

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 19, 1927

Number 2300

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IT is not the critic who counts, nor the man who points out how the strong man stumbles, or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena; whose face is marred by dust and sweat; who strives valiantly; who errs and may fail again and again, because there is no effort without error or shortcoming, but who does actually strive to do the deeds; who does know the great enthusiasm, the great devotion, who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement and who at the worst, if he fails, at least fails while daring greatly so that his place shall never be with those cold and timid souls who know neither victory nor defeat.

HOUSECLEANING TIME AND SEMDAC DEALER PROFITS

The increased demand for a high grade cleaner and polish for floors, woodwork and furniture is noticeable at this season. Fall cleaning is under way in nearly every home.

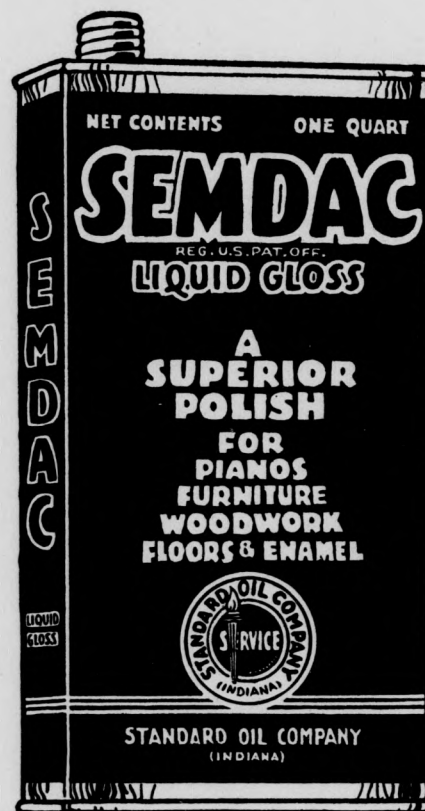
Housecleaning cares have been lightened for thousands of women who are using Semdac Liquid Gloss to aid them in their work.

For many years, Semdac Liquid Gloss has given most satisfactory results when used for renewing the lustre and enhancing the appearance of use-dulled furniture and woodwork.

And for as many years, this improved cleaner and polish has been displayed by an increasing number of Michigan dealers. For Semdac Liquid Gloss moves quickly and offers a greater profit than many other polishes.

Semdac Liquid Gloss has stood the test of years. It has seen other polishes come and go. Dealers throughout Michigan recognize this product as a popular leader in its field.

You can increase your business by displaying Semdac Liquid Gloss on your shelves and in the window. Such a display usually furnishes just the needed reminder for your customers to buy now. Order your supply of Semdac Liquid Gloss now — from your jobber or direct from us.



SEMDAC AUTO POLISH

SEMDAC AUTO POLISH removes smoke film, grime and rain spots with least effort, and restores the maximum lustre to lacquered, enameled and varnished surfaces.

Semdac Auto Polish is easy to apply. It works quickly. It gives a brilliant lustre.

Sold in pint and quart bottles. Look for the red and blue package.

STANDARD OIL COMPANY
[INDIANA]

910 SOUTH MICHIGAN AVENUE CHICAGO, ILLINOIS

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E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

THE REAL BATTLEGROUND.

It grows more obvious every day that real battleground for the moral life of America is the family. Parents in shoals have been abandoning the religious training offered by the churches. Fathers have preferred automobile and golf to the sanctuary, and mothers have followed, or, becoming modern on their own account, have espoused some ism all the way from positive atheism to general indifference. One way or another, a large proportion of the children of the United States to-day are being reared without any religious training worthy of the name.

Religion is something which is caught rather than taught, and the most contagious atmosphere for catching Christianity is in the home. We can teach a child that the most original contribution of Jesus to human thought is the idea of the sacredness of personality, but no matter how many times he recites this, he can only absorb the truth of it from the way his family lives with itself, its servants, its friends and its enemies.

We hear it said that religion is an intimate and personal matter. Parents refuse to interfere with their offspring's choice of faith, but get rid of their responsibility by saying: "Let him make up his mind independently when he comes to age." As if religion could be added to a man's life, like a bay-window to a house! Voluntarily or involuntarily, we are teaching our children some sort of religion. A home in which there is fear and distrust is propagating a sort of religion that will make a return to confidence, faith or hope well-nigh impossible.

