or you can print it. It is in itself most effective advertising, because—whether we realize it or not—the public to-day is sold on advertising. The public gains extra confidence in any merchant whose advertising it sees or hears about.

But vastly more important is “Remember that the public is as knowing as the smartest member of it.”

A bright young man in a Chicago



A good seller  
A splendid repeater

## HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today  
All jobbers

HOLLAND RUSK CO., Inc.  
Holland, Michigan

## MICHIGAN BELL TELEPHONE CO.

### Suggests a Telephone Night for the Young Folks Away at School

You can experience the pleasure of talking regularly with the son or daughter attending school, although they are far away. Establish a certain night of the week as *Telephone Home Night*, where they can place a call for the home telephone number.

Such a call is known as a *Station-to-Station* call, and costs appreciably less than a call placed for a *Particular Person*. It is the kind of call to make when you are reasonably certain the person to whom you wish to talk will answer the telephone or can be called to it quickly.

In placing a *Station-to-Station* call, if you do not know the number, say to the Long Distance Operator, for instance, “I want Mr. John Smith’s residence, 250 Sayre Street, Lansing, Michigan.” Be sure that you do not specify to the operator that she call any particular person. A call placed for a particular person is known as a *Person-to-Person* call, and costs more than a *Station-to-Station* call.

There are reduced Evening rates on *Station-to-Station* calls, from 7:00 p. m. to 8:30 p. m., with further reduction during the Night rate period, 8:30 p. m. to 4:30 a. m.





wholesale grocery house got an enquiry from Butte for large and mammoth olives. The price limit indicated by the enquirer led him to think that the Butte merchant was not well posted on sizes. "What do they know of fancy groceries way out there in Montana?" he thought. So he raised all his sizes one notch in making quotations.

In due time he got an order for a cask of mammoths. They were shipped and promptly rejected. The ground for rejection was that they were not true mammoths and the merchant went into detail as to sizes in making his report. When the big boss learned of the incident he called the young man in on the carpet and learned the story. He was kind, but impressive. "In selling goods," he said, "always go on the assumption that the other fellow knows as much as you do about grade and qualities. That's business. It is also good faith. It is the only policy that wins in the long run."

Speaking of tea: If you float out teas of two or three grades you will always find the best value comes to the top in consumer preference. That means that public judgment is sound. It shows that the wise merchant realizes that the only policy is to treat the public in good faith always.

And the final word is: There is no such thing as a limit to what you can accomplish by way of increased trade through advertising. Paul Findlay.

#### When on Your Way, See Onaway.

Onaway, Sept. 20—The slogan adopted by the Normal school staff under the supervision of Mrs. E. G. Tefft is "Knock a Burdock a Day." The class has made some wonderful inroads on some of the rank growths of this unsightly weed, so common to alleys and vacant lots, and the improvement made at this early date is quite noticeable. There are many branches to education, subjects not contained in the regular text books and civic pride is a very important one. Hats off to the Normal class. Patriotic parades and displays are all right and should be encouraged among school children, but the event often creates litter and a muss that is left for the other fellow to clean up. This is a duty that should be distributed among the younger class in general thereby teaching them to at least remove as much dirt as they have made. The trend now, however, seems to be to scatter everything haphazard and escape the responsibility of cleaning up.

Under the direction of E. B. Platt, manager of the Onaway-Alpena Telephone Co., a survey of the entire system is being made, preparatory to the installation of new equipment and general improvements.

There is nothing that will compare with the work of the beavers and the tourists are greatly interested in observing their workings. Adjacent to the Onaway State park is probably the largest colony of beavers in the State. Their dam extends up into the woods and is nearly a mile in length, flooding a vast area along the Rainy river. The little animals have become so numerous that the State Department of Conservation is considering selling beavers for propagation purposes and individuals will probably be able to realize a good profit from them.

Late arrivals are pouring in and taking advantage of the duck hunting. Game is quite plentiful in this section and with favorable fall weather this will be a Mecca for the sportsmen.

If "variety is the spice of life," the weather last week was pretty well

seasoned with spice. Radical changes of temperature, dropping from 86 to 56 inside of ten hours, ought to be variety enough for any one. Up to this writing no snow drifts have been encountered, although snow flakes have been reported.

The Presque Isle Hotel has been purchased by Mr. Clark, proprietor of the Huron House. The building is receiving many added improvements and repairs and under the management of Mr. Clark and his able wife the public will be assured of good service. Squire Signal.

#### Better Ties Sought.

The demand in men's ties is steadily favoring the better grade merchandise. He says that volume business this year is being done in ties to retail at \$1.50, although there is still a large demand for merchandise to retail at \$1 and 89 cents, respectively.

"Compared to only a few years ago," this manufacturer continued, "the increase in the demand for better grade scarfs is striking. There was a time, not so long ago, when many retailers bought only a handful of ties to sell above \$1. Now these same stores buy a very large percentage of such merchandise. In fact, ties to retail up to \$3.50 and \$5 are not selling scantily by any means.

"This development is in line with the general improvement in consumer buying of men's accessories. Better silks are wanted, more exclusive, tasteful patterns are sought and consumers are apparently willing to pay a price for their selections. In my opinion the efforts of the specialty and chain stores to educate consumers to a higher grade of merchandise have been well worth while. The insistent dwelling of such stores on the taste and sophistication of their merchandise has spread through the country."

In mufflers too, this executive said, there has been a similar increase in favor for higher grade merchandise. "Last year," he said, "the muffler buying by consumers was the best ever, silk reefers and squares largely replacing woolen merchandise. In my opinion there will be another good season this Fall and Winter for similar merchandise."

#### Falling Down.

If you would have it out with fate,  
If you would win the day,  
If you would enter in the gate  
Where victors lead the way,  
If you are strong and there's no trace  
Of weakness when things frown,  
The chances are you'll win the race  
If you don't fall down.

If you're determined to succeed  
Though failures block the way,  
But giving them but little heed  
Fight on as best you may;  
If you "go to it" with a will,  
Though fate still seems to frown  
You'll stop the grinding of its mill  
If you don't fall down.

If in it all the battle scars  
And callouses may show  
They may be making 'neath the stars  
The man we're proud to know.  
And you may win the needed gold  
And honor and renown  
With character, the wealth untold  
If you don't fall down.

There can no failure come to you,  
You'll win out every time,  
There's something in the dare to do  
That's in itself sublime.  
The joy of life's in doing things  
While the effort gilds its crown,  
You'll have the joy that service brings  
If you don't fall down.

L. B. Mitchell.

Friendship built on business is a man's best asset, but business built on friendship is a broken reed.

# Domino

## THE HOUSEWIFE'S NAME FOR Granulated Sugar

American Sugar Refining Company

## Our Reputation Has Been Earned

The finest ingredients obtainable, made in an immaculately clean factory, with the greatest care have given **Mueller Products** their enviable reputation.

Here is the entire Mueller family—

### Mueller's Macaroni

Elbow Macaroni

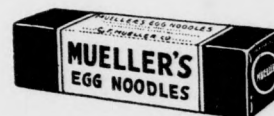
Spaghetti

Egg Noodles

Egg Alphabets

Egg Vermicelli

Cooked Spaghetti



In a Sauce of Luscious  
Ingredients



### DISPOSING OF A FORTUNE.

The question of how to dispose of a fortune is a rather remote problem for most of us. If certain premises are granted it is an interesting subject for conjecture, but at best one's interest can only be academic. To an increasing number of men, however, the problem has become very serious. In an article in the Century Silas Bent relates the trials and tribulations of those who do not quite know what to do with their excess millions.

There are countless examples of futile philanthropies in which immense sums have been tied up in bequests which have now lost their usefulness but which are strictly defined by the dead hand of the law. Mr. Bent cites the case of two orphanages in Philadelphia for the children of victims of railroad accidents. Their annual income from an aggregate endowment of \$8,000,000 is \$400,000, and together they can assemble only 114 children. Then there is the man who left his money for an almshouse. If he had examined the situation he would have found that there are 127 almshouses in the United States without a single pensioner.

When Robert Richard Randall, a Contemporary of Alexander Hamilton, whom he consulted about his will, died he left an estate valued at \$25,000 to provide a refuge for sailors in their old age. Because the farm land that was the bulk of his estate is now bounded by Fourth and Fifth avenues, New York, the income from this property runs to over a million dollars a year, and Sailors Snug Harbor, on Staten Island, says Mr. Bent, finds it impossible to spend all its funds on the hundred beneficiaries it has attracted to the refuge. The fund is a white elephant on the hands of the trustee because the old-fashioned sailor for whom Randall felt so much sympathy has almost disappeared.

The problem of giving away money is being solved to-day by the establishment of philanthropic foundations whose founders are profiting by the past in making the terms of their wills so elastic that the use of the money can be adapted to changing circumstances. The Russell Sage and Rockefeller Foundations, the General Education Board, the Milbank and Commonwealth funds have been established for general rather than specific charitable causes and are not necessarily perpetual in that the trustees may distribute the principal as well as the interest. Yet even to-day the problem has not been entirely solved. Frederick P. Keppel, president of the Carnegie Foundation, has not hesitated to point out the dangers which beset such agencies, which, he says, are "still in the experimental stage."

Giving away money, according to Mr. Bent, is our biggest but by no means our most efficient industry. He has a certain sympathy for those who are burdened with fortunes and faced by such perplexing problems when the time comes for them to choose "between the devil of entail and the deep blue sea of foundation." He feels that perhaps they may wish they didn't have all that money. It is a difficult

and interesting question, the importance of which may be gauged by the impressive figure of fifteen billion dollars, which represents the total wealth of our public trusts, foundations, educational institutions and religious and benevolent organizations.

### PRESERVED FOODS TRADE.

Fall will be ushered in under more favorable conditions than have confronted the canned food and dried fruit distributing trade in several years. There are dark spots on the horizon and numerous problems are as yet unsolved, but, taking both products, the outlook is generally classed as favorable for a profitable liquidation of the visible food supplies, for the reason that prices have been scaled down to what appears to be a minimum which means no handicaps to heavy consumer demand, while wholesalers and retailers have made no extensive purchases which show actual or probable losses. From what has occurred in commodity price trend the movement lately has been upward. Merchants have no extensive commitments and, in canned foods, face the prospect of a greater likelihood of shortages than of overproduction.

The supply of prunes and raisins is the largest which has confronted the trade, but the differential in prices compared with recent years is in favor of heavy liquidation from the moment new packs are placed on the market. Another factor is the shortage in the fruit crops which compete with these products, especially prunes. Fresh, canned and evaporated apples will likely rule high, as one of the shortest crops in years is on the trees. Prunes can and will be featured at retail throughout the country at prices which act as automatic salesmen for the crop.

That there is more confidence shown in the situation is evidenced by the increased volume of trading. Buying orders for staples of all sorts are more numerous; they represent a wider field of activity, as interior points are sending in more requests for foods and the individual orders are larger. Those who watch the situation closely are of the opinion that the average buyer considers that it is safer now to operate than at any time this year. Acquiring merchandise is considered not only necessary but imperative in order to round out stocks while there is still opportunity to secure the proper assortments. No doubt, too, buyers have come to the conclusion that it is folly to purchase every few days, only to repeat the order for similar products. There is enough stability to values to induce them to expand their operations for longer periods ahead. Quite plainly the market is getting out of its narrow rut of daily buying in pickups.

### COTTON QUOTATIONS.

Some rather violent shifts in cotton quotations during the past week served to show the nervous state of mind of those operating. Changes of temperature and other incidents were seized hold of to hoist or depress prices. The Census figures showing a large con-

sumption of cotton in domestic mills were used to bring about a forty-five point rise in one day. On another, the offhand prediction from Washington that prices would probably be lower later on caused a drop of a hundred points and a wild protest against such prophecies. The odd thing about this was that similar prediction from the same source a month earlier passed almost unnoticed. Operators are all at sea. While a number of them are betting that the new crop will be under 12,000,000 bales, they are really not feeling sure that it will not exceed a million and a half bales more. The ginning figures have been quite large, but this has no particular value as a gauge at this time of year. Actual buying by the mills continues to be very restricted, the managers having no confidence that anything like present prices will last. There are some evidences of an accumulation of stocks of certain kinds of fabrics, but there is no unwieldy surplus of any, while there is a decided paucity of some fabrics in good demand. What policy to adopt is something of a problem to the mill men. They have raised prices on practically every construction of gray goods and of finished fabrics, as well as on flannels, knit goods and other products. Buyers are not ready, in many instances, to meet the new prices, while the mills are not prepared to guarantee them far ahead. In denims a price of 19 cents was fixed for the last quarter of the year. This is regarded as conservative, although it is on the basis of about 42 cents per pound, which permits a larger margin than was the case at this time last year, when denims sold at 15½ cents. Orders for the goods came in quite briskly and the principal maker of them withdrew them from sale in two days.

### WOOLS AND WOOLENS.

Nothing very surprising has come out of the auction sale of wools at London which began last week and is still in progress. At the opening the reports were that prices ranged from par to 5 per cent., above as compared with the previous sale. This has become a stereotyped expression in connection with such sales. Subsequent reports told of a number of withdrawals of offerings because the upset prices could not be obtained. It seems fairly evident that a free and unrestricted sale would result in lowering price levels. In this country there continues a fair demand for domestic wools, with sellers frequently holding out for prices which buyers will not meet. The mills are quite active in filling orders, although the reordering for spring is not yet up to expectations. Lately there has been something of a lull, due to the desire of clothing manufacturers to get concessions in prices, as well as to the delay the latter are having in hearing from their customers. A number of summer lines of clothing were opened during the past week, but not much business has been booked. Deliveries are being made on women's wear fabrics for fall, while some orders are coming in for spring. There are still a number of

lines to be opened for the last-mentioned season, but there appears to be no hurry on the part of either mills or purchasers to expedite them. Cutters-up believe their best policy is to not buy the fabrics until just before the garment buyers are ready to operate.

### RAW SILK AND RAYON.

It has again been found necessary for the Japanese government to aid the producers of raw silk by advances of funds. The silk industry is the mainstay of Japan's export trade and any mishap to it would be most seriously felt. Without government aid, this year as well as last, prices would be pushed down to the point where the industry would be run at a loss. This appears singular, too, in view of the fact that silk goods have maintained a supremacy in selling in this country, which is Japan's principal customer for the raw material. Prices have shown a tendency to decline, although they are still very much above pre-war levels. A contributing cause to this state of things is, undoubtedly, the extending use of rayon. It is only a few years ago since that substance became an important factor among the textile fibers. Yet, so great has been the favor accorded to it that there is now about double as much of it used in this country as there is of raw silk. Rayon has the advantage that it can be produced in any quantities as wanted and the supply is not contingent on weather or any other variable condition. Another advantage is that it is comparatively cheap and that the price can be kept fairly uniform from year to year. While lacking in many of the qualities which give cocoon silk its supremacy among textile fibers, it still has some which have made its use as a substitute quite general. The case is somewhat akin to that of mercerized cotton, which has replaced flax in many instances.

### DRY GOODS SITUATION.

Mercantile business at the time is somewhat spotty and fitful. In the primary markets there is considerable activity in certain lines, while others are rather quiescent. Quick shifts in prices have had a tendency to upset the views of buyers who are desirous of continuing their piecemeal method of purchasing. While there is more stability in the prices of made-up garments, yet there is no especial eagerness to buy for anything beyond immediate needs. The proportion of those buying for basement and other quick sales and of those after inexpensive goods in general still continues quite large. The hot spell had the effect of slowing up consumer buying to some extent, but this is regarded merely as temporary. General conditions are becoming clearer all over the country and are of a kind to inspire confidence in a good fall and winter season. Preliminary buying thus far points in the same direction, which is encouraging to all with wares to sell.

Now is the time to save some of that hot air for the cold days that are coming.



## OUT AROUND.

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

Last week Out Around called us to Newaygo. The first stop was at Kent City, where I made a brief call on my old companion in arms, John Cummins and the son of my life-long friend, the late J. T. Perham.

At Sparta I stopped long enough to give a valued patron a report on an automobile accident insurance company which does not look very good to me. A careful reading of the policy issued by the company would convince any man that the protection accorded by the policy is very meager. The company charges a membership fee and apparently does business on the reciprocal plan. In the event of disaster an assessment would undoubtedly be in order. A daily paper recently stated that the company was being sued on a collision claim for \$2,500, which leads to the fear that perhaps a policy in such a corporation would prove to be a liability instead of an asset.

It is a constant surprise to me how many insurance companies of this character are making a pretense of accorded protection to automobilists. They owe their existence to the carelessness and indifference of policy holders, who, as a rule, accept anything the agent hands them and seldom take the trouble to even read the conditions set forth in the policy. Because of this lack of care it is comparatively easy for irresponsible men to pose as insurance company promoters and officials, knowing that they can repudiate any excessive liability in the event of losses running heavy.

At Bailey I was informed that Oscar Muma & Son had exchanged their general stock and store building for a farm owned by Byron D. Pendell, R. R. 1, Casnovia. The exchange will take place Sept. 26, when Muma & Son will become farmers and Mr. Pendell will become a merchant. I hope the latter may be as successful behind the counter as Muma & Son have been.

At Newaygo I was pleased to note that the old D. P. Clay store building, which has stood vacant for many years—except the West portion, which is used as an office by the Newaygo Portland Cement Co.—was being repaired and made thoroughly modern at a cost of about \$5,000. The first floor and basement have been leased for five years by J. C. Ballard & Co., furniture and house furnishing goods dealers at Sparta, who also conduct branches at Belding and Grant and who recently purchased the Glen Rice furniture and undertaking establishment at Newaygo. The Clay building was erected in 1879 and is therefore forty-eight years old. It was constructed of good lumber and looks as though it would last 100 years longer. In the palmy days of D. P. Clay, the Newaygo Manufacturing Co. and the Newaygo Furniture Co., it was considered one of the best general stores in Michigan.

I have known a good many masterful men in my day, but I think I never knew of a man who exceeded D. P.

Clay in energy and forcefulness. He had great confidence in his ability to extricate himself from any difficult financial situation which confronted him. For many years he was backed by Uncle Jimmy Converse, of Boston, who delighted to take long chances if he saw 10 per cent. interest in prospect. On one of his periodical visits to Grand Rapids, he enquired of Mr. Clay:

"Clay, how much do you owe?"

The reply was characteristic of the man:

"Don't ask me, Mr. Converse. You would feel a good deal better if you didn't know."

I recall another circumstance in Mr. Converse's financial exploitations in Grand Rapids. He owned a dominant interest in the Phoenix Furniture Co. and always came out from Boston to attend the annual meetings. On one such occasion the annual report of the company showed enormous earnings. This was too good an opportunity for Uncle Jimmy to let slip through his fingers. Pledging his associates in the business to secrecy as to the actual condition of the company, Uncle Jimmy addressed the stockholders about as follows:

"Fellow stockholders, we have had a very unfortunate experience during the past year. We have lost a large amount of money. If we were to read you our report and it should get to the ears of the mercantile agencies, our credit would be seriously impaired. I am going to ask you to adjourn this meeting six months in hopes we can make you a different kind of a report."

The suggestion was adopted and the stockholders wended their way homeward, disappointed and disgusted. Within a few days they were waited on by a henchman of Uncle Jimmy, who offered to buy their stock at 50 cents on the dollar. Most of them accepted the offer, only to learn that at the adjourned meeting the directors announced a dividend of 50 per cent., representing the profit of the yearly period which Uncle Jimmy had assured them was so disastrous. To ease his conscience Uncle Jimmy erected a church edifice and presented it to the Baptist denomination.

While in Newaygo I learned that Clarence E. Biglow, who recently acquired the Consolidated Chemical Co. from Wm. J. Page, has purchased four additional cottages at Hess Lake this summer. Clarence has been a cottage owner on this resort for many years, but never undertook to acquire lake frontage along wholesale lines until this season.

In returning home, I was advised by the landord of the Valley Inn, at Newaygo, to take M-82, in order to have many beautiful views of Muskegon River. I caught a glimpse of the river in the outskirts of Newaygo and again when we reached Croton dam, but narry as much as a transcient glance of that famous stream anywhere else on the route. Landlord Manning sells a very appetising decoction which he calls Lindbergh highball, but it failed to affect me so I could see water where water didn't exist.

There are few finer vistas in Mich-

igan than the mill pond, dam and village of Croton, viewed from the top of the hill approaching the dam from the East. I distinctly recall the original village, which is now covered by many feet of water, but it never had the attraction the present village affords, because it lacked the background of a large body of water. The drive over the narrow strip of land between the two ponds is always exhilarating and enjoyable.

I followed M-82 down to Ensley Center, where I had the pleasure of adding John DeBlay to our list of readers. The store now conducted by Mr. DeBlay was occupied nearly forty years by the late George F. Cook, who was one of the best merchants I ever had the pleasure of knowing. Mr. Cook was a devout reader of the Tradesman and I have more than a dozen letters in my files in which he voluntarily stated that much of his success as a merchant and his standing as a business man were due to the timely hints and friendly advice he received from the Tradesman. I hope to see his successor achieve equal prominence in the mercantile world. He has an outstanding example before him. All he has to do is to do as Mr. Cook did and he will reap the reward. Of course, his customers are not tied to him by lack of rapid transportation, as Mr. Cook's customers were, but he can get in his supplies much easier and cheaper than Mr. Cook could and he need not buy in such large quantities. To me it looks as though the advantages and disadvantages of the present, as compared with thirty years ago, are just about equal.

I then undertook to reach the cement on US131, but found the road closed between Sand Lake and Cedar Springs. This meant a dusty detour over old M13 for seven miles, during which time I caught myself saying things about the men who close so heavily a traveled road as US131 without giving the traveling public due warning. I could just as well have returned on M37 and had cement all the way for the thirty-eight miles from Newaygo to Grand Rapids. There are some problems I never expect to solve in this world. One of them is the clandestine actions of road commissions in treating the public as though it had no rights which road managers are bound to respect.

My Out Around Saturday was saddened by the thought that the earthly remains of one of my most steadfast friends for fifty years lay cold in death at his stately mansion on Fulton street hill, awaiting the final word of the preacher and the final act of the sexton on Monday afternoon.

My life touched that of Mr. Sligh at many angles, but in nothing were we more in accord than in his long cherished plan to erect and equip a hospital for children, giving especial attention to orthopedic cases. Mr. Sligh made a careful canvas of the city and ascertained that we have 800 children with crooked limbs—defects which can easily be remedied by skillful surgical treatment. He visited all the leading orthopedic hospitals of this country and Europe, including the orig-

inal hospital for handling this class of cases established in this country by the father of Theodore Roosevelt. He decided some years ago to devote a portion of his enormous fortune to this cause and made his plans with great care and thoroughness. About ten years ago he placed a sum in the custody of the Grand Rapids Trust Co. which in ten years would amount to \$500,000 to be turned over to the hospital as an endowment. He deeded fourteen acres of land in the Northern part of the city as a suitable location for his institution. He had plans prepared by one of the first hospital architects of the country. The plans provided for a central building which would contain a heating plant and furnish headquarters for such additions to his main hospital as he could induce his friends to provide. A wealthy lady of this city arranged to build a wing which would provide accommodations and treatment for women of poor circumstances in cases of child birth. A gentleman of the city arranged to devote a portion of his fortune to the construction and equipment of a wing to be devoted to the treatment of needy cases of blindness and impending blindness. Other negotiations of similar character were in progress when the Kent Medical Society jumped into the situation, at the behest of the hospitals already in existence, and condemned the project as unnecessary and undesirable. I never met with a greater abuse of power and a nastier spirit of selfishness than this action, which is now disowned by every physician of any prominence with whom I have talked. Previous to this action by the medical profession, representatives of all of the city hospitals devoted hours—I might say days and still be within the bounds of truth—to induce Mr. Sligh to devote the money he had decided to bestow on his hospital to the hospitals already in existence. He could not comply with their demands because he had worked out his own plans with such infinite care that he felt he was entitled to the credit and satisfaction such an institution would give him and the good it would do the public. Because he insisted on doing things his own way, the doctors came to the assistance of the hospitals and undertook to destroy the project solely from a selfish standpoint. Mr. Sligh was amazed and disheartened at such an exhibition of meanness on the part of men who should have been the first to welcome any attempt to lessen the suffering of people who cannot pay present hospital prices; but he immediately revised his plans and started in on another tack. I am not at liberty to state what those revised plans were, but I think his will will make disclosures along that line which will put the hospital authorities and medical gentlemen of Grand Rapids to shame for their unpatriotic, unprofessional and utterly cruel action.

I am in receipt of a letter from G. H. Sutherland, editor and owner of the Ludington Daily News, in the course of which he says:

"We are taking up your suggestion



regarding improving the lake front. It needs it."

That settles it. Mr. Sutherland has a way of getting anything he goes after. I shall watch his method of achievement and the progress of the undertaking with much pleasure and satisfaction. In the meantime I ask my mercantile friends in Ludington to support Editor Sutherland in all he does along this line, because it will tend to give Ludington a fresh impetus on the onward start to greatness.

E. A. Stowe.

#### Experience of Douglas Malloch as a Summer Resorter.

Muskegon, Sept. 17—We have the same confidence in humanity that everybody has, so we put four locks on the front door and two on the back and covered all the windows with matched lumber before we closed up the cottage to-day and called it a season. Not that the furniture has any great value; it is too old to be good and not old enough to be valuable. The family silver came from Kresge's, and the clothes we have been wearing around here, we have been reliably and repeatedly informed, are a crime and a disgrace.

Our idea of a cottage is a place where you don't have to shave if you don't feel like it, and you seldom do. It is a place to get that last two months out of a suit and that last six weeks out of a pair of shoes. It is a place where you can wade out and grab a gunnel and not care about the pants. If your wife thinks it is a place to wear your best collars, shirts and ties, and what goes with them, a place to do just what you would have done if you stayed at home, then you have sadly neglected her education.

But the hoodlums don't give you credit for much common sense, so they like to bust into cottages after their owners have gone home. Our idea of a squirrel is something to feed and pet, and theirs something to kill. Much of the devilry is done by boys, because the authorities have never discovered that the place to cure crime is in the bud. If a boy is allowed to burgle on a small scale, he will soon furnish a case important enough for a sheriff to bother about.

So much for that. There is another nice thing about a summer cottage that ought to interest all lumbermen: like a woman's work, especially around a cottage, it is never done. Every season you can think of something that will make the place complete, but next season you can come right back and think of something more. We managed to keep a carpenter and a couple of helpers busy most of the summer, and if we don't mean all that stuff about liking the sound of the hammer and the saw, then we were properly punished.

Of course, a man can do a lot of tinkering himself, but this year there wasn't time. We built a boat. The boy, being in an engineering school, drew up the plans, and Joe Klooster, well and favorably known local lumberman, provided the specifications, and the lumber. The Brunswick-Balke people, whose factory is not so many miles away, suspended the manufac-

ture of bowling alleys and phonographs long enough to rip the stuff for us, and we did the rest, after a fashion. It was a speedboat, and, except for the fact that it would not speed, may be considered a success. Anyway, it increased our merchant marine to a flotilla, and next year we shall hope to make it a fleet.

Judge Oosterbaan, father of the famous Bennie, which is the way the family spells it, came out one night and we sat and talked over old times for two hours. And we talked about Bennie's two brothers, both in high school and both promising athletes when they were taken away to that greater Campus beyond the everlasting hills. The judge, by the way, could not recall a single athlete, except the three boys, on either side of the family. So you never can tell. Your boy may be a great man yet, after all.

About that boat: there is pine in it, and spruce, and cypress, and fir. That shows the tendency of the times. When we were a boy in this ex-sawmill town you built it out of white pine or you didn't build it. Now the average American can command the best of the forests from coast to coast, and, like the average American, he thinks nothing about it. Personally, we consider the lumber business the greatest business in the world, although we wouldn't, of course, if writing were considered a business.

But there are other businesses, too. A woman can walk into a grocery store and ask for articles from all the five continents, and they will be handed to her. But she thinks no more of it than you do when you sit down in the morning and sip your coffee from Brazil and eat your orange from Florida or California. The grocer lays the world's products at your door, and the druggist sells you things from under the hills and across the seas, and you yawn, you infinitesimal atom.

We spent ten weeks at "Winnetaska" most of it pounding this typewriter or shoving this fountain pen. But we did snatch time to build that boat. One night we sawed and hammered until 1 a. m. and another we painted until midnight, and so we are going home rested and refreshed, and feeling much fitter and finer, we are sure, than if we had sat around a hot hotel in a tux and played bridge, which, by the way, we consider the poorest card game ever invented, since we haven't the intelligence to learn it. Some time we would like to write our opinion of bridge, but it wouldn't do to do it on a hot day.

So we are going home, or leaving it, and hope to see you soon in yours.—American Lumberman.

#### Velvet Coats Now Featured.

The widespread popularity of velvets for dresses has led to the use of these fabrics for coats. The garments are fur trimmed and designed to provide a "velvet ensemble" for the woman who wishes to match both coat and dress. Confidence was expressed recently that the merchandise would sell well, although the coats would not be a volume proposition to the extent that suede and tweed garments are. Black is the shade most wanted in the coats.

#### Some Early Mysteries of the Pine Woods.

Grandville, Sept. 20—There were many mysteries of the Northwoods in an early day that were never solved. Mysteries then were as inexplicable as they are to-day, with less facilities for solving them.

When a boy I have been startled to my very toes at the shrill shriek of a screech owl. This while threading the depths of a dense forest in search of cows. Nothing can be more hideous than the screech of this owl reminding one of a dozen wildcats letting loose at once.

Between Newaygo and Bridgeton, seventy years ago, lay an impenetrable forest. At night, the darkness was intense. Mr. Gay, living near the edge of this woods on the top of the high bluff overlooking the Muskegon at Bridgeton, was startled one night at the loud screams of human tongues and the sullen rumble of wagon wheels.

Gay seized a lantern and ran into the woods to meet a team and wagon flying down the road at the wildest speed. Halting, the driver announced that two men on the rear seat had been attacked by a panther.

Mr. Gay went on up the road until a pair of gleaming fiery eyeballs met his gaze, the eyes of the panther that had leaped from an overhanging branch of a tree directly upon one of the men. The settler's light so fascinated the animal that he got within close range before the creature fled and he solemnly averred that it was certainly a panther.

The man assaulted was taken into the settler's house, a bad wound on the head dressed, and everything done possible, after which the wagon with its three men went on to the tavern, half a mile away, where they put up for the night.

The next day the settlement rung with the story of the panther's assault on the travelers. There had certainly been an assault from some animal, whether a panther or not, and the whole country round about thrilled with the story.

Indians as well as whites sought the woods with the idea of giving that panther his quietus, but said animal was never captured or killed. Was it really a panther?

There was considerable debate on this question, which, however, was never satisfactorily settled. Since the man who had been hurt was quite talkative from over indulgence in liquor it was surmised that he might have mistaken a comparatively harmless wildcat for a panther. At any rate no panther was ever discovered and the story of the assault remained one of the unsolved mysteries of the time.

Another settler, living not far from the first mentioned, was visited by a brother-in-law from the East, who remained for several weeks. He was a middle-aged man and quite expert with a rifle.

On several occasions this visitor went into the woods, carrying his friend's valuable rifle in search of game. He did manage to bring down a deer, the slaughter of which was a gratifying event.

One Saturday afternoon the visitor came forth, rifle in hand, and said to his brother-in-law, who was chopping wood near the kitchen door, that he was going to make it a bear this time.

"All right, John," returned the settler, "only return before night else you are liable to get lost in the woods."

John went down the road and disappeared in the forest. He did not return at dark. The sister was very much worried. Her husband said the man would pull in before midnight. He did not, however, and his sister remained awake through the night.

The next morning even the settler grew anxious. With another rifle

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over his shoulder he went forth in search of his missing brother-in-law. He searched the woods half a day, then returned unrewarded.

Nor did John ever come back. He had completely disappeared and with him the settler's valuable rifle. A number of the neighbors turned out in search of the missing man, all to no purpose, however. This incident occurred more than seventy years ago and the brother-in-law is still missing. Another mystery of the North woods never solved.

Somewhat later than this a man we will call Jobson left in the spring for Muskegon, going after money to pay

off a crew of men who had worked through the winter cutting and skidding logs. There was no law at that time making lumbermen beholden for the price of logs cut by jobbers.

Jobson got his money all right and set out on horseback for the upriver job where a score of workmen awaited his coming for the pay for their winter's work. The logger failed to arrive.

He was last seen entering the pine woods a dozen miles up the road from the Mouth and within ten miles of his camp. What became of him was never known, although it was surmised that he skipped the country with the hard

earned wages of his crew as his reward.

Search was made for Jobson, but he was never seen after entering the thick pines. Possibly he might have been waylaid and robbed, although in that case it would seem that his body would have been found.

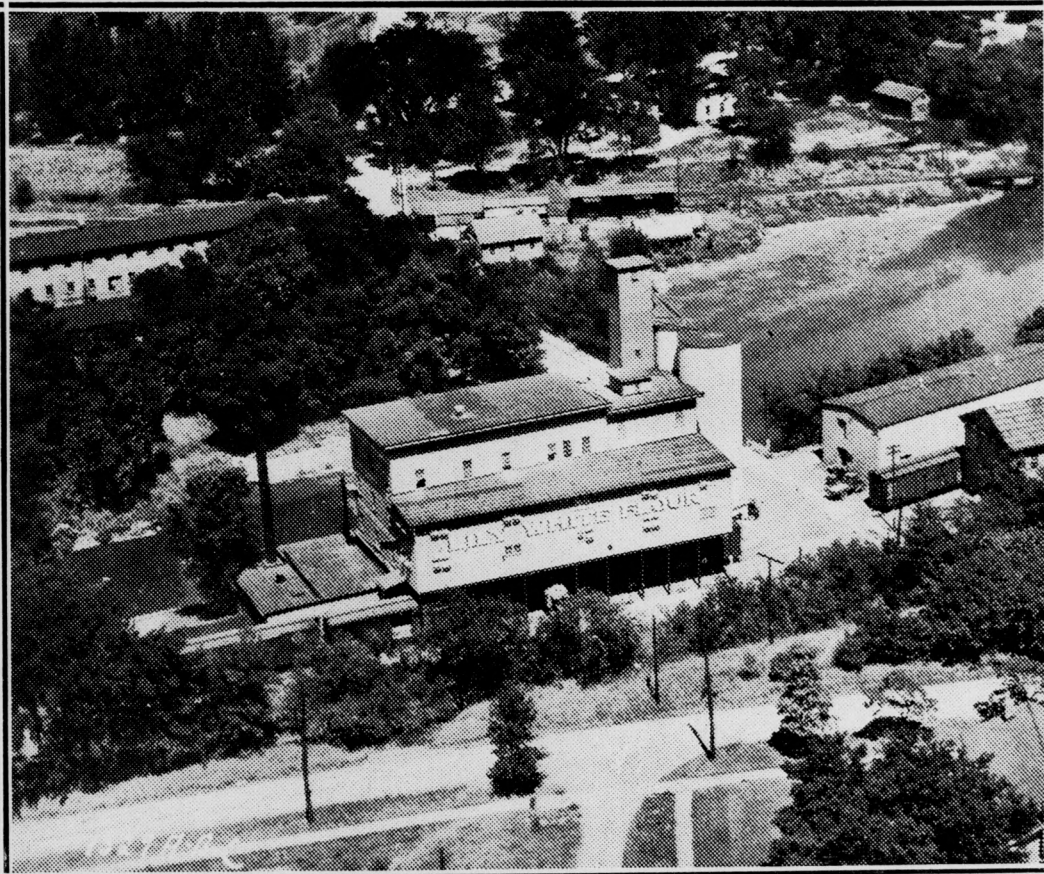
It has been a wonder to me that some novelist has not entered upon this fruitful field for romance and gotten out a thrilling tale which could easily be made up of more fact than fiction.

These mysteries came under my own observation. There are many more which never have seen their way into

print. There is something fascinating about the early Michigan woods which clings to one's memory very forcibly. Old Timer.

Walter Scott said "When a man has not a good reason for doing a thing, he has one good reason for letting it alone."

"A man died and left his estate to three friends, subject to one condition, namely, that in his coffin each legatee put \$100 as a remembrance.



## THE HOME OF LILY WHITE FLOUR AS VIEWED FROM THE AIR

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## VALLEY CITY MILLING COMPANY

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## FINANCIAL

### Conflict Between Falling Prices and Money Stimulant.

Business will continue slow during the remaining months of 1927, with those who conduct it hopeful of the future, in the opinion of Colonel Leonard P. Ayres, vice-president of the Cleveland Trust Co. and one of the recognized business prophets.

Colonel Ayres reaches this conclusion for the reason that he sees two distinct sets of economic influences at work each in conflict with the other. These are the declining trend of commodity prices which tends to slow down operations, and the injection of easy credit in abundance which tends to inspire activity always.

If commodity values continue their downward course begun over a year ago, the gradual decline in the production and marketing of goods evident since last spring may not lift for a time. But not everybody would agree with the Cleveland prophet that "commodity prices have given no clear indication of having terminated their long declining trend." What he sees is "a good many individual advances" in the commodity list that will not long offset the influence for a decline elsewhere.

Most authorities agree that the trend of commodity prices over the distant future will be downward but some hold that the extraordinary 1927 upturn in agricultural products, where in the interest of prosperity an upturn was most needed, will at least temporarily check the recession that Colonel Ayres anticipates.

Nobody knows what the price trend will be in the months ahead but Colonel Ayres is certainly right in his effort to figure out the probable price movement as a basis for a prediction on business. From now on the price curve is likely to possess a more definite barometric value than before so far as business goes.

When he turns to the other side of the ledger Colonel Ayres himself acknowledges that in the promise of sustained easy money conditions lies an assurance of good faith in the future on the part of business men. He even goes so far as to say that "the overabundant credit supply will probably result in still more activity and higher quotations in the security markets." And, if that is the case, of course, the rising markets themselves will generate a cheerful attitude.

If the ease in bank credits persists it will stimulate business, which in turn will renew confidence in the market, which again in turn will stimulate business. That is the line of reasoning and nobody can deny the cyclical tendencies.

A critic might ask at this point whether the plethora of credit might not stimulate commodity prices and thus remove one of the obstacles predicted to keep business slow, but for this criticism Colonel Ayres has the following answer:

"One cannot be so confident, however, that this period of exceptionally easy credit conditions will bring about in the near future a sustained advance

in commodity price trends. The abundance of bank credit seems to have been employed in the past few years by manufacturing industries to improve their mechanical equipment so as to produce greater volumes of goods at less cost."

All of which is very interesting for the signs to the future which it indicates must be followed. How the arrows will point, as we come up to them around the turn in the road, remains to be seen. Paul Willard Garrett.

[Copyrighted, 1927.]

### Duration of Low Rates Depends on F. R. Banks.

Three and one-half per cent. call money on a tax settlement date is not quite as rare as a snowfall in July but its appearance on Sept. 15 this year brought as much cheer to the speculative markets as that meteorological phenomenon would bring to those not expecting it.

Not that the market had suffered seriously from a tightening in rates as tax settlement date approached this year, but from its unseasonable low of 3½ per cent. until a week ago, money had crept forward to 4¼ per cent. and the belief grew that a still further temporary pinch might come. Call money reached 5 per cent. a year ago at this time but it was only 4¼ two years ago and, more unusual still, 2 per cent. at this period in 1924.

The incident is significant for the faith it inspires, in a market already excited over abnormal ease, for the weeks that lie just ahead. So long as no violent changes in the steady flow of business present themselves, bulls in the stock market are going to find easy money their most powerful instrument to hold prices up or force them higher. In the absence of any outstanding unfavorable new development, the tradition runs, a bull market will not break for long while money stays cheap.

However many unfavorable signs the pessimists may see on the horizon, and however much the optimists differ in their predictions on the probable duration of the present prosperity era, all agree that so far as the stock market goes the key to the immediate future lies in the trend of money rates.

That is why every authority of consequence now is bending his efforts to understand the money position better and to calculate whether for a certainty the present levels will hold. Everybody knows that the season of year is at hand when demands for funds with which to move our agricultural crops multiply, and when in consequence a firming tendency for money sets in. Only moderate autumn advances now occur under conditions that before the creation of the Federal Reserve system would have brought sharp increases, but it cannot be denied the period of seasonal advance is here.

Over against this influence for dearer rates lies a mighty instrument in the hands of the Federal Reserve banks that if used would tend to offset the tightening seasonal tendencies. It was the entrance of the Federal Reserve banks into the market for Government securities six weeks ago that brought

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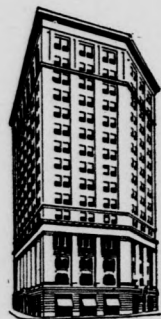
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the abnormal low rates of August. Between the end of July and September 14 the Federal Reserve banks increased their holdings of Government securities from \$385,000,000 to \$449,000,000, which means that the Reserve banks six weeks ago began to pour out money in large amounts.

A part of these purchases were made in anticipation of Sept. 15 maturities, so it might seem reasonable to conclude that a satisfaction of such obligations should remove any necessity for future purchases, but not nearly all of the purchases made since late July represent offsets to these maturities. Those who follow money matters now wait with eagerness for signs that will tell whether the Federal Reserve banks intend to continue or drop their buying programme for then it will be clearer whether these operations will from now on be influences for easier or dearer money. Paul Willard Garrett.

[Copyrighted, 1927.]

#### Debenture Carries Three-Year Stock Purchase Warrants.

Speculation in the shares of a company in the automobile industry is offered as an "added attraction" in the \$1,250,000 financing of the Republic Motor Truck Co., whose issue of collateral trust sinking fund 6½ per cent. debentures was sold this week.

The debentures carry non-detachable stock-purchase warrants, entitling the holder to purchase, before June 30, 1930, shares of the capital stock of the company, represented by stock certificates or voting trust certificates. If the privilege is exercised before June 30, 1928, the holder may purchase for each \$1,000 bond 200 shares of stock at \$5 a share; in the following twelve months the number of shares is reduced to 160 and the price is advanced to \$6.25 a share, while in the final twelve months the amount covered by the option is 130 shares and the price is \$7.50. Proportionate warrants are attached to the \$500 bonds. The stock sells currently slightly below \$5.

Proceeds of the financing are being used in connection with the acquisition of the Linn Manufacturing Corporation, makers of a special type of tractor, a heavy hauling machine that resembles in design a motor truck, except that revolving tracks take the place of rear wheels.

Advantages of a tractor as well as those of a motor truck are thus obtained, so that the machine is especially adapted to heavy hauling in road building, lumbering operations, snow removal and freight movement over roadless country. Although the market is necessarily more limited than that of the motor truck, sales of the Linn have not been thoroughly pushed, and it is estimated the Republic's distributing organization will be able quickly to increase the output, about 90 per cent. of which in the past has been limited to New York State.

The Linn company has shown a profit for every full year of operation except 1917, while the combined statement of earnings for the last three years shows an average net available for interest on the debentures, before depreciation and taxes, of \$356,104.

With the extension of good roads virtually to all parts of the United States, the motor truck industry has made rapid strides in the last ten or fifteen years. Its importance in the automotive field is attested by the fact that the wholesale value of truck manufactures in the United States and Canada last year \$433,731,169.

As late as 1910 there were only about 10,000 motor trucks in use in this country, while five years later registrations had increased only to 136,000. Registrations have increased by not less than 112,000 annually since 1916.

The use of motor trucks in rural hauling has grown steadily as a result of road improvements, for the cost of operation is much less than that of horse-drawn vehicles. The Republic, which through a predecessor company has been engaged in the manufacture of motor vehicles since 1913, is one of the few exclusive truck producers that maintain a National sales and service organization.

William Russell White.

Postal receipts for fifty selected cities in August showed an increase of 6.60 per cent. over the corresponding month of last year, according to the Postoffice Department. Jersey City showed the largest percentage of increase. Postal receipts are generally accepted as an index to the business situation. The figures, therefore, are encouraging. They support an analysis of the business situation recently given out informally by Secretary of Commerce Hoover. He pointed out that the situation generally does not differ materially from that of 1926. Construction awards showed an actual increase of 2 to 3 per cent. during the first seven months of 1927 over the corresponding period of last year, while exports showed a gain of 5 per cent. in quantity. Freight loadings showed a decline of only 0.25 per cent. There were variations in industries. The textile industry did not make quite so good a showing. Cheap capital, available in abundance, has stimulated such lines as railroad and electrical construction. Factory employment declined about 2 per cent. but was offset largely if not entirely by increased employment at service stations, though automobile production itself tapered off. Harvests, especially in fruits, are proving good. The usual forecasts of failures in crops, such as peaches and apples, have been made ridiculous by what Mother Nature has done with generous hand and is doing. But the fact remains the farmer is not getting a good net return, and it continues unfortunately true that this important source of purchasing power of the country is not what it should be.

Make a check-up on the number of customers who formerly bought at your store, and now trade elsewhere. Ask yourself why? The answer might be illuminating and helpful to you. If you could induce some of them to come back to your store, you would show a nice increase from this source alone.