There are some people who are not conventionally religious at all, who haven't much use for the church and are not strong about many things that traditionally have passed for piety. But at least you do care about this Nation and are good citizens. Then listen to John Ruskin on the downfall of Venice. "The decline," he says, "of her political prosperity was exactly coinci-

dent with that of domestic and individual religion."

Unless the finer ideals of American and Christian family life can be maintained in this country, we are almost certain to see a reduplication of that ancient and oft-repeated story of downfall.

PROTECTION OR ATTACK.

A program which professes to aim at "the further protection of employed children fourteen and fifteen years of age" takes on a queer look when it proposes to lower existing standards. Yet this proposal is made in the course of the "National education and employment program" put forward on behalf of the National Association of Manufacturers.

For instance, this program would prohibit night work for children under 16 after 9 o'clock. In almost every part of the country this provision would be a step backward, since three-fourths of the states have abolished night work in factories for children after 7 o'clock. Moreover, the association's program speaks of children employed in mining. It is generally recognized that no person under 16 ought to be allowed to work in a mine, and almost all the important mining states have prohibited such work.

The association's program would also allow the employment of children under 16 who had completed the sixth grade, and it would allow this employment regardless of the higher educational standards of individual states.

Parts of the program presented by the manufacturers' association are excellent. Such, for example, are the requirement of an employment certificate issued under state authority for every job applied for under a different employer and the requirement of a physical examination preliminary to any change of employment. These advances ought not to be jeopardized by proposals which could result in nothing but a serious weakening of the safeguards which have been thrown around children at the cost of great effort.

The simultaneous opening of the Spanish and Irish legislative assemblies presents a sharp and significant contrast in the ways of dictatorial and democratic governments. At Madrid the new national assembly came into being exactly according to schedule, went through the perfunctory motion of declaring its confidence in Premier Primo de Rivera and settled down to work without exciting any marked interest upon the part of the Spanish people. In Dublin the Dail Eireann opened under quite different circumstances. A bitter three-hour debate,

in which President Cosgrave was stung to anger by hearing himself assailed as a renegade Irishman ruling the country in the interests of Great Britain, preceded his re-election to the presidency of the Executive Council by the narrow margin of six votes. His political future is as insecure as that of Primo de Rivera is secure, and the sessions of the Dail are bound to be as stormy as those of the Spanish Assembly are orderly. But this contrast of externals is no criterion of the condition of public opinion in the two countries or of their future development. Whatever may be the faults of Irish politics, that nation now presents the spectacle of a divided people fighting its battles on the floor of its legislative assembly. This development is as great a surety as we can have that Ireland is in a position to work out its destiny along lines determined by the Irish people and by peaceful methods. In Spain we have no such surety, and, despite all that may be said of the dictator's rule, it is unfortunate for the country that his control of the Assembly and of the press has resulted in the political lethargy of the Spanish people. If they are ever aroused from this lethargy and decide that they should like some hand in the determination of their destiny they would find themselves barred from peaceful agitation for their aims.

"What kind of noise annoys an oyster?" This age-old question has assumed new significance as the result of certain experiments conducted by the Geodetic Survey, which found, to its discomfiture, that oysters became greatly annoyed by the explosion of submarine bombs innocently set off in an attempt to work out a ship's position in the waters off Cape Lookout, N. C. In fact, the oysters became so greatly excited at this disturbance that the click of their shells foiled the experiments. The scientists of the Geodetic Survey, carefully listening for the explosion of the submarine bombs, heard nothing but the protesting oysters. The echoes of this protest of the mollusks have now reached Europe, but the London Times will accept no such prosaic explanation of the phenomenon as that the oysters were merely clicking their shells. It points out that on the authority of Sheridan an oyster can be crossed in love and that the animals might well have been expressing the agonies of unrequited passion or that, in view of their notoriously bedridden condition, they might have been snoring. Perhaps, but we believe that it was the submarine bomb which awakened their protest and that the whole affair is simply proof of the hitherto hypothetical statement that a noisy noise annoys an oyster.

Common impressions may be as mistaken as they are general. There is the idea, for instance, that the conditions under which coal miners work militate against their health. Formerly this was true, but a physician writing to the London Times points out that nowadays, owing to artificial ventilation, the air in mines is generally good. Moreover, the hours of work are short. The miner works hard while he does work, but he has a short work day and many holidays. In fact, the number of holidays in this country has been regarded by the miners themselves as excessive. One of their demands has been for a larger number and a greater regularity of working days. It has sometimes been thought that there were diseases peculiar to miners. The British physician states that he knows of no such disease or of any disease from which they suffer more than others. In his opinion, supported by vital statistics, the conditions of miners' work are as favorable to health as those in the occupation of any other workmen. Miners on either side of the water have their grievances, traceable to the disorganization of the industry with which they are connected, but on the score of healthfulness they have smaller ground for complaint than some other groups of workers.