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### Cuts in Cotton and Corn Bring Mixed Blessings.

Excessively short crops in cotton and corn are the two features of the new Government crop estimates for September most likely to affect for good or bad the 1928 fortunes of business.

Five per cent. more money on this year's cotton crop is indicated for the farmers as a whole than last year whereas 14 per cent. more on the corn crop is revealed by a little arithmetic. That is to say the 12,692,000 bales of cotton now forecast for 1927 should bring \$1,444,300,000 at current quotations or 5.4 per cent. more money than the \$1,370,300,000 indicated a year ago by the September forecast at values then prevalent.

A far more favorable picture of the same thing could be made by figuring the result in a different way. Estimated production from this time on a year ago rose sharply but prices fell even faster so that by early December the commodity brought only 12 or 13 cents. That cotton farmers this year are almost certain to get more in the aggregate for their product than a year ago does not mean that the short 1927 crop is an unmixed blessing.

To the victim of a railroad accident it is little comfort that casualties in the aggregate have been reduced. To planters in Missouri Oklahoma, Arkansas and Louisiana, where the torrential rains and insects did greatest damage, there is no special satisfaction in the knowledge that other growers will make more money this year than last. They themselves will not. It is possible that Missouri growers instead of gaining 5.4 per cent., will lose over 40 per cent. and that Oklahoma growers will lose 17 per cent.

While the short cotton crop doubtless will produce a larger aggregate value this year than a year ago, and theoretically will benefit the farmer, it will harm the cotton goods industry. The situation of last year is reversed. The cotton goods industry would prefer a large crop again and continued low prices for their raw material.

At current levels the value of this year's short corn crop is \$2,525,000,000 or 14.3 per cent. more than value indicated a year ago at this time but the benefits of the increase are more apparent than real since most of our corn crop, nearly 85 per cent., is marketed not for cash but in the form of animals. Looking ahead a year or two the dearer prices for corn will discourage hog breeding and improve prices for the animals but it will also stimulate excessive planting of corn next year.

All of which is to say that the September estimates do not disturb the previous forecasts that higher agricultural prices now are lifting the purchasing power of the farmer far above that of a year ago and so strengthening the foundations of our prosperity, but they do emphasize anew the appearance of certain unfortunate cross currents.

Paul Willard Garrett.

[Copyrighted, 1927.]

### Redemption of Second Liberties Will Release \$1,500,000,000.

The United States Government on Nov. 15 of this year will redeem the

Second Liberty Loan, releasing to thousands of investors in all parts of the country the sum of \$1,500,000,000. Contrary to popular opinion it is reported that the majority of these bonds are still in the hands of small, inexperienced investors who are the original subscribers with extremely small holdings. Under-Secretary of the Treasury Ogden L. Mills in an address before the convention of the New York State Bankers' Association at Washington pointed this out and quoted the following facts:

"I am satisfied that a great majority of the Second Liberty Loan Bonds still outstanding are in the hands of investors, using that term in the narrowest sense, and that many of them are held by persons of moderate means but limited knowledge of security value or investment possibilities. I base that conclusion upon the widespread distribution of the original issue and upon the facts disclosed by the results of our March exchange offering.

Since March, \$200,000,000 bonds have been converted into the new Treasury issue bearing 3½ per cent. interest. There are outstanding at the present time almost \$1,500,000,000 in Second Liberty Bonds which are held in greater part by individuals of modest means. With the redemption alone more than \$1,000,000,000, or about \$10 per capita will be handed out over the country during the month of November.

This means that at the beginning of the holiday season over \$1,000,000,000 will be distributed in small sums to a vast number of consumers scattered in every state of the Union. That the larger portion of this money will find its way into savings banks and other investments is unquestionable. On the other hand it is also certain that a substantial percentage will be absorbed by retail channels. Department stores, furniture stores, musical instrument dealers, automobile sales agencies, and others are certain to feel the effect of the redemption of this loan in their sales volume. If this money is spent for capital goods it will aid the prosperity of the Nation, because the sale of commodities is bound to act as a stimulus to production, with the result that it will create capital surpluses.

### Velvet Vogue Still Strong.

No falling off is perceptible in the demand for transparent velvet either in the piece goods or in dresses fashioned of the material. Supplies are very hard to obtain and chiffon, cotton back and rayon velvets are being used as substitutes. The demand is practically nation-wide and is said to be unprecedented for so early in the fall season. It is figured that the vogue has not yet reached its peak and that the scarcity of materials will help prolong the demand for some time to come. Leading velvet manufacturers are sold ahead for at least two months.

"Well, the first legatee to put in his money was an Englishman, and he put in a crisp \$100 bill. The second legatee, an Irishman, put in a crisp \$100 bill also. The third legatee, a Scotchman, took out the two banknotes and put his check for \$300 in their place.

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### Fun of Going To Fires.

There is a distinct pleasure in attending fires. In fact, a fire has almost all the elements of a public amusement. They are no good, they are purely destructive, and they are easily noisy.

Nothing can be of much value as an amusement that is of any benefit to anybody. A little boy once was asked what he wanted for Christmas. His reply was, "Oh, anything, just so it isn't useful." His young mind discerned the difference between usefulness and amusement.

When the bells ring and the horses gallop, and somebody is losing a fortune, and everybody turns out to see the show, what can be more fun than to stand on the sidewalk and see the engines go by, or occupy a safe place of vantage and see the building burn?

It is exciting. It is dangerous, and it is not only of no use, but it is distinctly a loss. There is no fire without destruction of property. Somebody has to pay the piper.

Perhaps, down at the bottom of our hearts, there is just a little pleasure that we all experience in seeing somebody else lose something. It is not a nice thing to say about human nature, but it is, alas! too probable.

They tell a story about Nelson Morris. At one time a clerk came running into his office and announced that there was a fire. Morris hastily put on his coat, crying out, "Where is it?" "Over at Swift's," was the reply. Hearing this, Morris took off his coat again, hung it up and sat down, remarking, "It's too bad about them Swifts."

We can bear the losses of other people with considerable philosophy, just as we can bear their pains.

Walter Pritchard Eaton, in his book, "The Actor's Heritage," quotes the leading man in Mlle. Rachel's company, touring the United States in 1855, as saying, "The pleasure of extinguishing fires ranks first among amusements in the United States."

Frank Crane.

### One Person's Carelessness.

All the statistics in the world are not half so convincing as one poignant example of what may be caused by the slightest carelessness in the matter of fire. A recently published statement showing the annual loss by matches and smoking to be over fifty millions of dollars, while tremendous and terrible, is likely passed over by the average reader with slight interest.

In Crater Lake National Park, however, there is an example that once seen is a life lesson. At a high point on one of the many scenic drives, a pinnacle from which hundreds of miles of surrounding country can be seen is a sign reading: "The product of one person's carelessness with fire." And stretching away behind the sign is a vast mountainside populated only by blackened stumps, all that is left of what was once a magnificent virgin forest, until a match or cigarette butt was dropped and left unobserved.

It would be a good thing if every inhabitant of this country could stand at that point and see the desolation the raging flames have wrought. We

should have no more such signs or reason for them.

### Folly of Crime.

Malefactors are nearly always brought to justice. Therefore crime never will pay the criminal. All we need to do to be thoroughly convinced of this fact is to read the long and bloody history of crimes that have shocked all good people during the ages.

The real element of danger to the criminal often lies in the very care with which he has planned his crime. He has arranged in advance an arbitrary set of sequences; he will act thus and so, and thus and so will result be. He believes that by careful planning he may achieve the perfect crime and the complete escape. And in so far as he is able, he carries out his design. The crime is committed and the police are called in. They look at once for two things: for the motive and for such clues as may have been left. But now let any one of the sequences so carefully planned go amiss and the murderer's entire scheme may be upset; let him have but one human weakness and it may betray him.

The recent Bluebeard Landru case in France, the Becker-Rosenthal case in New York and the murder and robbery on Aug. 28 of a bank messenger by a policeman in the city of New York are a few examples which show beyond the shadow of a doubt that crime of any description doesn't pay.

William Henry Lee.

### Small Town Fire Protection.

The small town with inadequate fire protection is inviting a fire disaster from a source which receives little of its attention. The man who desires to have a fraudulent fire finds the small town with inadequate protection an ideal spot. While the municipal department in a large city frequently gets its machinery in operation soon enough to prevent spread of the set fire and sometimes even gets the evidence of arson before it is destroyed by the fire itself, the small town department arrives too late with inadequate equipment and the purpose of the criminal is accomplished without any effective barriers. Then the volunteer fire department is usually inexperienced in seeking evidence for fraudulent fires and this too is an advantage to the criminal. This offers an additional reason for getting sufficient equipment and protection for the village.

### Farm Mutuals Thrive.

The American Agency Bulletin, in a recent article in that paper, opines that the half of the farm business which the department of agriculture has found insured with the mutuals, must be the good half of farm insurance, because while stock companies, writing farm business, have found this line of insurance to be uniformly unprofitable, the farm mutuals seem to thrive on it.

Competition seems to grow much faster than co-operation, which being translated, means that selfishness is stronger in human nature than its opposite virtue.

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### Nothing To Arbitrate in the Panama Matter.

Grandville, Sept. 20—The league of nations, assembled at Geneva, seems to have new powers granted to it if we are to believe what we read or if we accept the Macedonian cry for aid to that body from the delegate from Panama.

The canal zone is as thoroughly under the jurisdiction of the United States as is Arizona, and yet the wise (or otherwise) heady people from that part of Latin America are losing their heads entirely.

The idea that Panama submit our canal jurisdiction to the league of European powers is on a par with contracting to make a republic out of Bolshevik Russia.

Where does the league of nations, or any other international court get its powers where America and her appurtenances are concerned to say what shall be done in the premises?

This Panamanian delegate to the league of nations who suggests that the sovereignty over the canal zone must be established by an appeal to the international league at Geneva is certainly talking through his hat.

This Panamanian question was settled long ago and is as firmly fixed as anything in line with the Monroe Doctrine can establish. No European tribunal has a right to put a single finger in the pie.

The United States expended hundreds of millions of dollars in making this zone a safe place for civilized man to dwell in, and to say that we will in the least countenance foreign interference is to say that America has lost her backbone and is lapsing into senile decay.

A suggestion to arbitrate the matter is like asking in an outsider to tell you what you must do if your own finger offends, and necessarily needs amputating.

These foreign intermeddlers will do well to fight shy of unnecessary interference with what solely concerns the United States of America. Should the Latin American nations become members of the league of nations, perhaps they may submit some of their disputes to that tribunal, but in doing this they will please not tread on the toes of Uncle Sam.

The United States is in Panama to stay. Any attempt to interfere with our conceded rights in that quarter will be met with the whole power of this Government by force of arms. The sooner these chaps who are bent on stirring up strife learn this fact the better for all involved.

There is not an easier going old codger on earth than your Uncle Samuel, but once you go to treading on his rights in any quarter of the globe, that moment you arouse a lion, so it is best to beware in time.

It might be well enough to remind this Panama delegate to the present league session to understand that the United States does not belong to the league of nations, hence that tribunal has no jurisdiction over our actions in the premises.

Luckily for us, our country has consistently refused to bind itself in any manner whatsoever with any foreign league organized for the purpose of regulating the rights and wrongs of Americans.

We are sufficient unto ourselves. As time passes the good sense of our Government becomes more and more manifest. We are a Nation by ourselves, and the nationalities of this Western continent may well be thankful that they are protected from disintegration because of our Monroe Doctrine, which has withstood the efforts of foreign or rather European monarchies to dissolve it.

When speaking of arbitrating questions that concern us alone these old world and Latin Westerners are talking through their hats. Year by year the United States is growing in popu-

lation, power and importance, until at the present time we as a Nation are in a condition to defend our rights, even at the cannon's mouth.

It behooves the league of nations tribunal to spend their time seeking to serve their own people, leaving America to her own device. We are as jealous of our rights in Panama as we are of the boundaries of any of our border states.

In case of war the Canal Zone will be considered a part of this Nation, and will be defended accordingly. Panama itself was never so well served as she has been since the concessions made to the United States, which resulted in the canal across that little nation. She can hold her head up among the greater nations of the earth and bid defiance to foreign aggression.

The Panama Canal is a part of our National naval base and will ever be considered such by our people.

Whatever course this tribunal at Geneva takes with regard to Central or South American countries, the fact that Uncle Sam's Monroe Doctrine looms large on the horizon will always temper the demands of Europe and keep them within bounds.

Knowing our rights we dare maintain them. Europe knowing them also and having a wholesome respect for American naval defenses, is not going to do anything hasty in a matter of this kind.

The Panamanian delegate to Geneva has won considerable notoriety by his ridiculous plea for turning the Canal Zone over to the tender mercies of an investigation and regulation by the league of nations. Perhaps this is really all that he expected, in which event of course his bald break has resulted in no harm.

The rights of Panama and the United States will not be infringed by any European nation whatsoever.

Old Timer.

### Deserved Tribute To Geo. Parmelee and John Beadle.

Traverse City, Sept. 20—The Morgan Co. owns and operates a steamboat on Lake Michigan and the bays of the East shore. At present the boat is running between the city and ports in Wisconsin in the transportation of apples from that state to the Morgan canneries.

This market is well supplied with home grown pears, plums, peaches, tomatoes, sweet corn, potatoes and string beans of superior quality. A considerable quantity of Osage melons, grown near Watervliet, Van Buren county, has been marketed in this city since the season for fall fruit opened. Earlier in the year large shipments of green cantaloupes from Southern states were placed on sale here. They were unfit to eat.

Years ago George Parmelee, of Old Mission, proved to the satisfaction of many customers, a considerable number of whom lived in Grand Rapids, that in size, color and flavor the pears grown in this region were unsurpassed in quality. Mr. Parmelee was ever an active cooperator with the Michigan State Horticultural Society in the work of developing the fruit growing industry of the State. Although he passed to other than an earthly existence a score of years ago, his memory and his labors remain to inspire and guide the present generation of fruit growers.

John Beadle, retired from active business, is a respected and honored citizen of Traverse City. He is now in his eighty-fourth year. Mr. Beadle arrived in Traverse City in the year 1867. The only means of communication between the little hamlet on West Bay and the world at large was by a steamboat which entered the harbor from time to time during the seasons of navigation. Mr. Beadle's freight consisted of a few tools and a quantity of leather and findings which he purposed making up as harness. The steamboat company did not employ an



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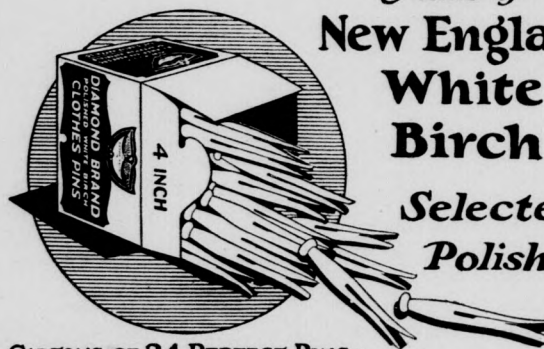
Here is one reason why Beech-Nut Peanut Butter is ranked with the leaders in grocery sales. Priced right and sold right, too. Beech-Nut Packing Company, Canajoharie, N. Y.

## Beech-Nut Peanut Butter

### DIAMOND BRAND CARTON CLOTHES PINS

Made of  
New England  
White  
Birch

Selected-  
Polished



CARTONS OF 24 PERFECT PINS~

TRADE MARKED QUALITY  
OF  
**THE DIAMOND MATCH CO.**

*Sold and Recommended by*

**ALL LEADING DEALERS**



agent at this point and Mr. Beadle settled the charges on his freight to the clerk of the steamboat. When he stepped ashore he had but one dollar in his pocket. He quickly opened a little shop and found employment for his hands. In the course of time he acquired, through industry and conservative management, a comfortable fortune and retired. He manufactured harness quite largely and dealt in ready-to-wear for horses. Mr. Beadle served the First National Bank several years as its President.

Several years ago local citizens organized a company and proceeded to erect a small hotel, garages and a dozen or more cottages on East Bay, four miles from the city. The owners had designed the place especially for the entertainment of sojourners and tourists during the summer months. Management was placed in untrained and therefore incompetent hands and the venture proved unprofitable. The location is delightful; the buildings are well arranged and cheerful and seemingly all that was needed to assure success for the enterprise was a capable manager. Last May the owners employed the services of two sisters, the Misses Green, of Saginaw, as managers of the property, and the results actually proved the wisdom of their choice. During the short season of about two months the hotel served upwards of 4,000 guests, all of whom were delighted with their experiences at Indian Trail. The Misses Green are uncommonly well qualified to entertain the public. They seemed to know intuitively what their guests needed and promptly supplied those needs. The young ladies were assisted by their father, a jolly, fun-loving old gentleman, in whose presence the grouch, the fault-finder, the pessimist and the trouble-maker could not exist. Owners of the hotel will reap handsome dividends upon their investment in Indian Trail soon.

Several months ago Fitzpatrick & McElroy, of Chicago, who owned or controlled until recently the amusement houses of this city, proposed to join other citizens as contributors to a fund to be devoted to the erection of a modern hotel of 100 rooms. Mr. McElroy stated that his firm would furnish \$25,000 toward a fund of \$100,000, provided plans for the building should be prepared under their direction. When erected and furnished they would claim the privilege of naming a manager for the house. Mr. McElroy suggested that the three banks of the city engage in the promotion of the enterprise. The State Savings Bank and the Park Place Hotel are owned or controlled by the Hannah-Lay interests. The Hannah-Lay people could not approve of the plan, so long as they had the Park Place on their hands. Probably Mr. McElroy knew when he submitted the plan of his firm in regard to the proposed hotel that it was impractical—that it was merely a showman's bluff.

Tourists and resorters are gone and Traverse City is settled down for nine months of normalcy.

Arthur Scott White.

#### And the Whortleberry Swamp Also Destroyed.

Written for the Tradesman.

Old Timer's recent criticism of the policy of draining so much swamp lands is vindicated on a small scale in our own locality. Here was a whortleberry swamp of about forty acres which, in favorable seasons, yielded hundreds of bushels of berries. It was a part of five farms.

Some ten or more years ago a county drain was excavated, starting at the edge of the swamp and crossing four farms and emptying into a creek. The owner of farm No. 1 fought the matter in court, as he had inherited more

land than he could profitably cultivate and did not want his woodland or marsh land drained for pasture or crops.

Farm No. 2 had large fields which at times were flooded with water so they could not be plowed or fitted for spring crops. It was worth the \$900 drain tax the owner paid. Farm No. 3 gained a few acres of good potato ground by the drainage. Farm No. 4 was but slightly benefited, as a ditch and creek already carried surplus water, but the drain deepened and widened these to take care of the additional section drained above.

Now, as to the ill effects: The whortleberry swamp is no more—rather the berry crop—and of no value to the owners. A piece of wood adjoining burned over two or three years ago, with considerable damage. Instead of going to the huckleberry swamp and paying the entrance fee each day or giving a share of the berries or paying 12 to 15 cents per quart, people of this community must go six to ten miles to pick berries or pay 35 cents per quart.

Why this drain could not have started on farm No. 2, where it did most good and saved lowering a lake and destroying the whortleberry swamp and saving farm owner No. 1 a \$1,100 drain tax can be easily explained. The longer the drain the more farms could be taxed even if not a particle of good resulted to those outlying farms, so long as it could be proven that some water was diverted to the drain. Then again, the greater the cost of the drain the more money the county drain commissioner receives as his pay. That is a beautiful provision of our State drain law which does not encourage economy in constructing drains nor lessen taxes.

However, there is some evidence of a small gain from a great loss. Elm, poplar and maple trees are springing up where once it was too wet for all trees except tamarack and spruce, and in the course of forty years, if fires can be prevented, there may be firewood there in quantity.

If such drainage is going on generally in Michigan we can see why whortleberries now retail at forty cents per quart at the grocery and why many people must forego enjoying this most delightful fruit. E. E. Whitney.

#### 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

London is to have a monster store which will provide "every conceivable commodity for every conceivable need." Yet the sign over the door will probably read chastely, "Drugs."



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

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Grand Rapids - Muskegon

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CHEESE of All Kinds  
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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.

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

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QUALITY  
RUSKS and COOKIES

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CHOCOLATE APPLES

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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

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

Foster Stevens Tin Shop,

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GRAND RAPIDS, MICHIGAN

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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  
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15 YEARS OF SERVICE  
QUAKER RESTAURANT  
THE HOME OF PURE FOOD  
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Every Load Insured. Phone 55505

Expert Chemical Service  
Products Analyzed and Duplicated  
Process Developed and Improved  
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**BIXBY**  
OFFICE SUPPLY COMPANY  
GRAND RAPIDS, MICHIGAN



## 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.

### Silks Sought at a Price.

A steady demand for silks for immediate delivery is coming from retailers and the cutting-up trades. With the exception of a comparatively few fabrics, in which a steady market exists, the goods are wanted at a price. Complicating the situation is the fact that many producers have more goods on their hands at this time than they care to have and are forced to meet buyers' views. In some quarters it is held that the accumulation of stocks of some fabrics is due to delay in getting the weaves through the dyers' hands. It is claimed that, if this process were more rapid, there would be fewer gluts of fabrics at any one particular time. The demand for velvets of all kinds continues active, premiums being paid for the sheer types. Crepe satins and crepe de chine are affected by price competition.

### Robes Featured in Negligees.

Buyers of negligees are showing a strong preference at the moment for velvet and quilted robes. By using artificial velvet manufacturers have brought some of these robes considerably below the price level that has prevailed on those lines in previous seasons. Tailored models in dark velvet with bright silk linings are made on lines simulating sport coats. Garments made of the best silk velvet are trimmed with metallic lace or combined with metal brocades. Some of them are suitable for use as evening coats, as they are made with shirred velvet collars and long flaring sleeves. In the lower-priced garments corduroy robes are the chief items, either lined or unlined. Some figured and novelty patterns are shown in this range, and considerable variety of style is thus provided.

### Show Lace-Trimmed Lingerie.

The tendency to feature lace-trimmed styles in women's underwear is particularly noticeable at present in the lines of houses that do not specialize in one certain type of this merchandise, according to the United Underwear League of America. This trend is evident in all grades of garments from the popular-priced models to the most expensive. Dance sets trimmed lavishly with lace are strongly featured again, as are some attractive new models using colored net to match the green or flesh pink silk to which it is applied. Some black underwear is being shown again, a novelty in this type of garment being a chemise of black georgette with a flame colored lining of the same material.

### Consumer Buying Spurt Awaited.

Not a great deal of success has been met with yet by retailers in their offerings of men's suits. In overcoats a fair amount of buying has been spur-

red by the pre-season sales of both department and chain stores. But, reports agree, the best that can be said of the consumer demand to date is that it is spotty. The feeling is that no marked change may be expected until the weather becomes cooler. Topcoats too have felt the restraining influence, and turnover of this merchandise has yet to become active. A lull, meanwhile, has developed in the immediate delivery call for suitings and overcoatings, which a week or so ago was quite good.

### Towels in Strong Position.

Buyers of Turkish towels for gift purposes during the coming holiday season will find them in a firmer price position than for a number of years. Higher prices were made on several lines following the first cotton crop report, and it was said recently that additional advances were not out of the question on some lines if cotton continues to advance. In the meantime, wholesalers and large retailers are taking the goods freely. There is little change in the style of goods that are most popular, by far the greater part of the demand being for colored border effects. With the end of the outdoor bathing season there is a noticeable drop reported in sales of low-end plain white towels.

### Much Activity in Jewelry.

Indications continue that the fall and holiday periods will set new records in the turnover of novelty and costume jewelry. Activity in the merchandise thus far has been marked, the demand coming from stores all over the country. The leading types of goods in demand are pearl effects. Victorian and antique costume pieces in old gold finish and rhinestone items for evening wear. New developments in pearl merchandise are being brought out and range from sixty-inch strands to chokers and earrings. The old gold finish is very popular and is featured in bracelets, necklaces, pendants and numerous other items. Stone-set merchandise is being well received, according to manufacturers.

### Fur Fabric Coats Popular.

A growing demand for fur fabric coats is reported in the market. All reports indicating that this merchandise has assumed much greater importance than was indicated earlier. The call for the garments in fact was described recently as the best for a number of fall seasons past. In some quarters it was held that the rise in fur prices was a prime factor in aiding the demand for the imitation fur garments, inasmuch as many consumers, finding that they could not obtain the real fur coats they wanted, were turning to the substitutes. Hudson seal continues to be a leading type in demand, with interest also active in caracul simulations.

### Weather Hits Fall Millinery.

The warmer weather of the last two weeks has put a noticeable check on buying of fall millinery by the retail trade, one leading buying agency estimating the decline in purchases in his own case at 20 per cent. from the corresponding figures of 1926. As for the

character of the buying, there has been a gain in the calls for velvet and fabric hats as against felts that has brought the division to about 60 per cent. for the former and 40 per cent. for the latter. This is the reverse of the situation at the time the change came in the weather. Black continues to lead the color demand, with various tans in second place by a wide margin.

### Use Bear Pelts For Trimming.

One of the few features of the fur market at the moment is the growing interest that manufacturers of women's coats and suits are showing in black and brown bear skins, particularly cub pelts, for trimming purposes. Although the use of bear skin for this purpose is apparently not new abroad, this is the first time it has been used this way in this country. It looks well and wears well. The high prices asked for other trimming furs was said to be responsible for its adoption. Wolf, badger and the various foxes were also said to be selling well. Beaver was cited especially as one of the furs in which business is being held back by the high prices asked.

### Early Hat Demand Is Good.

The early retail demand for men's felt hats has been good, particularly in the East, manufacturers' representatives say. This was borne out in observations made recently on leading streets. Although the day was hot, only a comparatively small percentage of men wore straw hats. It is expected that the remainder of the straw headgear will be retired this week and the stores are looking forward to a brisk demand. Gray and tan are the leading shades. Turn down brims are popular for the young men's trade. Curl brims are being purchased by the more conservative dressers.

### Dressy Trend in Handbags.

Business in women's handbags for fall has been developing nicely, according to manufacturers. Modified pouch and under-arm styles are being bought, much interest being shown in novelties featuring combinations of leathers and varied color treatment. The dressier types of bags are being sought in accordance with the more feminine trend in women's garments and accessories. Shades to match coats and dresses are being selected, emphasis being placed on black, tans, grays and some of the pastel hues either in solid or varicolored effect. Marcasite is much used for ornament on the more expensive styles.

### Some Laces in Demand.

While the general lace demand is not active, a fair amount of business is being done. This centers mainly on silk luster and Chantilly type flouncings, 27 and 36 inches wide, in black and white. Early offerings of these goods for spring feature such shades as ibis pink, banana red, orchid, light blue and tan. Nets, particularly spotted and silk tulle goods, are being sought by some buyers. The spot effects are in self color, their diameter varying from one-eighth to one-quarter of an inch. The silk tulle is 72 inches wide, and is wanted in flesh, pink, Nile, orchid and maize.

### Smart Fall Novelties Appear.

Bags have become almost as staple as gloves and handkerchiefs, and the shops are now bringing out weekly many new and charming purses, shopping and utility bags and dainty bags for elaborate afternoon and evening dress. Beauvais embroidery in silk, or more often in moire, appears in lovely colors, and the frames are made of silk, wrought in a fancy design. The Beauvais bags embroidered by hand are very costly, but clever imitations in machine work are to be had for a fraction of the price. One of the latest models in bags is the Paisley, round in shape, generous in size and made of genuine Paisley cashmere. The frame is an oval of tortoise shell with a simple snap-clasp at the top. These are especially rich and dignified and will serve for many occasions. They are most suitable for women of mature years.

A new and serviceable motor cap for women is shaped after the aviator's head-gear. It is made of rubberized silk in several colors, imitating moire and other fancy weaves, and is not unbecoming. A clever little device for comfort and proper ventilation is a fan-shaped funnel over a perforation covering each ear, opening toward the back.

Pajama tea "suits" are established as one of the modes of the year. The bizarre models brought out two years ago have been replaced with exceedingly handsome designs done by couturiers of prestige. Those from Molyneux are of several types, shown in a large number of models in different materials and colors. A picture of Oriental loveliness is a suit of orchid pink velvet with the trousers of plain velvet, the coat beautifully embroidered in silver. A suit of blue chiffon velvet brocade is also embroidered. With pajamas of red velvet will be worn a coat of black chiffon, elaborately embroidered. An embroidered rose coat is designed for pajamas of rose and gold brocade. Pearl-gray satin goes with pink chiffon coat. These and others as rich and ornate as splendid evening costumes, and still others made of the most elusive fabrics, are shown as the high lights in the season's innovations.

Some tea gowns are introduced in beautiful velvet and satin brocades, soft satins, and sheer stuffs, one of pale yellow georgette with a coat of yellow and silver brocade; another in peach colored chiffon and velvet brocade; and still others in apricot yellow embroidered velvet and coral pink and mellow lace.

French novelties of many kinds are being ornamented with a picture of Colonel Lindbergh or of his flying machine. Smart hat pins are made in a perfect reproduction of the little plane and are copied in silver and gold for brooches and fancy belt buckles, while bags of velvet, moire satin and leather are decorated with the plane, embroidered or painted. Now, also, among the odd bits for interior decoration are cushions of linen, taffeta and satin also ornamented in this manner.—N. Y. Times.

Everyone should learn to swim and keep in the swim.



## SHOE MARKET

### Said the New Shoes to the Old Shoes

It was a dramatic window display. On one side there were six of the most dilapidated pairs of shoes ever cast aside by mankind. On the other, there were six pairs of the sweetest, cleanest shoes ever turned out by a manufacturer.

The old shoes bore placards presenting such tales of woe as:

"I should be retired for faithful service."

"Some people expect too much of a shoe."

"I need a six months' rest."

The new shoes, on the other hand, bore joyful signs:

"My owner is proud of me."

"My boss is always well dressed."

"You would know that my owner is prosperous."

This dramatic display—so D. Marx & Sons, of Huntington, Ind., assert—not only riveted the attention of many passersby but it also stimulated sales to a decided degree.

### High School Students Dress Windows.

Shake these ingredients well together and you have a good idea. Not so long ago, an enterprising Indianapolis merchant made arrangements with the high school authorities to permit the art students attending school in his vicinity to arrange his windows every week. The students thereby would be able to put into practice the theory learned in the classrooms.

As added incentive, three prizes were awarded for the three best windows set up during the semester by individual students.

The idea was played up in the newspapers and people began to make it a habit to drop by and see what was going on.

### Signature All That Is Necessary.

A live retailer located out in Ohio has a plan for speeding up slow accounts that certainly speeds them up. When payment becomes somewhat lax on a particular account, the dealer draws a blank check made out to the customer's bank, the name of which has been ascertained through previous dealings. This blank is then mailed to the customer with a note which reads: "We know you are a busy man, and therefore we have taken leave to make out this check in payment of your account. It is all ready for your signature. If you'll sign and shoot it in, a receipt will be forthcoming promptly."

### Makes Use of Bushel Baskets.

To emphasize the fact that the shoes offered in their semi-annual sale are bargains, Albert's, in Holyoke, Mass., obtain a number of bushel baskets and heap them up with merchandise. Placed in a group around the entrance as well as along the walls, these baskets certainly give to the store a sale atmosphere.

### Boasts of His Mistakes.

By capitalizing what he terms his "mistakes," a shoe retailer in Newburgh, N. Y., every season manages to dispose of virtually every item of slow selling stock. This is what he gener-

ally says in his newspaper advertising: "Earlier in the year, when we were not a little optimistic about lizard-skinned shoes, we bought about three dozen pairs of them; but since we have been able to dispose of only five pairs. We paid \$60 a dozen pairs for the shoes and planned to retail them at \$8. But now we can see we bought too many of them, and we are willing to take our loss, as any good business man would. The unloading price is \$2.75."

### A "Spotlight Special."

Exactly for the same reason that a spotlight is used on Fifth avenue is the reason for a spotlight that has been set up at the entrance of the shoe department in a department store in Detroit. It stops traffic. Made of the regulation green, red and amber lights, its continuous and alternating flashing certainly draws attention from all parts of the store. On nearer approach, a little sign will be seen affixed to the light. This usually lists a special for that day, which is known as a "Spotlight Special" in the store's advertising.

### A Teaser Window.

Prior to setting up a display of the new fall styles, Rhodes Brothers, of Tacoma, Wash., last year arranged a "teaser" window. This was covered entirely with a plain white paper on which were pasted a number of roughly torn placards, bearing a word or two pertaining to the display shortly to be put on view. "Lizard" read one card. "French heels" read another. And so on. Besides cloaking effectively the work of preparation going on behind the window, the idea served to excite curiosity over the window even before it was opened.

### Making Your Store Appear Larger.

An optional illusion of a sort makes the 30 foot length of the shoe department of the Livingston & Sons store, Bloomington, Ill., seem much longer. The department is cut in half by an aisle running down the center, on either side of which, with backs facing it, is a single row of seats. The illusion of largeness is obtained primarily by the carpet laid on the aisle. This is about three feet wide and consists of 15 stripes of alternating blue and orange designed along the length of the carpet.

### Making Good Use of Old Calendar Sheets.

A window full of calendar sheets was sufficient to give point to the streamer which was flung recently over a display of footwear. "Day after day," screamed the streamer, "the shoes we sell continue to give lasting service. Not only do they look well but they fit well."

Miller-Hoggie Co., dry goods dealers, Halfway: "We find an ounce of prevention is better than a pound of cure. By keeping posted through the Tradesman's columns we avoid many pitfalls of unscrupulous swindlers."

"The Scotchman was surprised the next day to learn that his check had been cashed. He had forgotten the undertaker was a Connecticut Yankee."

### Hosiery Trade in a Slump.

It is some time since present conditions in the hosiery field have been paralleled. There is practically no buying of staple cotton hose for women going on, due to the unwillingness of the jobbers to trade in the face of the higher prices asked for these goods. At the same time the mills contend that, even at these advances, they are not being compensated for the additional cost of the cotton going into them, and that further advances will have to come if production is continued. At the other end of the line—in high-grade full-fashioned silk hose—there is also less activity than might be looked for at this time of the year. In the latter case, however, the raw material is dropping, and buyers are operating carefully in order to ensure their getting their share of the decline. Some of the branded lines of seamless stockings and the medium-priced fiber goods appear to be moving best, although irregularity in the demand is reported.

### Jewelry Shown in Gay Designs.

Searching for something new, designers in jewelry have taken the stately if weird and mysterious pelican for a motif, and he is shown in innumerable ornaments, mostly in hat pins, brooches and decoration on bags and boxes. The most effective pelican is reproduced in rhinestones and onyx or black enamel.

Oriental jewelry, Chinese jade, carnelian and ivory are shown along with beautiful Persian enamel, tortoise shell and exquisite agates, and compositions in mosaic patterns like those in wood. Two of the new things in bracelets are the ivory circlets with tips of silver animal heads, and the barbaric wristlets of solid gold and silver, as wide as linen cuffs.

Strass—or rhinestones—as the imitation diamonds are more popularly known, is more fashionable than ever, and whole windows and cases in the shops are glittering with bijoux of every conceivable form and kind. Brooches, hat pins, drapery pins, bracelets, necklaces, bandeaux, buckles for belts and for shoes are shown in brilliants so expertly cut as to resemble first-water diamonds. Because jewelers of the best class are giving their attention to this vogue, the stones are set in the most artistic designs with the finest workmanship, and enchantingly lovely things in every form of ornament are shown. The buckles for evening slippers are as dainty and exquisite as brooches in precious stones.

Enamel is used for a great variety of small cases, vanity, cigarette, coins, stamps, matches, all of which are sold for both women and men. A very small powder box that holds also a wee puff is made of red enamel and hung on a slender chain attached to a ring that may be slipped on the little finger, carrying the box in this way. On some of the cases that are made of this enamel, which is translucent and very clear in color, brilliants are set to form a motif in the center or in a row as a frame around the edge. These and the rock crystal cases are taking the places of those of gold and silver. Tortoise shell, onyx, agate and ivory

are all very much in favor, and on most of these are added the design in rhinestones and tinted "synthetic" jewels.

Exquisite little watches are set in gold and platinum rings as would be done with stones, or seals. The watches are no larger, but are clearly seen through the glass "face" and are so finely made that they keep perfect time and are wound from the under side. Beautifully set with small diamonds, emeralds or sapphires are watches in the form of oval and rectangular pendants and others are enclosed in the lovely enamel which is now so fashionable.—N. Y. Times.

The enactment of new legislation seems to be the only industry that flourishes on over-production.



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

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

He handles

### THE TORSION SHOE

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

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

Are you featuring this shoe?

### Herold-Bertsch Shoe Co

Grand Rapids, Mich.

Manufacturers of Quality Footwear since 1892.

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

We can help you. We can supply you with:

New Opera Chairs  
Fitting Stools  
Show Cases

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

### BEN KRAUSE CO.

20 Ionia Avenue  
GRAND RAPIDS, MICH.



## RETAIL GROCER

Retail Grocers and General Merchants Association.

President—Orla Bailey, Lansing.  
Vice-Pres.—Hans Johnson, Muskegon.  
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Treasurer—F. H. Albrecht, Detroit.

### Bacon Pleases the Most Exacting Taste.

There are many who believe that it is not necessary or even desirable to serve meat three times a day. But it must be remembered that bacon is classed as a food furnishing fat instead of protein and that it may be served without materially increasing the protein consumption. The cool mornings of October will soon be with us and the body will naturally require more fat. Fat has a greater fuel value than any other food constituent. One pound of fat will yield two and one-fourth times as much heat as do proteins or carbohydrates. One of the very best foods to furnish fat in the most appetizing and enjoyable manner is bacon. It is a recognized fact that those foods which are especially enjoyed are an aid to digestion. The odor, and even the sight of attractive food, as well as the flavor, stimulate the flow of the digestive juices and so increase their activity. This is especially true of meat which gives off odors that are extremely appetizing. It would be very difficult to think of any food that gives off a more appetizing odor than bacon. It can be quickly and easily cooked and with little preparation, which is one of the reasons for its popularity as a breakfast food, and when supplemented with eggs makes a very nourishing dish. We are extremely fortunate in having in this country so many packers who make a special effort to produce a perfect bacon. The average person not acquainted with the meat industry does not realize the care that is taken to produce our best brands of bacon. The fresh bellies, intended to be used for the choice bacon, are carefully selected, closely trimmed, cured in exactly the right temperature to produce the best results, and cured for a length of time sufficient to insure the keeping quality of the product, without being overcured. It is then smoked at a temperature and for a length of time that has been found to produce a finished product that will please the most exacting taste.

### Wanted—A Food Famine.

"The best thing that could happen to the grocery trade," said a prominent factor last week, in an interview in the New York Journal of Commerce, "would be a shortage in staple foods of all sorts. It is not expecting too much to anticipate that this hope will be realized before another year rolls around. The food market has been suffering from over-production during the past few years. Food may win wars, but in times of peace too much of it is a bad thing for the producer and distributor. Buying in a wholesale way has somewhat gone out of fashion, because there has been no real need to carry a big inventory when there was plenty to be had on the open market without tying up capital. A food famine, or even a mild pinch, would do more to restore future trading than anything else. Because there

are a few cases of large crops and substantial carry-overs, we are apt to think that all food staples are in excess of normal wants, and that they are bound to remain at low prices. That is not the case as to supplies, and it is certainly not so as to restricted consumer outlets. There is bound to be a tremendous turnover. The amount of food to be marketed during the next year is less than in several seasons. We will realize this when we get into the heavy distributing season and have checked up on production after it has been concluded."

### Swiss Cheese Renamed.

According to a letter received from the Consulate General of Switzerland in New York, Swiss cheese made in Switzerland will hereafter be known as Switzerland cheese, to distinguish it from the Swiss type of cheese imported from other European countries and also made in America. The change was made by the Switzerland Cheese Association, a co-operative society which comprises milk producers, cheese manufacturers and exporters in Switzerland, having the governmental right for the exportation of Swiss cheese. The new name has been recorded with the International Patent Union and the United States Patent Office, and will in future be stamped on the rind of the cheese.

The change of the name to Switzerland cheese was made necessary because of increasing shipments to the United States of the Swiss type of cheese made in other European countries and sold as "imported Swiss cheese." These shipments last year amounted to 2,000,000 pounds; but as the name "Swiss cheese" under which this particular type of product has become generally known could not be copyrighted, the Switzerland Cheese Association was compelled to adopt a new name. The first shipments with the name Switzerland stamped on it have just arrived.

Every man fond of cheese of high degree knows the difference between imported and "American" Swiss cheese—if not when in his mouth, certainly when he pays for it. There seems to be a belief in Switzerland that Americans do not distinguish between domestic and native Swiss cheese, whereby the foreign cheese is cheated out of its trade. So they now call it "Switzerland" cheese. No man who knows his cheese is ever deceived. There is a flavor and a strength in the imported article the domestic makers have never been able to acquire. But that does not mean that American manufacturers are unable to make delicious "Swiss" cheese. Some tastes are better gratified by the American product than the foreign. For one thing, it does not burden the digestion so heavily. But who can tell the difference between Russian and Sandusky caviar?

No sooner do our most famous flyers accomplish one long journey than they begin planning another. If they stay on the ground more than a few days at a time their feet begin to hurt.

## M. J. DARK & SONS

INCORPORATED  
GRAND RAPIDS, MICHIGAN

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

### This Service Will Keep Your Customers Coming.

Today customers expect service, and lots of it. Here is one way to give them what they want and at the same time increase your sales. Let them know that you sell Fleischmann's Yeast for Health. Every day more and more people are including it in their daily diet—get your share of this new business. And, incidentally, sell them more of all the groceries they need. Healthy customers always buy more groceries.

### FLEISCHMANN'S YEAST

Service

Don't Say Bread

— Say

# HOLSUM

# HEKMAN'S

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

COOKIE CAKES AND CRACKERS ARE MOST DELICIOUS AND WHOLESOME.

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

## MASTERPIECES of the Bakers Art



Hekman Biscuit Co.  
Grand Rapids, Mich.



## MEAT DEALER

### Beef Loin Highest Priced Cut.

The loin is the highest-price cut of the dressed beef carcass, because it contains the most popular retail cuts. The preference for these loin cuts is due to their relative tenderness and excellent flavor. One can hardly imagine a more appetizing and wholesome dish than a nicely broiled porterhouse or sirloin steak accompanied, as it usually is with French fried potatoes. This is a dish that is pleasing to people in all walks of life; the wealthy gentleman at his fashionable and exclusive club or the laborer in his humble home all enjoy a good beef steak. When something special is needed to stimulate the appetite of a convalescing patient who can think of anything better than a nice juicy porterhouse steak? It is appetizing, nourishing and easily digested, a dish to satisfy the most exacting epicure. It is from the loin that the best steaks are cut. The loin contains a large proportion of lean or muscle which nature has protected with bone and fat. Those muscles are used but little in the movements of the live animal, which is one of the reasons for the tenderness of this cut. The method of cutting the loin varies in different parts of the country. Taking the Chicago method as a standard, the loin is usually divided into two parts, the "loin end" and the "short loin."

The "loin end" is the thick portion or end that was cut from the round. From the "loin end," sirloin steaks and roasts are cut. The "short loin" steaks are cut. The "short loin" is the has been removed. It is from the "short loin" the porterhouse or T-bone steaks are cut. These are sometimes called tenderloin steaks because they contain a part of the tenderloin. However, the tenderloin being comparatively short soon runs out and the balance of the steaks are usually called "club" or Delmonico steaks. The "short loin" is often further divided into "shell loin" and "fillet." The shell loin" is that portion remaining after the "fillet" has been removed and provides most excellent steaks, sometimes called minute steaks. This cut is popular with the restaurant trade and with some retail meat markets whose trade requires small steaks. Loin ends are often held in coolers for sufficient time to age or ripen them, usually from two to three weeks. This ageing of the meat improves the flavor and palatableness. As a rule, only the better grades of meat are held for ageing, as the poorer grades do not carry sufficient fat covering or quality to age properly.

### The Neighborhood Meat Market.

A retail meat market renders a very important service to the neighborhood in which it is established, notwithstanding all we hear about meat not being eaten as much as formerly. All meat this country produces is readily consumed and, although there is a duty on imported meat, a considerable amount is brought into the country. While in a retail market the other day a customer called the proprietor on the telephone and asked him to suggest something nice for her lunch. After

the proprietor named a number of various kinds and cuts of meat the customer selected pork tenderloins. Two small pork tenderloins were carefully selected by the butcher and neatly split and flattened out so that the tenderloins were ready for cooking. He then sent his delivery boy around to his customer's residence with the order. From the time the order was given until it was delivered only fifteen minutes had elapsed. If this customer had lived in some place where the meat market was some distance away it would have been impossible for the customer to have received her meat so promptly. In some country places the butcher supplies his customers from a truck which gets around once or twice a week. His customers usually purchase enough meat to last until he makes his next visit. As a rule, these retail route men do not have a large selection to choose from. But those of us who are fortunate in living where there is a retail meat market close at hand have many advantages. While an order over the phone will be delivered promptly, and most shops carry a full line of meat and meat products, it is advisable to place the order for some special cut in advance, which will give the butcher an opportunity to set aside just the particular cut that is wanted. In some families no two members care for the same kind of meat. In this case the housekeeper will order a few lamb chops for one, a small minute or club steak for another, and so on. In order to provide his customers with just the kind and quality of meat they like, the retailer must visit the wholesale markets several times a week and carefully select his meat. He must rely on his judgment as to the amount of each kind of meat to buy. Sometimes he may have too much of one kind and not enough of another. Meat is a perishable food and deteriorates rapidly, and he must be careful not to buy too much of any kind, especially fresh meat.