Much has been written concerning the dubious rewards of literature as a profession, but it has remained for Count Witte, grandson of Count Sergius Witte, Minister of Finance and Premier of Russia under Czar Nicholas II, to publish the comparative monetary returns from writing books and waiting on table. The count at present is a waiter in a New York hotel. He says: "I find the job of waiting is a very remunerative field, and I often make \$25 in tips in a few days, whereas as a writer—I have written two books in Italian and have published eighteen descriptive articles on Russia—I could earn only about \$25 a week." These figures indicate that the profession of waiting is two or three times as profitable as that of writing. And there are other advantages in being a waiter. When a man orders a dinner the waiter carries it in and his tip is assured. But when a writer finishes a book he must find a publisher, endure the merciless faultfinding of that publisher's reader and in the end learn that his text book will probably be better appreciated by the public. Count Witte has chosen the easier way to make a fortune.

"I want ambitious men in my establishment," remarked a business man the other day. "The employee who sees nothing ahead of him is apt to find something unpleasant close behind him."

GOING BACK TO WILDERNESS.

Population and Depopulation of Michigan Several Times.

It is hard to think of Michigan as being populated, then going back to wilderness, and then being again populated. That is exactly what has happened at least four and probably five times. Two of these times the depopulating has been in sections at a time, but two of them covered practically all of the State. One of these was after the Iroquois massacres of 1649. There was a settlement on St. Martin's Island, in the mouth of Green Bay, until 1654 and there were traces of scattered Indian settlements after that along the water course across by the way of Lake Michigamme to Keewenaw Bay, with the Sioux holding their own in the extreme Northwest. All the rest of both peninsulas went back to wilderness in fear of the Iroquois. Indians of the Lower Peninsula ran away to what is now Wisconsin and further West. In a few instances adventurers' trails are crossed, but they were nearly all of a type of men who tied to nothing, stood for nothing and accomplished nothing. There are some indications that Indians went to the Soo to sell their furs in 1654 and some writers have tried to maintain from this that that should be given as the real date of settlement there. The only backing for such a claim is the fact that certain Indians took their furs there to sell. In thinking of this we must also think about the fact that the Iroquois made as an excuse for their massacres their own agreements with the Dutch at Albany, to secure this trade for the Dutch, and the idea that some of these adventurers might have made a spasmodic attempt for trade. Whatever it was there was nothing permanent in results which led toward settlement. The Iroquois drove out the French and destroyed the very trade they had promised the Dutch to secure for them. That this attempt of the Dutch to secure this trade had been on for years is proven by the fact that Brulo, the first white man in Michigan, whom we studied in one of these articles some months ago, left receipts which show that he was paid what would be about \$200 by French traders to use his influence with the Indians to send their furs by way of the Ottawa route to Three Rivers and other French ports on the St. Lawrence.

With the beaver trade gone the French settlements on the St. Lawrence were thrown into the worst possible conditions. The fur trade was the one business project upon which they were built and all source of revenue. The home land had all it could care for in the wars then in progress and could render no assistance. The victorious Iroquois carried their war of extermination to the very gates of their strongest settlements, which were besieged. It was utterly unsafe for anyone to be caught outside the village palisades. Starvation stared them in the face unless crops could be produced.

Into this condition came the news that the victorious Iroquois had turn-

ed upon their own allies, the Neutrals, and had annihilated them. Whole villages had been put to death, including men, old women and children. Only the young women were saved and they were adopted into the Iroquois tribes to become the wives of their captors.

Into this somber sunset of French ambitions in America there shot like an unexpected bolt of lightning a condition for which no one could account. In 1654 there appeared before the gates at Montreal a delegation of Iroquois warriors who sought for peace.