### All Parts of Shark Used.

Doing one better than Chicago meat-packing factories which use every part of the pig but the squeal, a shark factory operating at Carnarvon (Western Australia) utilizes all portions of sharks except the bite.

From the liver is extracted an oil, claimed to be more efficacious than cod-liver oil. The skins are stripped and used for leather, later to adorn milady's silken-hosed feet or to provide her with handbags. The flesh is filleted, salted, and sun-dried for export to China, to be the favored delicacy of a war-lord's dinner table. And to provide the said war-lords with an appetizer, the fins of the sea monster are preserved and canned, to be converted into soup.

Sharks abound off most of the Australian coast at different times of the year, and promoters of the industry, which has only recently started, claim that they will make surf-bathing and their own fortunes better and bigger.

The phone girls are now instructed to say "Thank you" after you have given the number. The next step will be for them to give you the number,

## 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

501-511 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

*Uncle Jake says—*



"There are 57 reasons why young Lindbergh got on the front page and stayed there. The first reason was because he used his own head as well as the brains of others in outfitting his craft. The 57th reason was because when he entered the fog he didn't turn back, but pushed his way through it.

With your brains, supplemented by the use of our

KVP DELICATESSEN PAPERS

you can nose your way through any business fog.

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

*Putnam's*

THE GOOD CANDY

AGENTS FOR

LOWNEY'S

NATIONAL CANDY CO., INC.  
PUTNAM FACTORY

## 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.

### More Suggestions in Regard To Stove Selling.

Written for the Tradesman.

To successfully compete with the stove peddlers and catalogue houses the stove dealers in the smaller communities must adopt progressive methods and must prove to the people in their localities that they have a good line of stoves and ranges and are in a position to give their customers better service for the same price.

That the mail order houses gained a substantial foothold in many communities is largely due to the fact that the local dealer took his customers' continued patronage for granted. It is usually more difficult to win back the customers who have acquired the mail order habit than it would have been to hold them in the first place.

Numerous stunts have been successfully used by dealers to boost the sale of stoves and to advertise their lines. What methods a dealer should adopt to attract business must always depend to a large extent upon the dealer, the line and the community. The stunt that proves effective in one place might fall flat in another.

This is one reason why it pays a dealer to closely study his community and the preferences and prejudices of his customers. The dealer's knowledge of his community should be a safe guide as to whether or not some particular stunt is worth trying.

Some years ago in order to attract attention to his stove stock a Wisconsin hardware dealer held a range-bidding contest, which proved a very successful stunt. The public was invited to bid on an attractive kitchen range which was exhibited in one of the show windows. The bids were recorded as made and each one was put in an envelope and envelope sealed and dropped into a box especially provided for the purpose. When the advertised time-limit for bids expired, the box was opened and the range awarded to the person who had entered the high-bid.

This bid was not far short of the regular selling price of the range, so that, outside the cost of advertising, the stunt was not an expensive one. As a result of the stunt the names of a large number of persons who evidently were considering the purchase of a range were secured; and they were followed up by sending them literature and personal letters. When the contest closed there were a large number of bidders in the store, and these people were shown the entire line of stoves and ranges. Thus a good many regular sales resulted from the stunt.

An Illinois hardware dealer adopted the plan of having a special "Range Day" when hot coffee and biscuits were served from 11 a. m. to 4 p. m. and an orchestra was in attendance. A stove demonstrator was on hand and about 5,000 biscuits were baked and served. The event was well advertised and attracted a big crowd.

Another Western dealer tried a new

scheme to advertise a certain make of base burners. A ton of coal was offered as a prize for the best letter giving an actual experience to show that this particular heater was economical and efficient. The advertisement announcing the contest ran something as follows:

"We are offering a ton of coal free. Here is the way to get it. All it will cost you is a 2-cent stamp.

"We maintain that the ——— base-burner is the best heater on earth. To the individual giving from actual experience with a ——— base-burner the best reasons why it is the best heater, we will deliver, free of charge, a ton of hard coal.

"I. Each contestant must be a user of a ——— heater.

"II. Where statements are made as to the quantity of coal used in any one season, contestant must give number of stove, number of rooms heated, approximate size of rooms and number of months stove was run during the season.

"III. Letters must be addressed to the ——— Hardware Co., and must not be over 100 words in length.

"IV. Contestants must be willing to go before a notary public and swear to the truthfulness of statements made in letters, as the winner will be required to do this before we can deliver the coal.

"V. All letters intended for this contest must reach us not later than Saturday, November 13. Name of the winner will be published in this space Monday, November 15."

The winning letter was a good advertisement for the base-burner. The sheaf of contest-letters, in fact, proved valuable ammunition in subsequent selling campaigns. Here were actual experiences which, as the contest requirements indicated, the writers were prepared to verify under oath.

The idea has been varied in some respects by other dealers. One dealer who invited letters telling of successful experiences with the make of base burner he handled threw the contest wide open to every stove user in the community. His argument was this:

"I am selling a base-burner which will bear comparison with any competing make. It will stand the most rigid investigation. The people who have bought and are using it don't need to be told that it is A-1. They aren't in the market. But a host of people who are using other heaters, some of them inefficient, in order to get information, will question these satisfied users and find out just what my base-burner will do. The process will educate them and next time they are in the market they will be favorably predisposed to the base-burner I handle."

A 100-word limit is perhaps short for such a letter; but 300 words is ample. Longer letters make the judging process a tedious one, particularly if there are many entries; and the success of the contest is in direct ratio to the number of entries.

Another way of calling attention to your stove display and one which has proved very successful in many stores is to hold a fall opening. Many dealers have found this plan to work so well

that the "stove opening" is an annual affair in their stores; a fixture to which the community comes to look forward. A plan adopted by one store is to auction off a high-grade range to the highest bidder. Sometimes there is a loss on the sale, but this is charged to the advertising account.

Fall openings will bring many peo-

ple to the store, sell other goods, and give the dealer an opportunity to obtain a list of good prospects which he can follow up in the next few weeks.

About a week after the opening the dealer should send a personal letter to every individual on his mailing list, dealing with the subject of stoves. Include in this letter any good advertis-

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

## Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes  
GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting  
Goods and  
*Fishing Tackle*

## BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes & Mackinaws

Sheep Lined and

Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

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

**Foster, Stevens & Co.**  
Founded 1837

GRAND RAPIDS

61-63 Commerce Ave., S.W.

MICHIGAN

WHOLESALE HARDWARE



ing matter which has been furnished to you by the manufacturers of your line.

Keep tab on every customer who seems to be a prospective stove purchaser, and if he does not come into the store again within a few weeks take a few minutes to canvass him personally.

The stove demonstration should be a feature of the "stove opening" wherever possible. Demonstrations attract far more people than do mere displays. A demonstration in the window adds to the effectiveness of a display; but where you are holding a stove opening, it is perhaps better to stage the demonstration inside the store in order to get the people to come in. It is good policy to make the opening the occasion for distributing advertising literature regarding your line; and of course the line should be shown to all interested customers and the addresses of all prospects noted down.

Hardware dealers should for the next few weeks devote considerable attention to the stove department. No opportunity should be neglected to sound customers in regard to stove purchased. It is surprising how often sales can be made through force of a well-reasoned presentation of arguments, when the purchaser had not previously deemed it necessary to buy a stove. Even where it does not lead to immediate sales, the "sounding" process will give the dealer valuable information. Often one prospect thus sounded knows of other prospects who are considering stove purchases. From the individual himself, the dealer can find out what make of stove he owns, its state of repair, and how soon a new stove is likely to be needed. All which information, if noted down, will later on prove helpful. It is only by such a system that a proper list of prospects can be secured.

One dealer who is having good success with his stoves this season told something of his experiences:

"We adopted new methods last fall," he said. "Previously we did a little advertising, but for the most part we depended on the manufacturers. Last year we took a contract with the papers for a certain space daily, and the first six months of the season we devoted practically all this space to stoves. I believe in making advertising space talk, and in having a different line of talk every day.

"The first thing I do on getting down to work in the morning is to write a change of advertisement. This plan has paid us over and over again. Quite a few of our customers acknowledged that they came in because they saw our advertisements in the papers.

"Another method we adopted last year was the proper compilation of a prospect list. We had done a little that way in other years, but it was all more or less haphazard. Last year we got it down to a science."

The plan followed in compiling this list was to make a report on every customer who showed any interest in the above question. It is the duty of each member of the staff to question customers on this subject and then to make a report. If it is thought that

a prospect can be brought to buy, the particulars of that prospect are sent to the stove manufacturers, who send such literature to the individual as is thought most suitable. The manufacturer is always given data as to the kind of stove likely to interest each particular prospect; so that the printed matter sent deals almost exclusively with that particular style of stove. In a large proportion of cases this line of attack brings results.

To show how the system works, details were given of the sale of a base-burner. In the first week of September last year, a widow of considerable means called at the store to make a small purchase and was adroitly brought around to the subject of stoves by the proprietor himself. She acknowledged that the heater in her home was an old one and that it was using more coal than it should, but she would not consider the purchase of a new heater for another year. The proprietor did not press the matter further at the moment, but he saw to it that the manufacturer plied this prospect with literature on the question of coal consumption and fuel economy.

Two weeks later the woman again called at the store to make a purchase and this time introduced the stove question herself. "You handle the stoves, do you not?" she asked. "I've been getting letters from that firm. But they are too high-priced. Now, I've got a catalogue which shows where I can get just as good a stove and just as economical for much less." The dealer had a fine line of talk to meet the mail order proposition, and he introduced it with vigor and emphasis, but the widow left only half convinced. The proprietor at once notified the manufacturer to send this prospect some advertising on the wisdom of buying quality stoves. This time the deal was clinched; the woman a week later visiting the store and ordering a high-priced heater.

Victor Lauriston.

#### Tea Gathers Speed.

The other day a five million dollar tea merger was put through, merging the Carter, Macy Co., New York with Brooke, Bond & Co., Ltd., of London. Tea enters the "big business" class.

The vigorous campaign conducted by the India tea interests, under the lively direction of Sir Charles Higham, has now really resulted in starting us along the road to tea drinking; something we've merely toyed with before. The annual volume of tea business in the United States has attained the interesting total of \$30,000,000—more than double what it was not many years ago.

It is to be hoped that our genial visitor and yachtsman, Sir Thomas Lipton, will be spurred to put more thoroughly modern energy behind his American business. It has only occasionally been pushed with real enterprise and adequate advertising; and when it was so pushed, it always went forward. Our American trademarked teas, too, should gird themselves for a new tea day for America. We may yet become a nation of tea drinkers!

## WHITE HOUSE COFFEE

National Distribution for Over  
40 Years

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

The Flavor Is Roasted In!



DWINELL-WRIGHT COMPANY

Michigan Distributors—LEE & CADY

Boston - Chicago  
Portsmouth, Va.

### WORDEN GROCER COMPANY

The Prompt Shippers

KEEP THIS IN MIND

QUAKER FOOD PRODUCTS  
ARE BETTER

BEST VALUE FOR THE PRICE

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

And Many Customers Know It.

### WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

OTTAWA at WESTON

GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver



## COMMERCIAL TRAVELER

### Takes Another Fall Out of Interstate Commerce Commission.

Manistee, Sept. 20—Attorney General Potter is certainly putting up a strenuous fight against the usurpation of state power by the Interstate Commerce Commission and should be backed up by every American citizen everywhere who believes in justice and fairness.

With Mr. Potter starting the ball to rolling and other executives putting their shoulders to the wheel there seems to be no valid reason why the next presidential campaign should not be fought out on this issue. It will have to be made the battle cry very, very shortly. Why not in 1928?

"Malefactors of great wealth" are again very plainly to be seen in industrial circles and another "big stick" treatment may have to be resorted to. Why not ask Attorney General Potter to wield it. He certainly has the moral stamina to apply it.

The Interstate Commerce Commission is proving itself the stepping stone for the malefactor in transportation and commercial lines allied therewith and unless patriotic methods are applied soon that body will run everything.

Formed originally to prevent discrimination against the small shipper, the Commission has assumed—

The right to regulate rates other than interstate.

The right to say what shall become of the physical assets of the various transportation companies.

The right to prevent railway corporations from even reducing rates.

To say whether railway lines shall be operated or not.

Whether they shall or shall not consolidate for working purposes.

It has taken away from the body which created it—Congress—the right of regulation and has set itself up above the Federal Supreme Court.

It tells railroads what kind and what amount of service it may give and has, I am informed, regulated the prices charged for and size of portions served on dining cars.

When a Detroit individual bought a railroad down in Ohio and announced a reduction in passenger fares and freight charges, it put a quietus on the proposition in a hurry.

Also the same thing happened when President Underwood of the Erie Railroad, announced that he was satisfied a two cent fare was ample for his organization.

In other words, it is just—on regulation of every kind and awfully shy on accomplishments.

Without doubt, it is to blame for the present plight of the Western farmer, the unfortunate fruit conditions in California, live stock conditions in the Central West, the decadence of once prosperous mining cities in Colorado and the outrage of exorbitant charges everywhere else. It is always further in arrears than the U. S. Supreme Court in its decisions though, fortunately, we always have an inkling, from past sad experience, just what that decision will be.

Its expenses are enormous and yet not a tithe of those forced upon transportation companies in the way of useless accounting. President Alfred of the Pere Marquette Railroad made a public statement about two years ago to the effect that it cost his company alone \$400,000 a year to make reports to the Interstate Commerce Commission the major portion of which were never opened.

They have butted in on Michigan affairs just far enough to put most of the trolley lines out of existence. They have not so far gone into domestic relations, but this we may expect.

They have exacted technical and expensive proceedings in order to enter their portals so that the small shipper has not a chance on earth to file claims

with that body, hence they are useless even in the work which Congress laid out for them in the first place.

Now it is high time to do something. I feel sure that Mr. Potter will start it. Let's back him up. Give him publicity and moral support. Help to make him President, if necessary. He has the poise and mental foundation, is a fighter, and will never sleep at the switch.

If the railroads want to give Michigan folks a lower coal rate, which seems almost like a fairy story, let them give it. If we are making a pension bureau out of the Interstate Commerce body, let's so understand it, but for Heaven's sake don't permit them to delay traffic.

When I started out on this weekend I told the editor I was going to visit one of the ideal hotels in Michigan and would allow him three guesses as to where it would be. He named it in one and here I am.

When I first visited the Chippewa, soon after Henry Nelson was installed as manager, he asked me on my departure to make suggestions as to possible improvements he might make in his service. Right then and there I emphatically told him that if he did not allow his patrons to swell his head, he needed suggestions from nobody. And Henry is to-day wearing the same sized hat. Any changes he may have made over the old regime emanated from his own cranium and were exceptionally pleasing and he has not been spoiled by his clientele.

Naturally, he is a hotel man. His experience as chief steward in the service of the Pere Marquette Steamship Co. enabled him to begin "right" in the feeding game. His personality won as a landlord and you will travel far to duplicate his wonderful ability as a public purveyor. He "knows his stuff" and he has brought home the bacon to his backers.

Heretofore I have depleted my stock of adjectives in speaking of this individual and his remarkable success, which is so well understood by the traveling public, that when I announced my week-end trip, the editor instantaneously named the man and place.

The Chippewa is one of the few hotels which has done a good business this summer, equal to 1905, which was considered a banner year among Michigan resorts.

Here is a menu representing a Sunday dinner at the Chippewa. I am printing it for the boys who are always asking for them:

Chicken Consomme Cream of Tomato  
Celery Hearts  
Celery Seed Pickles  
Queen Olives Radishes  
Broiled Lake Trout, Lemon Butter  
Roast Spring Chicken, with Dressing  
Fried Spring Chicken, a la Maryland  
Chicken Fricassee, Country Style  
Roast Leg of Spring Lamb, Petit Pois  
Roast Prime of Beef, Demi Glace  
Special Dinner Steak, with Mushrooms  
Iceberg Head Lettuce.  
French or 1,000 Island Dressing  
Fruit or Banana Nut Salad  
Sliced Tomatoes Cucumber Surprise  
French Fried, Parsley Butter, Steamed,  
Whipped and AuGratin Potatoes  
Steamed Hubbard Squash  
Butter Wax Beans  
Buttered Beets Parker House Rolls  
Fresh Strawberry Shortcake,  
Whipped Cream  
Apple Pie a la Mode, Fresh Blueberry Pie  
Raspberry Spanish Cream  
Honey Walnut Sundae  
Ice Cream and Cake Cream Puffs  
Longhorn Cheese  
Beverages

At a Michigan hotel convention banquet, held at Post Tavern, Battle Creek, some time ago, Congressman Hooper defined "head waitress" as the individual who "leads you to a seat where you do not want to sit." Too many hotel and cafe patrons get the wrong slant on the duties comprehended by this title. A head waitress who really and truly functions has entire charge of the dining room employees and equipment, and is held responsible therefore.

I have been very liberal in my praise

"We are always mindful of our responsibility to the public and are in full appreciation of the esteem its generous patronage implies."

## 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 headquarters 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 Commercial traveler.

E. L. LELAND, Mgr.

## In Detroit

It is the Tuller

## For Value

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

# TULLER

## 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 Connection. Rates \$1.50 up.

E. S. RICHARDSON, Proprietor

## WESTERN HOTEL

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

## NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City  
Fireproof Construction  
The only All New Hotel in the city.  
Representing

a \$1,000,000 Investment.  
250 Rooms—150 Rooms with Private  
Bath.

European \$1.50 and up per Day.  
RESTAURANT AND GRILL—  
Cafeteria, Quick Service, Popular  
Prices.

Entire Seventh Floor Devoted to  
Especially Equipped Sample Rooms  
WALTER J. HODGES,  
Pres. and Gen. Mgr.

## HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the  
Continental-Leland Corp.

GEORGE L. CROCKER,  
Manager.

## Wolverine Hotel

BOYNE CITY, MICHIGAN

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

## CUSHMAN HOTEL

PETOSKEY, MICHIGAN

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

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

## Columbia Hotel

KALAMAZOO

Good Place To Tie To

## 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



of other hotel employees, but this particular functionary has been neglected. Just now I have two outstanding examples of excellence in that particular service, at the Columbia Hotel, Kalamazoo, and Hotel Chippewa, Manistee.

Mrs. Emma Snell had charge of the dining room at Hotel Whiting, Traverse City, several years during the incumbency of her brother, J. P. Oberlin, going from there to the Columbia Hotel three years ago. Her dining room set-ups are works of art, her assistants are well trained and neat.

Mrs. Emma Baldwin came to the Hotel Chippewa during August Fields' regime, and performs a service which hotel operators often speak of as the acme of perfection. Several of her assistants have also been with her for years.

Either of these excellent people could well supervise departments in hotel training schools.

By no means are all of life's little thrills depicted on the movie screen. Martin Jensen and his clever wife are engaged in commercial aviation in the Hawaiian Islands, the former winning the \$10,000 Dole prize in the recent California-Honolulu flight. I have heard from them:

"Dear Uncle Frank—Your cablegram with congratulations received promptly. We both agree that it gives us a greater thrill than the prize itself. Come back and we will spend it on you. Martin and Margaret."

The following is an extract from a letter received by the Tradesman editor last spring, from a Los Angeles correspondent:

"The most touching tribute, and one rarely ever accorded anyone was when 'Lady Jensen,' aviatrix of Oahu flew over the departing steamship and dropped a beautiful lei (wreath) upon the deck, labeled 'To our Uncle Frank.'"

That's where another thrill was in evidence.

A. B. Riley, well-known in Michigan hotel circles, writes from El Paso, Texas, that he is now managing director of the Orndorff, a new 300 room hotel in that city. It is of the Spanish type of architecture, every room with bath and all modern improvements.

The Browning Hotel, Grand Rapids, caught up with a "skipper" the other day, and sent him to the cooler. That's the only way to discourage the practice. There have been altogether too many compromises for offenses of this character.

I am very glad to notice that the reputable attorneys of the State are interested in a movement to discourage contingent fees among the profession. A contingent fee is where the attorney takes a case, pays the court expenses, receiving a certain percentage of damages won. Such practice is outlawed in most states and should be here. The legal muss over the affairs of the House of David, Benton Harbor, was made possible and was the outcome of such practice.

Perry Dowling disposes of bonds for the Michigan Trust Company. He can sell anything. He was born that way. Just a natural salesman. He also poses as a natural sportsman and twice a year hies himself away to the wilds of Manistee county, first after the deceptive trout and again in September for birds. When the first of May drifts along, you will find his headquarters at the Chippewa. Henry Nelson and Big Bill Daniels blaze the way to the Little Manistee and Pine Creek, Perry following later with an assortment of fishing tackle that would do credit to a sporting goods emporium. Daubing his frame with taro and fly bane he awaits the course of nature and ravages of mosquitoes. His friends—and I will say he has a lot of them—help him out, and the

next you hear of him he is back in Grand Rapids disposing of photographs of his "catch." Just now he is removing his arsenal to the same "wilds" and in a few days his friends will be feasting off of Indian runner ducks. Maybe he will be my friend after reading this. Who knows? But as a salesman he is a wonder.

George Crocker, manager of the Hotel Olds, Lansing, made a flight to Petoskey last week to attend the hotel convention. So far as learned no casualties are reported, in conjunction with this particular trip.

Under the revised speed regulations, omnibuses are allowed about the limit. There has been more or less complaint made concerning the speed attained by common carriers of this class. While these cars are necessarily bulky and take up rather more of the road than is compatible with highway driving, there have been very few accidents reported. Passengers naturally want to hit it off at a high rate of speed and from my own observation I have discovered that the drivers are careful and competent. The danger to passing traffic has so far been no greater than from contact with flivvers. The new speed law is ridiculous, but in the past very few drivers have been interfered with in their inclination to step on the gas. Laws are seemingly made to be broken and this one simply adds to the assortment.

It looks from the action of the Conservation Commission, as though the fox squirrel is doomed to destruction. Pretty soon someone will discover that shade trees being the habitat of insects of all sorts and descriptions, their final destruction will be recommended. Then we will be saved the necessity of raking up leaves every spring. With our large areas denuded of trees, fire wardens will be retired from service and just think of the future reduction in state taxes. Passports to the Sahara Desert should be meted out to the alleged conservationists.

All this talk about winter sports in Michigan is interesting. We are having a hard time to get people to come here in the summer, what with high railroad fares and other charges attuned to the limit of the resources of the pocketbook. Winter is winter in Michigan and no occasion for picnics. Encourage the youth of the land to go the limit on such lines, but don't hold your breath waiting for winter resorters. They are headed in toward more congenial climate and the snowball allurements will hardly be reducible to shekels.

Another flock of aeroplane casualties has been chronicled in the past few days. The death rate from this species of transportation is very much on the increase and in many instances reports show that the machines were defective when they started out. It may be that the Government is estopped from interfering with flights, but how about their authority to make regulations protecting mere humans on terra firma? Also almost every plane which descends accidentally, is immediately consumed by fire. This surely ought to be preventable.

The Hotel Gary, at Gary, Indiana, which is to be operated by the Holdens known in Michigan hotel circles, will be opened to the public early in October. It has 150 rooms, is architecturally attractive and modern in every particular.

In a letter received from Frank Duggan, general manager of Hotel Pennsylvania, New York City, he conveys this message to his legion of hot friends in Michigan:

"Please be good enough, Judge, to

convey my best regards and good wishes to any and all my Michigan friends whom you may meet from time to time and tell them that notwithstanding the fact I am kept pretty much on the go down here, I always have a thought for each of them and my recollection of the time spent in Detroit is a most pleasant one."

Which has the true ring of sincerity.

The authorities of Gratiot county have established a quarantine against all sheep-killing dogs until they are provided with licenses. Which is as it should be! It ought to prove a source of great comfort to the sheep to be killed by a licensed dog.

A number of London firms are discouraging the use of the powder puff by their employees. This regulation might be enforced in staid old "Lun-nun," but what an exhibit of human freaks such a custom would develop. Powder is a great stimulator of self respect whether employed in the processes of war or the arts of peace.

The good old Swiss cheese, formerly an auxiliary of a famous old Milwaukee beverage, is to be revised and will hereafter be known in market places as "Switzerland" cheese. It is understood the holes will be punched by machinery and reflect greater uniformity.

Promoters everywhere deprecate the talk about over-production in hotels. They call it a species of "bunk" not justified by the facts. Promoters rely upon commissions obtained from the sale of stock to keep the home fires burning. Gold bricks are less attractive as an investment than formerly, mining and oil stocks have been overplayed, and real estate offerings lack the elements which formerly appealed to the public, so why not a new vehicle to cart away the elusive dollar? A San Francisco hotel journal even abets this species of swindling by stating that there is room for more hotels in California. We heard this line of hoakum relative to hotel construction in Florida, two years since.

The writer happens to know a lot about "lack" of hotels in California. A friend of mine is building a hotel in a suburb of Los Angeles. He had a corner lot there which was especially adapted to hotel purposes, because it possessed two major requisites—air and sunshine. Also, incidentally, the town "needed" another hotel. Of course my friend knows nothing about hotels, or hotel operation, but he did "know" the hotels out there were all making oodles of money. He cited me one local instance where a hotel was turning away trade. I investigated it and found the statement to be true to a certain degree. The hotel, in point, a 70 room affair, all baths, was renting rooms singly at \$7 per week, which absolutely did not pay the cost of operation, to say nothing about interest on investment. Then he discovered there were oceans of other first-class hotels in the metropolis near by which were renting rooms with bath for as low as \$25 per month.

With his illy planned hotel and its abundance of "light and sunshine," my friend is looking for a lessee. Later on he will be looking for a manager to operate it on a salary and you can easily estimate the caliber of the individual who will consent to manage a property which is fore-ordained to prove a flat financial fiasco.

Hotel operating was never so alarmingly profitable, and California is probably not as much overdone as Florida, but she is built years ahead of the times and then some.

Judge Thompson, of the Illinois Supreme Court, hits it up a little when he publicly makes the statement that "we honor our fathers who defied laws they regarded as oppressive, but we shout treason at those who undertake to repeal a law which expresses our pet intolerance. The traitors to our

Government are not the ones who criticize the laws, but rather the ones who sponsor them from purely personal considerations."

But the Judge convinces us that his heart is in the right place when he adds this: "Those who would force tranny upon us want to make us subjects of the Nation. We are not subjects. We are the sovereign rulers of the country."

Isn't it true? Through sufferance we allow our servants to reverse the order of things and place the manacles of slavery about us, and then forget that after all this is a government of and by the people. The most outstanding example of this is the Interstate Commerce Commission spoken of elsewhere. Absolutely with only brief and limited authority we have allowed them to assert powers never even contemplated by the people who were responsible for their creation.

Our courts also, assume rights and privileges which would have done credit to the dark ages of superstition. Constitutional rights are continually disregarded, but we all take our medicine because the little fellows we have supplied with playthings are lording it over us, and they are having such a good time. These complications we are constantly meeting are on account of the failure of some of the more seriously minded ones to appreciate the little joke. Frank S. Verbeck.

#### Community Wreckers.

All peddlers or house order takers who are touring the smaller communities should have painted across their hats in plain letters "Community Wreckers." They serve no good purpose. They sell nothing which cannot be purchased at the local stores. Their prices are usually much higher, considering the quality of the merchandise. Their guarantee means nothing, for to-morrow they are gone. They pay not a cent to local tax community funds and have no interest in your community except the dollars they can garner. The dollar spent with the home merchant and deposited by him in the home bank is the same dollar you borrow when you go to the bank and want a loan. For your own welfare, if for no other reason, discourage the peddler and order taker, the "Community Wrecker," and spend your money at home. The local dealer is always here, ready to stand back of his merchandise. He deserves your continued support.

#### Six New Subscribers This Week.

The following names have been added to the subscription list of the Tradesman during the past week:  
Enders Co., Benton Harbor.  
J. Nagel, Marshall.  
C. W. Parmalee, Matherton.  
John De Blaay, Ensley Center.  
William O. Markle, Aiger.  
Charles De Les Demier, Bay City.

#### 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



## DRUGS

Michigan Board of Pharmacy.

President—James E. Way, Jackson.

Vice-President—J. C. Dykema, Grand Rapids.

Director—H. H. Hoffman, Lansing.

### Discussion on Training Pharmacists at Port Huron Convention.

President Houser: We will proceed with the regular order of business. I see here the report of the Memorial Scholarship Fund by Mr. Calkins, of Ann Arbor. I don't believe he is here. The next order of business is the presentation of resolutions. Has anyone any resolutions they want to present at this time?

Secretary: I have several here, Mr. President, including a proposed change in the by-laws. Article VII, of the by-laws, as recommended by the convention last year, and the same old request to allow the representation of the Board of Pharmacy at meetings of the Ann Arbor Pharmaceutical Association and here is a resolution for the State Pharmaceutical Association from the National Association and a few things they recommend for discussion. I think there is no use of my reading them here. The committee wants something to do and we will just turn them all over to the resolution committee and then if they find anything to report on they will do so. That includes also the President's report. The motion was adopted it be referred to the resolution committee.

President: Anybody else got any resolutions to submit at this time. I think that constitutes the business for this particular program. Is anybody here from Port Huron to give any instructions as to what we are to do about the party to-night? Are we to drive our own cars—it says a stag party at Stag Island? Can you give us any information, Mr. Hurley?

Mr. Hurley: Park your cars on Board street, go up the Black River, take a ferry boat down to Stag Island at 6 o'clock, come back on the Wauketa. The ladies will have dinner at St Clair Inn.

President: I think you understand we are to be at this particular spot at 6 o'clock. Any further announcements can be made from there. At 6 o'clock at the Black River ferry dock.

Mr. Baumer: This stag party is supposed to be at Stag Island. There were some financial arrangements that had to be made in order to put this party over successfully. I believe the tickets have been printed. Those tickets are strip tickets, containing six tickets, one ticket is for the fare to the island, one ticket is for the fare back, one is for the lunch and three tickets for the liquid refreshments. We made three trips in order to get this thing over. The charge will be \$2. They will be on sale before you leave. I think you gentlemen will all say you got your money's worth. I just want that understood.

President: We meet down there and as we get on the boat we pay \$2. I believe you must all agree that there is a whole lot of expense entailed in connection with these conventions. You realize, if you have once had experience in conducting these conven-

tions, it is absolutely out of proportion to expect local groups to arrange the programs like you have in the past. It is a big responsibility to the local men and goodness knows they work enough without having to be burdened with a couple of dollars extra. I think you will get a lot of pleasure out of it, so let's put this over. We will now have the drawing for prizes.

Mr. Middleton first prize. Jack Harris second prize. Mr. Platt third prize.

President: Let's try and be prompt. We are going to snap through this as promptly as possible. I think it would be better for all concerned if we would be punctual. Is there anything further to come before us? Mr. Bogart, have you anything?

Mr. Bogart: On the question of new stores. I haven't anything but surmises to make. One great mistake is made by the druggist himself in failing to look into the future and to realize that every sign over every door to-day is coming down. It isn't very many years before there is going to be a new man in that store and he is going to take your place, yet I think very few of us count that at all in our daily recognition. Another thing the druggist ought to do, he ought to regard every clerk in his employ as a potential retail druggist and he should help to make him so. In that respect I think I can charge you men with being very delinquent. Because of that fact I think you have a lot of inefficient drug stores. There aren't very many days go by in Detroit that some young man doesn't appear in our office to talk about opening a drug store. One of the evils we are up against to-day is the furniture man who goes about taking leases in preparation for starting a drug store. If we happen to be driving about in Detroit it is a very common thing to see a sign, "A first class pharmacy will be opened here about so and so." If you go far enough you discover nobody is going to start it, but some furniture company has taken a lease and in due course some young man will walk into our office and announce that he has leased this building, signed the contract for his furniture and fountain, that he has paid down a few hundred dollars. Most times he has borrowed and he has no money, but he wants a stock of goods on ninety days or one hundred and twenty days to start. He wants \$400, or \$500 or \$600. In a very few months we discover this young man knows absolutely nothing about the rudiments of business. He has no idea of what he is up against. If he has been working for some druggist for a few years certainly that druggist has never sat down with that young man and told him something about the things he should know when he starts in business; and if that young man has been taught something about it, he never would undertake that enterprise. The turn over of stores in Detroit is tremendous and if you would come to our office and read the cards as they appear and disappear, you would be amazed at the number of stores started on less than a shoe string and very largely on pure ignorance. I wonder if it is not your fault. You are con-

stantly studying ways and means to better your business. We talk about making it better by making statutes. You may make business conditions better, but you can't make better men. That's out of the question. Some of the poorest men we have are sharper than chain lightning. They can go through any school you have, but they aren't good men and they aren't good business men after they get ready to start for themselves. Now, aren't there men in this room old enough to remember the time when the man they worked for was a genuine, honest-to-goodness man, who taught them the fundamentals of business, so when the day came when they voiced the possibility of going into business for themselves, they took it seriously. The mere joy of going ahead wasn't what attracted them, because they came in there and the only thing they hope for is that somebody will give them credit. There are so many places they can go and get merchandise that it is never a wonder to us to find out they have gone. I think in that suggestion you have one of the best reasons why to-day we are having so many poorly conducted stores. I don't know that you can do anything to stop it except to assume the responsibility that I really think is yours and that is to take men in and talk to them. We have had splendid young men come to us and talk to us and then come back and cancel the thing and go back to work where they were better off. If a young man is to start in Detroit to-day, assume a debt of \$3,000 for this, fixtures and counters, manage to get \$500 to pay down and then at the first month he must produce \$150 and his landlord wants \$150 or \$200. Before he has begun to take his money in they are back there for it and they must have it because they have him mortgaged, body and soul. He has had no training to point out to him the things he ought to know. Is it going on in any other place? I think it is from what we hear. Certainly it is going on in Detroit a great deal. No one knows it better than Jack Webster or Mr. Reid, or some of the men here from Detroit, but it is so much of a puzzle to us that we wonder why something isn't done in the way of education toward pointing out to the young man what he must do—the obligation he takes upon himself when he sets himself up in business. If what I have said could provoke a discussion I think you could arrive at a better understanding of the whole situation.

Mr. Hoffman: Some time later in the convention I would like to have the privilege of answering Mr. Bogart. I don't think he has the solution at all, but I would like to answer him.

Mr. Bogart: I just stated a proposition.

Mr. Hoffman: I think that the real excuse for our College of Pharmacy, our prerequisite law which Mr. Bogart intimates, is not of any particular benefit.

Mr. Bogart: No, I don't.

Mr. Hoffman: I claim that is the place where these young men will be instructed, not only in technical pharmacy, but along business lines and that

is one of the courses that will be introduced in all well-equipped colleges of pharmacy. I am not going into any lengthy detail at the present time.

President: I would like to inject a word myself. I think Mr. Bogart has said something to Mr. Hoffman. From actual experience I have men trained in pharmaceutical work, graduates of universities, men I have pretty nearly gotten on my knees to see the things he points out, and still they go out and start. I have had the experience. I have run up against it.

Mr. Bogart: If you will permit me to say, Herb is wrong if he thought I belittled the education. I say you can't make a business man wholly by that, because some of the sharpest rascals we know go through school quickly.

Mr. Hoffman: Don't we have to refer to the law of averages?

Mr. Bogart: It is over an average in Detroit now.

Mr. Hoffman: Not to take some particular case, but say he is a graduate of a university and say he is sharp and tricky. I know you believe and you have demonstrated you believe in higher education. That is the place to teach these things. If they don't do it in the College of Pharmacy—

Mr. Bogart: Up to the present day it has not been done.

Mr. Baumer: I believe when the college prerequisite proposition came before the executive committee, we took this under consideration and we arrived at the conclusion that we would have fewer men if we put through the college prerequisite; that we would have more intelligent men. That after they had had this training in college they would be smart enough to understand business conditions and we really thought that was part of the solution.

Mr. Bogart: If you give them a business course. I think the educated man doesn't necessarily make a good business man.

Mr. Lakey: I believe that both Mr. Bogart and Mr. Hoffman are correct. I believe that there is a little place here where they haven't gone far enough back. I believe the selection of the possible pharmacist should be in the hands of the old receptor. In that way there would be a certain amount of selection taking place, where the trouble is to-day anybody who passes his high school examination and graduates from high school has the privilege of entering the college of pharmacy, may do so and successfully complete his work. I don't believe it is a case of intelligence. I think education is quite a misused word sometimes. The mere acquisition of knowledge doesn't necessarily imply that man is going to apply that knowledge and that he is going to be able to conduct a business successfully. If the druggists would exercise some care in regard to the boy he hires to run errands or the boy who does the boy's work around the store, as formerly was done, I think then you would have a different type of man entering into business. It is a question of personality. As we find it, this boy is hired usually for his labor. The druggist gets what he is paying for. The boy



doesn't get any apprenticeship training and he doesn't care, providing he gets a sufficient amount of money. The first question is, How much will this particular store pay? If it doesn't pay enough, I am going to the next store. There is a point Mr. Seltzer brought out which I think is a good one. We have a man at the college working for a certain individual in Detroit and Mr. Seltzer spoke of this man doing something that wasn't exactly ethical. Mr. Seltzer said, "If I was in your place I would change proprietors." It wasn't consideration of money for that man. It was the desire to be the right kind of a pharmacist. Formerly, the men who went into pharmacy went in with the desire to be a pharmacist. A great many desire now to study pharmacy because they can get through in less time than they can through medicine or something else they might perhaps prefer. It resolves itself not back to the school, but to the selection of the individual. I think there is where the trouble lies. It is more the quality or purpose of the individual than anything else, because in the long run the individual who is not able to carry on will eliminate himself automatically. We have men in our college who have relatives. They will collectively get together and as soon as that man passes his examination they put him into business. We can't train that man to teach him business. We can teach him the underlying principles, but not the application—that is something he must get himself. I agree with both Mr. Bogart and Mr. Hoffman, but I think you should go farther back.

#### A Wild Boy.

A remarkable story comes up from South Africa of a native boy taken by baboons in babyhood from his kraal

and cared for by a baboon foster-mother for years. Some twenty-odd years ago he was captured from a troop of baboons by Cape police on an expedition through wild territory. They were amazed to find, instead of a baboon, a well-grown boy who traveled on all fours. He scratched and bit and fought when taken, and was, of course, naked. His parents could not be located, so he was given a year in a mental hospital and then turned over to a farmer. He could not talk, disliked all kinds of cooked food, and lived on prickly pears and mealies. His appetite was enormous. In disposition he was mischievous, but not malicious.

It was a task to train him to walk erect, but he responded to kind treatment and was very fond of children. As the years passed he learned to talk. His mannerisms are all monkeyish and physically he is extraordinarily strong. He will run a ten mile errand without a rest, can shoulder a 200 pound sack and carry it, and will do as much work in a day as two men. He remembers much of his experience with the baboons, and tells of cold nights when he slept warm in the arms of a big baboon, and fed on edible crickets. He has learned to laugh—shrilly—and his features are similar to those of the baboons.

One thing is peculiar about him. He has no sense of time. Day and night mean nothing to him. To tell him to do something "in the morning" or in an hour conveys no idea to him. It is now or never in all his activities. But he has no disposition to go back to the baboons of his boyhood.

Too many governments have followed the advice of Bret Harte to young men: "Always live within your income, even if you have to borrow money to do it."

## NEW HOLIDAY GOODS AND STAPLE SUNDRIES

For the Coming Season

NOW ON DISPLAY AT GRAND RAPIDS

in Our Own Building

You will find the most carefully selected line of merchandise for the Holiday Season suitable for the Drug Trade ever shown in Michigan.

We could not begin to tell you about this wonderful line in this small space. But if you will visit our Sample Room on the second floor of our building we believe you will be the one to be surprised at the line we are showing this year.

**Hazeltine & Perkins Drug Company**  
Manistee MICHIGAN Grand Rapids

## WHOLESALE DRUG PRICE CURRENT

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

Acids			Cotton Seed	1 35@1 50	Belladonna	21 44
Boric (Powd.)	12 1/2@	20	Cubebs	6 50@6 75	Benzoin	22 28
Boric (Xtal)	15 @	25	Eigerson	7 50@7 75	Benzoin Comp'd	22 40
Carbolic	38 @	44	Eucalyptus	1 25@1 50	Buchu	22 16
Citric	53 @	70	Hemlock, pure	2 00@2 25	Cantharides	22 52
Muriatic	3 1/2@	8	Juniper Berries	4 50@4 75	Capsicum	22 28
Nitric	9 @	15	Juniper Wood	1 50@1 75	Catechu	22 14
Oxalic	16 1/2@	25	Lard, extra	1 55@1 65	Cinchona	22 16
Sulphuric	3 1/2@	8	Lard, No. 1	1 25@1 40	Colchicum	21 80
Tartaric	50 @	60	Lavender Flow.	6 00@6 25	Cubebs	22 76
Ammonia			Lavender Gar'n.	85@1 20	Digitalis	22 04
Lemon			Lemon	4 50@4 75	Gentian	21 35
Water, 26 deg.	06 @	16	Linseed, raw, bbl.	@ 84	Guaiaac	22 28
Water, 18 deg.	05 1/2@	13	Linseed, boiled, bbl.	@ 87	Guaiaac, Ammon.	22 04
Water, 14 deg.	04 1/2@	11	Linseed, bld, less	94@1 07	Iodine	21 25
Carbonate	20 @	25	Linseed, raw, less	91@1 04	Iodine, Colorless	21 50
Chloride (Gran.)	09 @	20	Mustard, artifil. oz.	@ 35	Iron, Clo.	21 56
Balsams			Neatsfoot	1 25@1 35	Kino	21 44
Copaiba	1 00@1 25		Olive, pure	4 00@5 00	Myrrh	22 52
Fir (Canada)	2 75@3 00		Olive, Malaga,		Nux Vomica	21 80
Fir (Oregon)	65@1 00		yellow	2 85@3 25	Opium	26 40
Peru	3 00@3 25		Olive, Malaga,		Opium, Camp.	21 44
Tolu	2 00@2 25		green	2 85@3 25	Opium, Deodor'd	26 40
Barks			Orange, Sweet	5 00@5 25	Rhubarb	21 92
Cassia (ordinary)	25 @	30	Organum, pure	@ 25		
Cassia (Salgon)	50 @	60	Organum, com'l	1 00@1 20		
Sassafras (pw. 50c)	@	50	Pennyroyal	3 25@3 50		
Soap Cut (powd.)			Peppermint	6 00@6 25		
30c	18 @	25	Rose, pure	13 50@14 00		
Berries			Rosemary Flows	1 25@1 50		
Cubeb	@1 00		Sandelwood, E.			
Fish	@ 25		Sassafras, true	1 75@2 00		
Juniper	11 @	20	Sassafras, artifl	75@1 00		
Prickly Ash	@ 75		Spearment	8 00@8 25		
Extracts			Sperm	1 50@1 75		
Licorice	60 @	65	Tany	9 00@9 25		
Licorice, powd.	60 @	70	Tar USP	65 @ 75		
Flowers			Turpentine, bbl.	@ 60		
Arnica	@	85	Turpentine, less	67 @ 80		
Chamomile (Ged.)	@	80	Wintergreen,			
Chamomile Rom.	@	50	leaf	6 00@6 25		
Gums			Wintergreen, sweet			
Acacia, 1st	50 @	55	birch	3 00@3 25		
Acacia, 2nd	45 @	50	Wintergreen, art	75 @ 1 00		
Acacia, Sorts	20 @	25	Worm Seed	6 00@6 25		
Acacia, Powdered	35 @	40	Wormwood	10 00@10 25		
Aloes (Barb Pow)	25 @	35				
Aloes (Cape Pow)	25 @	35				
Aloes (Soc. Pow.)	65 @	70				
Asafoetida	50 @	60				
Pow.	75 @	1 00				
Camphor	85 @	90				
Guaiaac	@	80				
Guaiaac, pow'd	@	90				
Kino	@	1 10				
Kino, powdered	@	1 20				
Myrrh	@	60				
Myrrh, powdered	@	65				
Opium, powd.	19 65@19 92					
Opium, gran.	19 65@19 92					
Shellac	65 @	80				
Shellac	75 @	90				
Tragacanth, pow.	@ 1 75					
Tragacanth	1 75@2 25					
Turpentine	@	30				
Insecticides						
Arsenic	08 @	20				
Blue Vitriol, bbl.	@	07				
Blue Vitriol, less	08 @	15				
Bordea. Mix Dry	13 @	22				
Hellebore, White						
powdered	18 @	30				
Insect Powder	35 @	45				
Lead Arsenate Po.	14 1/2@	26				
Lime and Sulphur						
Dry	8 @	21				
Paris Green	22 @	30				
Leaves						
Buchu	35 @	1 00				
Buchu, powdered	@	1 00				
Sage, Bulk	25 @	30				
Sage, 1/4 loose	@	40				
Sage, powdered	@	25				
Senna, Alex.	50 @	75				
Senna, Tinn. pow.	30 @	35				
Uva Ursi	20 @	35				
Oils						
Almonds, Bitter,						
true	7 50@7 75					
Almonds, Bitter,						
artificial	3 00@3 25					
Almonds, Sweet,						
true	1 50@1 80					
Almonds, Sweet,						
imitation	1 00@1 25					
Amber, crude	1 25@1 50					
Amber, rectified	1 50@1 75					
Anise	1 40@1 60					
Bergamont	9 50@9 75					
Cajeput	1 50@1 75					
Cassia	3 50@3 75					
Castor	1 45@1 70					
Cedar Leaf	2 00@2 25					
Citronella	1 25@1 50					
Cloves	2 50@2 75					
Cocanut	25 @	35				
Cod Liver	2 00@2 50					
Croton	2 00@2 25					
Potassium						
Bicarbonate	35 @	40				
Bichromate	15 @	25				
Bromide	69 @	85				
Bromide	54 @	71				
Chlorate, gran'd	23 @	30				
Chlorate, powd.						
or Xtal	16 @	25				
Cyanide	30 @	90				
Iodide	4 36 @	5 55				
Permanganate	20 @	30				
Prussiate, yellow	40 @	50				
Prussiate, red	@	70				
Sulphate	35 @	40				
Roots						
Alkanet	30 @	35				
Blood, powdered	35 @	40				
Calamus	35 @	75				
Elecampane, pwd.	25 @	30				
Gentian, powd.	20 @	30				
Ginger, African,						
powdered	30 @	35				
Ginger, Jamaica,	60 @	65				
Ginger, Jamaica,						
powdered	45 @	50				
Goldenseal, pow.	@ 80					
Ipecac, powd.	@ 60					
Licorice	35 @	40				
Licorice, powd.	20 @	30				
Orris, powdered	30 @	40				
Poke, powdered	35 @	40				
Rhubarb, powd.	@ 1 00					
Rosinwood, powd.	@ 40					
Sarsaparilla, Hond.						
ground	@ 90					
Sarsaparilla Mexican,						
Glycerine	32 @	52				
Squills	35 @	40				
Squills, powdered	70 @	80				
Tumeric, powd.	20 @	25				
Valerian, powd.	@ 1 00					
Seeds						
Anise	@	35				
Anise, powdered	35 @	40				
Bird, is	13 @	17				
Canary	10 @	16				
Caraway, Po. .30	25 @	30				
Cardamon	3 75@4 00					
Coriander pow. .30	20 @	25				
Dill	15 @	20				
Fennel	25 @	40				
Flax	7 @	15				
Flax, ground	7 @	15				
Foenugreek, pwd.	15 @	25				
Hemp	8 @	15				
Lobelia, powd.	@ 1 60					
Mustard, yellow	17 @	25				
Mustard, black	20 @	25				
Poppy	15 @	30				
Quince	1 25@1 50					
Rape	15 @	20				
Sabadilla	60 @	70				
Sunflower	11 1/2@	15				
Worm, American	30 @	40				
Worm, Levant	5 25@5 40					
Tinctures						
Aconite	@ 1 80					
Aloes	@ 1 54					
Arnica	@ 1 44					
Asafoetida	@ 3 38					
Paints						
Lead, red dry	13 1/2@	14 1/2				
Lead, white dry	13 1/2@	14 1/2				
Lead, white oil	13 1/2@	14 1/2				
Ochre, yellow bbl.	2 1/2					
Ochre, yellow less	3 @	6				
Red Venet'n Am.	3 1/2 @	7				
Red Venet'n Eng.	4 @	8				
Putty	5 @	8				
Whiting, bbl.	@ 4 1/2					
Whiting	5 1/2 @	1 1/2				
L. H. P. Prep.	2 90@	3 00				
Rogers Prep.	2 90@	3 00				
Miscellaneous						
Acetanilid	57 @	75				
Alum	08 @	12				
Alum. powd. and						
ground	09 @	15				
Bismuth, Subni-						
trate	2 83@	3 08				
Borax xtal or						
powdered	6 1/2 @	15				
Cantharades, po.	1 50@	2 00				
Calomel	2 70@	2 91				
Capsicum, pow'd	35 @	40				
Carmine	7 00@	7 50				
Cassia Buds	35 @	40				
Cloves	50 @	55				
Chalk Prepared	14 @	16				
Chloroform	53 @	60				
Chloral Hydrate	1 20@	1 50				
Cocaine	12 10@	12 80				
Cocoa Butter	70 @	90				
Corks, list, less	40-10 %					
Copperas	2 34 @	10				
Copperas, Powd.	4 @	10				
Corrosiv. Sublim	2 21@	2 42				
Cream Tartar	35 @	45				
Cuttin' bone	40 @	50				
Dextrine	6 @	15				
Dover's Powder	4 00@	4 50				
Emery, All Nos.	10 @	15				
Emery, Powdered	@ 15					
Epsom Salts, bbls.	@ 3 1/2					
Epsom Salts, less	3 1/2 @	10				
Erget, powdered	@ 2 50					
Flake, White	15 @	20				
Formaldehyde, lb.	13 1/2 @	30				
Gelatin	80 @	90				
Glassware, less 55 %						
Glassware, full case 60 %						
Glauber Salts, bbl.	@ 02 1/2					
Glauber Salts less	04 @	10				
Glue, Brown	21 @	30				
Glue, Brown Grd	15 @	20				
Glue, White	27 1/2 @	35				
Glue, white grd.	25 @	35				
Glycerine	30 @	50				
Hops	75 @	95				
Iodine	6 45@	6 70				
Iodoform	8 00@	8 30				
Lead Acetate	20 @	25				
Mace	@ 1 50					
Mace, powdered	@ 1 60					
Menthol	7 50@	8 30				
Morphine	11 18@	21 13				
Nux Vomica	@ 30					
Nux Vomica, pow.	15 @	25				
Pepper, black, pow	45 @	55				
Pepper, White, pw.	65 @	75				
Pitch, Burgundy	20 @	25				
Quassia	12 @	15				
Quinine, 5 oz. cans	@ 59					
Rochelle Salts	31 @	40				
Sacharine	2 60@	2 75				
Salt Peter	11 @	22				
Selditz Mixture	30 @	40				
Soap, green	15 @	30				
Soap mott cast.	@ 25					
Soap, white castile						
case	@ 15 00					
Soap, white castile						
less, per bar	@ 1 60					
Soda Ash	3 @	10				
Soda Bicarbonate	3 1/2 @	10				
Soda, Sal	02 1/2 @	08				
Spirits Camphor	@ 1 20					
Sulphur, roll	3 1/2 @	10				
Sulphur, Subl.	4 1/2 @	10				
Tamarinds	20 @	25				
Tartar Emetic	70 @	75				
Turpentine, Ven.	50 @	75				



# 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

Twine  
Beef  
Lard  
Sausages  
Smoked Meats

## DECLINED

Dry Salt Meats

### AMMONIA

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



### AXLE GREASE

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

### BAKING POWDERS

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

### K. C. Brand

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

### BEECH-NUT BRANDS.

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

### BREAKFAST FOODS

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

### Post's Brands.

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

### BROOMS

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

### BRUSHES

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

### Stove

Shaker 1 80  
No. 50 2 00  
Peerless 2 60

### Shoe

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

### BUTTER COLOR

Dandelion 2 85

### CANDLES

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

### CANNED FRUIT

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

### CANNED FISH

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

### CANNED MEAT

Bacon, Med. Beechnut 3 30  
Bacon, Lge. Beechnut 5 40  
Beef, No. 1, Corned 3 10  
Beef, No. 1, Roast 3 10  
Beef, No. 2 1/2, Qua. sl. 1 35  
Beef, 3 1/2 oz. Qua. sl. 2 00  
Beef, 4 oz., Qua. sl. 2 25  
Beef, No. 1, B'nut, sl. 4 50  
Beefsteak & Onions, s 3 45  
Chili Con Ca., 1s 1 35  
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 5 24  
Potted Meat, 1/2 Libby 9 24  
Potted Meat, 1/2 Qua. 90  
Potted Ham, Gen. 1/4 1 85  
Vienna Saus., No. 1/4 1 45  
Vienna Sausage, Qua. 95  
Vienna Loaf, Medium 2 65

### 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 30  
Michigan Dairy 28  
New York New 1926 32  
Sap Sago 38  
Brick 28

### Baked Beans

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

### CANNED VEGETABLES.

#### Asparagus.

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

### CATSUP.

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

### CHILI SAUCE

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

### OYSTER COCKTAIL.

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

### CHEWING GUM.

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

Beeman's Pepsin 65  
Beechnut Wintergreen 70  
Beechnut Peppermint 70  
Beechnut Spearmint 70  
Doublemint 65  
Peppermint, Wrigleys 65  
Spearmint, Wrigleys 65  
Juicy Fruit 65  
Wrigley's P-K 65  
Zeno 65  
Teaberry 65

### COCOA.

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

### CHOCOLATE.

Baker, Caracas, 1/4s 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  
Twisted Cotton, 50 ft. 3 50  
Braided, 50 ft. 2 25  
Sash Cord 3 50



### COFFEE ROASTED

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

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

Maxwell House Coffee.  
1 lb. tins 45  
3 lb. tins 1 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 Betweens, 5 for 25 37 50  
Canadian Club 35 00  
Little Tom 37 50  
Tom Moore Monarch 75 00  
Tom Moore Panetris 65 00  
T. Moore Longfellow 95 00  
Webster Cadillac 75 00  
Webster Knickerbocker 95 00  
Webster Belmont 110 00  
Webster St. Reges 125 00  
Bering Apollos 95 00  
Bering Palmitas 115 00  
Bering Dellosos 120 00  
Bering Favorita 135 00  
Bering Albas 150 00

### Currants

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

### Dates

Dromedary, 36s 6 75

### Peaches

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

### Peel

Lemon, American 30  
Orange, American 30

### Raisins

Seeded, bulk 11  
Thompson's s'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

### 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 17  
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 38  
Silver King M. Malloes 1 35

### Bar Goods

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

### COUPON BOOKS

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

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

### CREAM OF TARTAR

6 lb. boxes 38

### DRIED FRUITS

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

### Apricots

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

### Citron

10 lb. box 40

### FARINACEOUS GOODS

#### Beans

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

#### Farina

24 packages 2 50  
Bulk, per 100 lbs. 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

7 1/2 oz. 1 25  
1 1/4 oz. 1 80  
2 1/4 oz. 3 20  
3 1/2 oz. 4 50  
2 oz. 2 60  
4 oz. 5 00  
8 oz. 9 00  
16 oz. 15 00

2 1/2 Ounce  
Taper Bottle

#### 50 Years Standard.

#### Jiffy Punch



## 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
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## OLEOMARGARINE

Van Westenbrugge Brands  
Carload Distributor



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

## Wilson &amp; Co.'s Brands

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 bx	6 00
Ohio Blue Tip, 720-lc	4 50
Blue Seal, 144	5 60
Reliable, 144	4 35
Federal, 144	5 80

## Safety Matches

Quaker, 5 gro. case	4 25
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## 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
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## 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. do.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuffed, doz.	2 50
9 oz. Jar, stuffed, doz.	3 50
12 oz. Jar, Stuffed,	
doz.	4 50@4 75
20 oz. Jar, stuffed dz.	7 00

## PARIS GREEN

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

## PEANUT BUTTER



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

## PETROLEUM PRODUCTS

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
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## PIPES

Cob, 3 doz. in bx.	1 00@1 20
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## PLAYING CARDS

Battle Axe, per doz.	2 75
Bicycle	4 75

## POTASH

Babbitt's, 2 doz.	2 75
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## FRESH MEATS

## Beef

Top Steers & Heif.	22
Good Str's & H'f.	15 1/2@19
Med. Steers & Heif.	18
Com. Steers & Heif.	15@16

## Cows

Top	15
Good	14
Medium	13
Common	11

## 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
Loins, Med.	31
Butts	22
Shoulders	18
Spareribs	14
Neck bones	06
Trimnings	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@18-19

## Lard

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

## Sausages

Bologna	16
Liver	15
Frankfort	20
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	
Knuckles	@35
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @22
Boiled Hams	@35
Mixed Hams	@17
Bacon 4/6 Cert.	24 @35

## Beef

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

## RICE

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

## ROLLED OATS

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

## RUSKS

Holland Rusk Co.	
Brand	
18 roll packages	2 30
36 roll packages	4 50
36 carton packages	5 20
18 carton packages	2 65

## SALE RATUS

Arm and Hammer	3 75
SAL SODA	
Granulated, bbls.	1 80
Granulated, 60 lbs. cs.	1 60
Granulated, 36 2 1/2 lb.	2 40

## COD FISH

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

## HERRING

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

## Lake Herring

1/2 bbl., 100 lbs.	6 50
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## 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
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## SHOE BLACKENING

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

## STOVE POLISH

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

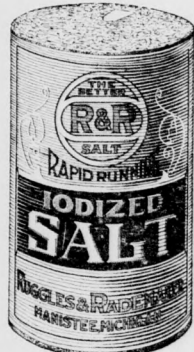
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

## SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	2 00
Med. No. 1 Bbls.	2 60
Med. No. 1, 100 lb. bg.	85
Farmer Spec., 70 lb.	90
Packers Meat, 50 lb.	57
Crushed Rock for ice	
cream, 100 lb., each	75
Butter Salt, 280 lb. bbl.	4 24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
35, 4 lb., per bale	2 60
50, 3 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 50



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



## SOAP

Am. Family, 100 box	6 30
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



50 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	3 85
oz.	
Rub No More, 20 lgs.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 80
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	4 75

## SPICES

## Whole Spices

Allspice, Jamaica	@26
Cloves, Zanzibar	@36
Cassia, Canton	@22
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochin	@25
Mace, Penang	1 2



### To Prevent Automobiles Parking in Front of Store.

The question of the right of a merchant to prevent or restrict the parking of automobiles in front of his place of business, may be one of considerable importance. In other words where a street in front of a place of business is used for parking purposes, to such an extent as to interfere with the business carried on therein, has the merchant any legal remedy?

Now, to begin with, it may be stated that the streets are of course intended to be used by the public for all lawful purposes of travel. This use quite naturally includes the right to park thereon, when occasion demands at least for a reasonable time, and the adjoining property owner has no right to complain.

However, when it comes to making use of a given part of a street in front of a business property for a more or less permanent parking place, we have a different situation. And it seems, both by reason and authority, that such use of a street by a third party, where it tends to injure the adjoining premises, may be prevented by the person damaged thereby. Now, let us see.

In a recent case of this kind, certain merchants leased a store in an Eastern city. After they had been in business there for some time, a bus line operator leased an adjoining store room for a waiting room for his customers. Following this a continuous line of busses occupied the street in front of both store rooms.

The merchants complained that this more or less permanent blocking of the curb in front of their store interfered with their business. They brought suit for an injunction to restrain this use of the street and curb by the bus operator. On appeal to the higher court in passing on the question of whether or not the merchants had stated a legal cause of action in their complaint, in part, said:

"It appears that the defendant (bus owner) did not make use of the highway in front of complainants' (merchants) property simply to receive and discharge passengers, but lingered there for an hour at a time; in fact, the bill says that his busses were continuously in front of complainants' premises, one departing being relieved by another.

"If all this is true, this destroyed the primary object of the highway, i. e. the passage of the public, and in fact usurped all the rights of the complainants in the highway in front of their property. It is difficult to conceive of any rights by which the defendant could appropriate the public street in this manner.

"The facts alleged constitutes a nuisance and it has been so held in this state and other jurisdictions. If the defendant is to be permitted to continue the practice he has established, it must result in irreparable damage to the complainants in the loss of their customers.

In conclusion the court upheld the ruling of the trial court on the sufficiency of the complaint. In other words, that if the truth of the allegations were established, the defendant, bus line operator, should be restrained

from using the street in front of the store as a permanent parking place for his busses.

The reasoning of the foregoing case has been followed in a number of other decisions in situations of this kind. And, it seems, by the weight of authority, that the owner or lessees of business property may restrict the use for parking purposes, when it is shown that such use injures the value of their property and goes farther than the use of the street for purposes of travel. For example.

In another case of this kind, certain taxicab companies attempted to use a street in front of business property for a stand. The property owners objected, and filed suit to enjoin such use of the street on the ground that it interfered with the use of their property. The trial court found that the presence of the cabs in front of the property constituted a nuisance, but declined for certain reasons to enjoin the practice. On appeal, the higher court, in holding the property owners

joining property, the courts may, on a given showing enjoin such use.

Leslie Childs.

### Retail Trade Improvement Noted.

August, in the opinion of the writer, marked the upward swing of retail business. The change is very slight but we believe definite. As an instance, the department stores which report to this association had a much better showing in August than in July. More than half of the stores showed decreases in July as compared to the previous year, while in August exactly half showed increases.

On the whole, August retail sales in Detroit showed a slight improvement and preliminary reports concerning September show an even better prospect. Collections in the department store field showed a decided improvement and for the first time in a number of months a better percentage than last year was reported. Improvement is not as great in the other lines of retailing although the figures show a

buying power of the people as a whole is such that the closing months of 1927 should not show a further shrinkage in volume.

Looking at the situation from another angle, if the stock market trends are an indication, business interests in the country are looking forward with remarkable confidence to a prosperous fall trade. The average price of industrial stocks is much higher than early in the summer and twenty leading speculative industrials are now some twenty-six points higher than on July 1. Considering that general business expansion has made no appreciable headway in this interval, the extent of this drive is remarkable and is based solely on prospects of fall and winter business. Chain store stocks whose value is determined more by their gain in volume than in dividends paid have shown within the last month a remarkable spurt, all of which bears out the opening statement of this bulletin that business is now heading upwards.

Harry Hogan,

Secretary Detroit Retail Merchants' Association.

### Finds Independent Grocers Are Increasing.

An editorial writer on the New York World has commented upon the growth of the chain stores and in his concluding paragraph sums up the situation by saying:

"With its greater capital resources, skilled and centralized management, strictly cash sales and purchases in large quantities, the chain-store system has certain advantages over the small retailers. Among the latter the rate of business mortality has always been high, and with the advent of chain-store competition the struggle for survival has become keener. Nevertheless the chain stores have by no means monopolized the field. New establishments among independent dealers are multiplying faster than the old ones die, and many of the older ones are well able to hold their own. The chain store has progressed because of the economies which it has been able to effect in merchandise distribution, but these economies, after all, have their limits. The independents are often able to give specialized services which the chains with their standardized goods and methods cannot supply, and there will always be a place for those among them who are efficient and alert."

### Metal Brocades Doing Well.

Metallic brocades have met with a good demand for the fall season. Gold, silver, steel and multicolor effects have led in both lame and tinsel types. Records are developing in the goods, which are used mainly for formal dresses and evening wraps. The tendency has been strongly toward small floral designs, the larger conventional designs having met with little favor. The ground cloths used have been embroidered georgette and satin back fabrics. Additional orders from retailers for the brocades are expected with the approach of the social season.

E. H. Cross, R. F. D. No. 1, Ithaca, renews his subscription to the Tradesman and writes: "It's a great paper."

## The Gila Monster

There's a real Gila monster with us here in Hart to-day,  
And since found it has been given gracious care in every way,  
But it had a splendid start and since found it seems to thrive  
Quite contented in its way, seeming "very much alive."

There's no language can describe it, it is different in its way  
From the kind of life that we in our climate note to-day.  
'Tis a rarity indeed, well worth going miles to see,  
And so at the county fair 'twill a great attraction be.

And there's no humbug about it, when you see it in its lair  
You will view with interest this rare creature in our care.  
But 'twill never tell the story of how it came to be found  
Right here with us here in Hart as its rightful stamping ground.

But among the "happenstances," this will surely help to make,  
With this creature ever calling to those yet outside the gate  
To make this year's county fair the best ever as they're known  
And in part because this monster drifted to us from its home.

L. B. Mitchell.

were entitled to an injunction, said:

"The trial court having found that the taxicab stand in question was a public nuisance, that it materially interfered with the use of the property in question by its owners and its tenants, it erred in its second and fourth conclusions of law.

"The judgment is therefore reversed, with directions to the trial court to restate its conclusions of law in harmony with this opinion, and to enter its decree permanently enjoining the appellees (taxicab company) from maintaining a stand for taxicabs at the place in question."

In the light of the facts and holding of the foregoing decisions, it is obvious that in certain cases a merchant may prevent the use of the street in front of his place of business for parking purposes. Of course he cannot prevent the use of the street for all proper purposes. However, where a third person attempts to use such portion of the street, as a permanent parking place, to the damage of the ad-

considerable gain over those of the last few months.

As for general business conditions there is no doubt that a general spirit of optimism is constantly growing in expectation of good fall and winter business. Survey of 7 business forecasting services, similar to Babson's, this month, shows a uniform note of growing confidence in fundamental conditions and the way fall business is opening up. A look at one of the typical crop and general condition maps shows that nowhere in the United States are conditions rated worse than fair. The majority of the country is rated as good and quite some portions are marked very good.

Throughout the country as a whole money is cheap and plentiful. Wholesale prices have reached bottom and are beginning to turn upward and there is some increase in the buying power of the farmer. Retailers may face some slight further decline in retail prices without worry. The general



**Corporations Wound Up.**

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

Union Motor Truck Co., Bay City.  
Delta Insurance Agency, Escanaba.  
Guaranteed Income Corporation of Michigan, Monroe.

Reese Mercantile Co., Reese.  
Anchor Concrete Machinery Co., Adrian.

Supreme Realty Co., Detroit.  
J. E. Bartlett Co., Jackson.  
Wolf Bus Co., Jackson.  
United Smelting & Aluminum, Inc., Detroit.

Hussey Building Co., Detroit.  
Dreamland Amusement Co., La Salle.  
Linick Co., Detroit.  
Wakefield State Bank of Morenci, (consolidated with First National Bank of Morenci).

Beaudry Co., Ltd., Grand Haven.  
Jackson Farm Produce Co., Jackson.  
Chicago Acceptance Corp., Detroit.  
Griswold Hotel Luggage Shop, Detroit.

Office Building Investment Co., Benton Harbor.

Samson Tractor Co., Janesville, Wis.  
H. Gordon Creamery Co., Detroit.  
Davies-Morgan Realty Co., La Salle.  
Detroit Wood Products Co., Detroit.  
Grand Rapids Growers Building Co., Grand Rapids.

Grand Rapids Growers' Assn., Grand Rapids.

Capital Manufacturing Co., Detroit.  
Cloverdale Land Co., Ltd., Au Sable.  
Loretta Iron Co., Loretto.  
Niagara Radiator & Boiler Co., Detroit.

Menter Co., Inc., Grand Rapids.  
Mann & Hamilton, Inc., Detroit.

Central Michigan Gravel Co., Lansing.

McFadden Motors, Inc., Detroit.  
Nelson Bag Packing Co., Coldwater.  
Sauzedde Wheel & Brake Co., Mt. Clemens.

Fisher Case Co., Detroit.  
Person-Cooke, Inc., Lansing.  
Road Bulletin Service Corp., Detroit.  
Parma Butter Co., Parma.  
Brier Hill Cement Products Co., Detroit.

Pollard Michigan Sales Co., Detroit.  
Parkstone Apartment Co., Detroit.  
Highway Service & Sales, Inc., Roseville.

Mae Hat Manufacturing Co., Inc., Detroit.

Detroit Motor Financing Co., Detroit.

McCauley & Sipple Co., Grand Rapids.

Snow Laundry Co., Grand Rapids.  
Houghton County Bus Co., Houghton.

G. R. Railway Co., Grand Rapids.  
Commerce Motor Truck Co., Detroit.

Amazon Products Co., Muskegon.  
Mercantile Acceptance Co., Detroit.

Mendelsohn & Piser, Inc., Kalamazoo.  
Detroit Bedding Co., Detroit.

General Equipment Corp., Kalamazoo.

Kelvinator-Detroit Co., Detroit.  
Bunny Products Co., Port Huron.

Yorton Auto Sales Corp., Three Rivers.

Colburn Building Co., Detroit.

Sebewaing Co-operative Assn., Sebewaing.

Aero Cushion Tire Co., Detroit.

Federal Waste Paper Co., Detroit.

Eastwood Gardens Land Co., Detroit.

Medical Products, Inc., Detroit.

Birmingham Development Corp., Birmingham.

Kent Packing Co., Grand Rapids.

Grand Rapids By-Products Co., Grand Rapids.

Victor Vassar Knitting Mills, Detroit.

Thomas Quinlan & Sons Co., Ltd., Petoskey.

Harris Plan, Detroit.

Goodman Cedar Co., Escanaba.

River Raisin Hydro-Electric Co., Monroe.

Vitanola Talking Machine Co., Saginaw.

Great Lakes Silver Black Fox Co., Muskegon.

Andrews-Linton Coal & Oil Co., Saginaw.

Ionia Co-operative Oil Co., Ionia.

Reiner Electric Co., Detroit.

Kalamazoo Retinning Co., Kalamazoo.

Morley-Hanna Co., Detroit.

American Commercial Airways, Lansing.

Glauz, Inc., Detroit.

Wolverine Name Plate Co., Inc., Detroit.

Washtenaw Investment Co., Ann Arbor.

Clover Beef Co., Detroit.

John S. Gray's Sons, Detroit.

American District Steam Co., Grand Rapids.

### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Sept. 13.—In the matter of Ralph H. Dawson, Bankrupt No. 3210, the policies of insurance having been found to have no value for the estate, 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 Carl B. Ely, doing business as Johnson & Ely Candy Co., Bankrupt No. 3233. The bankrupt was present in person and represented by Mason & Sharpe, attorneys. Creditors were present by Jackson, Fitzgerald & Dalm and Fred G. Stanley, attorneys. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy was named trustee and his bond placed at \$1,000. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Walter Stellard, Bankrupt No. 3236. The bankrupt was present in person and not represented by attorney. Creditors were present in person and represented by G. R. Credit Men's Association; Fred G. Timmer and C. W. Moore. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Edward De Groot was named trustee, and his bond placed at \$2,000. The first meeting then adjourned without date.

In the matter of Frank Foltice, Bankrupt No. 3237, the trustee has filed his first report and account and an order for the payment of expenses of administration has been made.

In the matter of Edwin C. Burt, Bankrupt No. 3214, it has been determined that the policy of life insurance held by the bankrupt has no net cash value and the matter has been closed and returned to the district court as a case without assets.

In the matter of Alton Wenzel, Bankrupt No. 2822, the trustee has filed his report and account, and expenses of administration and preferred claims proved and allowed, have been ordered paid by order of the referee.

Sept. 15. We have to-day received the schedules, reference and adjudication in the matter of John L. Oom, Bankrupt No. 3244. 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 carpenter and contractor. The schedules show assets of \$1,160 of which \$190 is claimed as exempt, with liabilities of \$2,003. 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:

Fisher-Drummond Co., Grand Rap. \$275.00  
Jacob Verhill, Grand Rapids ----- 1.00  
John Koolman, Grand Rapids ----- 170.00  
Sinclair Lumber & Fuel Co., Grand Rapids ----- 120.00

Daniel DeVries, Grand Rapids ----- 76.00  
Dr. G. A. Bachman, Grand Rap. 125.00  
Comstock Park Lumber Co., ----- 700.00

Comstock Park ----- 190.00  
John G. Oom, Grand Rapids ----- 75.00  
Breen Bros., Grand Rapids ----- 25.00

Van's Plumbing & Hardware Co., Grand Rapids ----- 62.00  
Mrs. J. Huizenga, Grand Rapids ----- 35.00  
Stiles Lumber Co., Grand Rapids ----- 45.00

A. De Vries, Grand Rapids ----- 104.00  
Sept. 15. We have to-day received the schedules, reference and adjudication in the matter of Arnold C. Hanke, Bankrupt No. 3245. 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 \$670 of which the full value is claimed as exempt, with liabilities of \$1,888.65. 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:

H. E. Hammond, Superior, Wis. unknown  
Dr. Cummings, Wis. ----- \$ 13.00  
Dr. Al. Kuylo, S. Superior, Wis. unknown  
Dr. J. Kuylo, So. Superior, Wis. unknown  
Dr. Ground, Virginia, Minn. ----- unknown

Boyle & Mather Garage, Virginia, Minn. ----- 59.60  
Harry Nelson Garage, Virginia ----- 67.00

Arrowhead Oil Co., Virginia, Minn. 18.00  
Range Auto Sales, Virginia, Minn. 49.00  
C. W. Stahl, Virginia, Minn. ----- 84.88

Alexandria Reed Co., Virginia, M. 52.00  
W. C. Viss, Virginia, Minn. ----- 38.00  
Shandling Clo. Co., Virginia, Minn. 7.00

Dunlop Tire Co., Virginia, Minn. ----- 2.85  
Arrow Head Grocery Co., Virginia ----- 12.00  
Mr. Gill, Virginia, Minn. ----- 65.00

Seldon Hardware Co., South Superior, Wis. ----- 54.00  
Northern Lumber & Fuel Co., ----- 40.00  
Holderman Grocery, South Superior, Wis. ----- 19.00

J. Guthrie, So. Superior, Wis. ----- 15.00  
Anderson & Swandlian, South Superior, Wis. ----- 8.00  
Shadbolt & Boyd Iron Co., Milwaukee ----- 72.00

American Railway Express Co., South Superior, Wis. ----- 72.00  
Charles Erhart, Superior, Wis. ----- 35.00  
Holden Tire Service, Superior, Wis. ----- 22.00

Kelly, Howe, Thompson, Duluth, Minn. ----- 48.15  
C. M. Hoof Co., Chicago ----- 80.00  
Martin Novaak, Gheen, Minn. ----- 10.00

Ely anHove, South Superior, Wis. 600.00  
Eddie Transfer Co., Virginia, Minn. 31.00  
Peters & Malcomb, Superior, Wis. 30.00

H. M. Malchow, Superior, Wis. ----- 15.00  
Standard Oil Co., Indiana ----- 42.27  
Bridgeport Coach Lace Co., ----- 174.30

Paul Hacking ----- 52.60  
Sept. 16. We have to-day received the schedules, reference and adjudication in the matter of Schuyler St. John, Bankrupt No. 3246. 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 dry cleaner. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$2,108. 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:

Crane Co., Grand Rapids ----- \$ 90.00  
Standard Oil Co., Grand Rapids ----- 125.00  
Standard Builders Supply Co., Grand Rapids ----- 350.00

L. L. Sargent, Grand Rapids ----- 267.50  
Oakdale Fuel Co., Grand Rapids ----- 90.00  
Crystal Dry Cleaners, Grand Rap. 75.00

Richard Bosch, Grand Rapids ----- 26.00  
John Beukema, Grand Rapids ----- 460.00  
G. R. Steel Supply Co., Grand Rap. 75.00

Ranville Co., Grand Rapids ----- 140.00  
Gast Soap Co., Grand Rapids ----- 4.50  
Urbandale Hardware Co., Grand R. 40.00

Star Publishing Co., Grandville ----- 50.00  
Press, Grand Rapids ----- 50.00  
Herold, Grand Rapids ----- 50.00

William A. Mulhern, Grand Rapids 75.00  
O'Reilly's Hardware Store, G. R. 65.00  
Slootmaker's Garage, Grand Rapids 75.00

In the matter of Fred Miller, Bankrupt No. 3074, the trustee has filed his return showing that there are no assets in the estate, over and above exemptions. The estate has been closed and returned to the district court as a case without assets.

In the matter of Lorena M. Fluent, Bankrupt No. 3240, the funds for the first meeting have been received and such meeting has been called for Oct. 3.

In the matter of Melbourne H. Stuck, Bankrupt No. 3235, the funds for the

first meeting have been received and such meeting has been called for Oct. 3.

In the matter of Clarence R. Beattie, Bankrupt No. 3239, the funds for the first meeting have been received and such meeting has been called for Oct. 3.

In the matter of J. Raymond Plank, Bankrupt No. 3230, the funds for the first meeting have been received and such meeting has been called for Oct. 3.

**Interest in Knitted Ties.**

Stronger interest is being shown in men's knitted ties. Many retailers are featuring the merchandise in their higher-priced offerings to the consumers. Reorders, according to manufacturers, are growing, and the indications are that a good fall and holiday business will be done in these ties. Colors to match fall suits are sought, particularly tans, grays and mixture effects. Gray granite is one shade being strongly featured. Two and three color combinations are being shown in imported crocheted ties.

F. E. Fisher at Richland, renews his subscription to the Tradesman and writes, "I surely enjoy the Tradesman."

**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.

STORE lease in Pontiac for sale, next to theater on South Saginaw street. Write F. M., 40 So. Saginaw St. 675

For Sale—Music shop in Pontiac. Or will sell lease separately. Write F. M., 40 So. Saginaw St., Pontiac, Mich. 676

Will Sacrifice My Down Town Market—Wish to enlarge my other market and devote my whole time there. This is a cash and carry market. Established ten years. In city of 50,000 population. Will inventory, or sell in lump. Address No. 677, c/o Michigan Tradesman. 677

FOR SALE—Meat market on main street, centrally located, factory town. Good fixtures, Reason, age. Address J. K. Jackson, 110 West Allegan St., Otsego, Mich. 678

FOR SALE—Adjustable shelving, oak base and drawers, safe and other fixtures. Also shoe stock—fixtures suitable shoes, dry goods or groceries. E. A. Darling, Big Rapids, Mich. 679

FOR RENT—Brick building 4x82, occupied past fifteen years by dry goods, furnishing goods and clothing. Proprietor going to California. Wonderful opening. Practically no opposition. Address No. 680, c/o Michigan Tradesman. 680

For Sale—General store with cream station, including building. Good business. No chain store competition. Address No. 681, c/o Michigan Tradesman. 681

For Sale—Thriving year around grocery business. Over \$50,000 annual sales, with stock less than \$3,000. Modern fixtures, inventory about \$2,500. Exceptional opportunity. Will sell or lease building of two stories and basement, containing two modern flats, besides store and market. Owner entering larger business of other kind. Address The Park Store, Ludington, Mich. 682

For Sale—Business property, close in, west side, Grand Rapids, Mich. Good location for clothing, shoes, groceries, or general line. May trade for city property. Erickson Bros., 137 Monroe Ave., Grand Rapids, Mich. 683

For Sale—My jewelry stock. R. N. Fisher, Newaygo, Mich. 684

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

**CASH For Your Merchandise!**

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

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



### Merchant Conferences at Grand Rapids and Flint.

Lansing, Sept. 20—The first two district meetings conducted under the administration of our new President, A. K. Frandsen, were held in Grand Rapids and Flint on Tuesday and Friday of last week. The meetings were conducted as had been advertised as conferences of dry goods merchants, store owners and executives. At Grand Rapids fifty-six persons were in attendance. This number included the wives of several of the gentlemen present.

J. N. Trompen, chairman of the local committee at Grand Rapids, called the meeting to order and announced that he, as President of the Grand Rapids Merchants Mutual Fire Insurance Co., had the honor of extending the hospitality of the insurance company to the members present. Through the efforts of Mr. Trompen and Mr. DeHoog, Secretary, the meeting had been well advertised and the luncheon which was served was of a very delightful character.

The meeting continued until about 4 o'clock in the afternoon and it was the unanimous verdict that the time was very profitably spent. On adjournment, on motion of E. C. Lloyd, of Belding, a unanimous vote of thanks was extended to the insurance company for its hospitality on this occasion.

Incidentally we mention the National convention of the Grand Army of the Republic which was being held in Grand Rapids, with the Hotel Pantlind as headquarters. Thousands of the old boys with their wives and ladies were there and the lobby and corridors of the hotel was a happy place, with greetings and reunions of the old boys who enjoyed the martial and stirring music and old-fashioned dances through the corridors of the hotel. To see the old soldiers enjoy themselves was well worth a trip to Grand Rapids.

The Flint meeting was not quite so well attended, but the discussions were very interesting and participated in by the capable and energetic members of the Flint stores. The occasion was saddened somewhat by the knowledge of the critical illness of G. R. Jackson at his summer home at Long Lake, near Fenton. Reports from his bedside were such that a turn for the worse was feared. This morning we telephoned to Flint and received the very encouraging news that Mr. Jackson, while still unconscious, had made a good start toward recovery.

We are sure that no store executive in Michigan is more thoroughly beloved by the scores of employees who serve him than is Mr. Jackson. Mr. Jackson's recovery will be a source of joy, not only to the employees of the Smith-Bridgman and O. M. Smith stores, but to the business, social and professional men and women of the entire city. We hope to be able to report in our next news letter that he is out of danger.

Our members in Northern Michigan are urged to remember the group meeting at Cadillac next Friday, Sept. 23. It is too late at this time to advertise the Jackson group meeting which is being held to-day, Tuesday, Sept. 20.

This Association has recently received from the editor of the Women's Wear Daily a request for our opinion regarding Christmas Shop Early Campaigns. Our reply, which has been published in some of the New York trade journals, is as follows:

"My point of view is that early campaigns are a benefit. First, they spread the business over a longer space of time, giving a better opportunity to make displays and arrange the stock for selling; also they give you an opportunity to organize your selling force. This is a great point from the fact that the store which does not start early and waits until late has an unexperienced, unfamiliar selling force

which works to a great disadvantage.

"The Christmas spirit should prevail among the sales force, advertising and merchandising departments of a store just as much as it does with the public; in fact, the more you can promote the Christmas spirit in a retail store the more benefit is to be gained, from the fact that many departments could join in with the Christmas spirit and dispose of a great deal of regular merchandise. When this business is spread over a long space of time, which some stores claim is an unreasonable length of time, you have a better opportunity to find the merchandise which does not sell and does not move, giving you an early opportunity to dispose of same at a cut price if necessary.

"Christmas shopping propaganda is certainly worth while. It is a great stimulant for business and the thinking and planning organization can dispose of a great deal of practical Christmas merchandise, which means regular merchandise sold through early Christmas propaganda. There must be readjustments made, which some organizations call price slashing, in every store every day in the year. These readjustments take care of slow moving undesirable merchandise before it is too late.

"Unit control makes it possible to discover every week the merchandise that does not move and this information makes it possible to plan out certain methods to get rid of same. I certainly advocate early Christmas shopping."

It may be that the above idea will not coincide with those of our members in every particular, but it brings the matter before you for your consideration at least.

We rejoice with the former President H. J. Mulrine, of Battle Creek. His store—the L. W. Robinson store in that city—received first honors in the Battle Creek Semi-Annual Window Night Display which was celebrated there last Thursday evening, Sept. 15. The same store was awarded the first prize in the window show last March and so will have its name engraved on the silver loving cup for the second time in succession.

This Semi-Annual Window Night affair is becoming a popular feature with the Battle Creek merchants. The newspaper account received at this office quotes Theron M. Sawyer, of the Merchants Association of that city, that "probably \$5,000 expenditure in window trimmings alone, exclusive of merchandise displayed, was represented in the Window Show."

Incidentally, if any of our merchants wish to enquire regarding the putting on of these displays, we would suggest that you write either to Mr. Mulrine or Mr. Sawyer. Joseph Hoogerhyde is the name of the decorator through whose work the L. W. Robinson store has attained its success. Mr. Mulrine speaks in very glowing terms of Mr. Hoogerhyde's ability.

Jason E. Hammond,  
Mgr. Mich. Retail Dry Goods Ass'n.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 20—We escaped the excessive heat which they had in Chicago and elsewhere last week. The temperature was a little out of the ordinary only one day, but at night we forgot about the heat of the day. Hard to beat this Cloverland climate.

George Shields purchased the stock and fixtures from Rowan & Somes, on Easterday avenue, last week and opened the store for business. George is going to try it out for a while and, if he is satisfied, will continue the business. If not, he will open up elsewhere. He has been in business at Chicago since he sold out his store at Algonquin, but came back to the Soo, which looks better to him since he has been away.

Before some of us realize we've en-

joyed good times we find we're in the midst of another depression.

About ten automobiles filled with Soo business men, with their wives, attended a closing banquet at the Cedar Inn, Cedarville, last Friday evening. This has been an annual affair for the past several years. Mr. Hossac, the proprietor, has enjoyed one of the best seasons in several years and is looking forward to a still better business for next year, as many new cottages have been built this year and several are still in course of construction, some at a cost of over \$75,000. The winter sports which Mackinac Island people are planning this next winter will add to the popularity of the Les Cheneaux Islands.

All the happily married women seem to be a little overweight.

D. C. Jones, accompanied by his wife and son, Harridon, and Miss Swicegood, of Bramwell, West Va., arrived last week to spend two weeks visiting friends here. They drove the entire way and report the roads exceptionally good, especially through Michigan. They are much pleased with the Soo and find we have more to offer tourists than any other place they visited en route.

Any family can get together on the proposition that an automobile is a necessity. William G. Tapert.

### Few Vegetables Are Natives of North America.

Pullman, Wash., Sept. 16—In the vegetable family, the patriarchs are onions, peas, turnips and radishes, according to Dr. F. L. Pickett, chief botanist at the State University.

"Very few vegetables in common use are natives of North America," says Dr. Pickett. "The pea is a native of Europe or Western Asia. Onions rejoiced the palates of the Persians and Egyptians in early historical days. Southern Europe was the home of the broad bean, while the kidney and lima came from South American tropics. Radish, eggplant and turnips all came from Asia. The cabbage has many children, from it having evolved Brussels sprouts, kale, kohlrabi and cauliflower. Cabbage was widely used by the Romans.

"The only important vegetables native to the Western hemisphere are beans, tomatoes and turnips. First record of the potato is found in Chile and Peru. Tomatoes, long considered poisonous, were also first grown in Chile and were carried to Europe in the 17th century."

### Tailored Blouse Sales Ahead.

Manufacturers of tailored silk and cotton blouses have found that business so far this Fall has exceeded that of similar period last year by a comfortable margin, according to information gathered by the United Waist League of America. Crepe-back satin is a fabric that is much wanted in these lines. White satin of this type is used in the more mannish styles, while for the collarless models satins in the popular Fall shades are sought. Radium crepes are still used in most of the popular models, however, as they were last year. Some of the paler colors are shown in blouses of this fabric, but white seems to be emphasized more. Broadcloth blouses adhere to the strictly tailored styles that are demanded by consumers for wear with sport clothes and many types of Fall suits.

J. A. Mitchell, dealer in fresh and salt meats at Iron Mountain, renews his subscription to the Tradesman and says: "Once more our turn to help the good work has rolled around. Find our check enclosed. Keep it up."

### Color Trend Still Undecided.

To the surprise of some in the wholesale markets the vogue for black in fabrics and finished merchandise is strong as ever. Consumer favor for this color shows no signs of waning, it is generally agreed, although it is expected that the advance of the season will bring several other shades into marked prominence. In some quarters the view is held that the approaching football games are likely to bring out certain shades that will be highly favored during the remainder of the season. The trend will be watched very carefully by both the cutters-up and the mills. The advent of a strongly popular shade, apart from black, would do much to stimulate buying.

### Novelties Hold Buying Interest.

The consumer appetite for novelties of all kinds continues as strong as ever. In fact practically the only active demand now for Fall merchandise is for the novelty types which are being featured. This applies all the way from jewelry to hosiery, and the stores are doing their utmost to capitalize this development. The condition is reflected in the wholesale buying of retailers, in which the constant effort is put forth "to get the new thing, and if possible get it first." Staples and merchandise that does not appeal to buyers as being "new" are passed by without a second glance. While this situation has not developed recently, it is strongly emphasized at present.

### Toy Orders Are Gaining.

Some gain in orders for toys for the holiday season is reported by wholesalers, the activity being particularly noticeable in the case of dolls. The large department stores have been covering their needs and jobbers have been replenishing depleted stocks. Infant and mama types strongly dominate. In other playthings the mechanical element is strongly emphasized. In the opinion of many in the trade the consumer demand for mechanical toys during the coming season will hang up a new record. The interest is said to be chiefly in substantial well-made items, although toys to sell at a price are available in plentiful supply.

### Women's Belts Selling Freely.

So active is the present demand for women's belts that manufacturers find sales topping all previous records. In all grades of merchandise the call is so heavy that it is impossible to give anything like immediate deliveries. Manufacturers supplying jobbers and chain stores, as well as department stores and specialty shops, find orders heavy from all these sources. These orders are particularly large for antelope suede, which is the biggest item of the season, but velvet and ribbon belts with leather linings are also moving well. Orders are also being placed for rubberized belts for bathing suits, delivery being set for February.

C. W. Parmelee, dealer in general merchandise at Matherton, renews his subscription and writes the Tradesman as follows: "I thought I could get along in business without it, (can't do it)."