To understand this sudden change of the Iroquois we come back to that small part of Michigan which yet had a resident population. About the islands and Western shore of Green Bay were gathered several bands of refugees embracing Hurons whom we have heretofore studied, Ottawas, Potawamies and two or three others. This force was organized by an old chief who prepared for what he saw as an inevitable attack to come. He had scarcely completed his defense preparations before a scouting party which had been sent out brought word that the enemy was advancing in their direction. The advancing war party was estimated at 1,000 warriors when they went through the Strait of Mackinac. The fort at Green Bay proved too strong for them and they were driven back. A new disaster awaited them when they retreated. In the mouth of the bay a storm struck them with such fury that there was no more a thought of attack at what had been their object when they started. Another source of great loss, too, was the capture of Chief Ononkwaya, one of the greatest warriors the Iroquois ever had. Indian like, the possession of so great a chief was but the chance for torture for the allied refugees. He was placed upon a platform erected for the purpose and a fire built which would just roast him by degrees. Managing to get loose he attacked his tormentors with almost superhuman energy, throwing two of them into the fire. Then followed such an orgy as even Indians seldom allowed. The Iroquois, however, made no complaint, nor could his captors bring from him a groan. Believing as nearly all the American Indians believed, that when one eats of meat he partakes of the character of the animal he is eating, their victim was scarcely dead before his tormentors tore him piece by piece and ate his body.

Just where this decisive battle was fought has never been determined definitely. Some claim that it was on one of the islands in the Mouth of Green bay, others that it was at various sites along the shore of the main land, between what is now Escanaba and Menominee.

After the storm which did its worst for their retreat the Iroquois divided into two parties.

One party went up the St. Mary's river to Bowating, (the Soo) where they killed and captured quite a number of Chippewas. Portaging around the rapids they stopped at the point which has since been known as Iroquois point to torture and eat their

victims. Knowing that the Iroquois considered victory so complete that they would gorge themselves and then grow careless the Chippewas rallied and silently surrounded the festive camp. As they expected they found the Iroquois asleep and the surprise resulted in their annihilation. Their bodies were left for the weather and wild beasts. One Iroquois was saved alive. His nose and ears were removed and he was sent back to his people with a warning.

The other half of the invading Iroquois went down the Western shore of Lake Michigan, where they were met by a band of the Illinois Indians and fared about the same as the party which went to the Northward, except that the Illinois Indians sent three mutilated warriors back home instead of one.

It was the arrival of these warriors in shame that sent the peace party to the French, but the reason was not known to the French for several months.

A. Riley Crittenden.

This Doll Holds Handkerchief.

A child's handkerchief item which the manufacturer says is taking particularly well for the holiday trade features a doll, purse and handkerchief combined in one. The body of the doll is of printed felt, its head being the only stuffed portion. Attached to the back is a small snap purse which holds a handkerchief with colored edges. The doll is available in a choice of four bright colors, they being red, green, orange and tan. It wholesales at \$2.65 a dozen.

Novelty Suspenders Are Popular.

An active demand for novelty suspenders is reported, orders for the holiday season being particularly satisfactory. Two-tone color combinations in fancy patterned webbing and white braided ends are outstanding in the merchandise. Volume business is done in numbers to retail at \$1.50, although many of the higher-grade shops get a good turnover of suspenders retailing up to \$5. The young men's trade is supplying much of the demand.



WHEN YOU'RE AT HOME ALONE do you enjoy that sense of security that is afforded by an extension telephone close at hand? Friends—or aid—can be summoned at an instant's notice, without going to another part of the house to telephone.

**MICHIGAN BELL
TELEPHONE CO.**

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

The architect of this department had occasion last week in Out Around to describe the questionable methods pursued by the so-called National Business Brokers Corporation, of Indianapolis, in soliciting money in advance for undertaking to effect sales of mercantile properties.

It now appears that the pretentious name assumed by the concern is somewhat misleading because the ownership is vested in one man—and his name is Wolf.

Noting that three bank references were given by the concern, we wrote the banks, enquiring if they were entirely convinced that the names of the banks should be permitted to be used in this manner. One of them immediately replied that the concern had been requested to close its account at that bank and refrain from using the name of the bank in any connection on its printed matter.

A letter of enquiry to our Indianapolis correspondent resulted in the following interesting information:

Indianapolis, Oct. 15—This concern is headed by Ferd G. Wolf, owner and general manager, with headquarters at Columbus, Ohio. It is not incorporated. It is supposed to have been started in 1925. The Indianapolis office is advertised as the Western division. They are supposed to have an Eastern office at Harrisburg, Penn.

The Indianapolis office was started by Wm. Earl Palmer, who in a short time withdrew and endeavored to start an office of his own under the name of the National Business Brokers. Palmer claimed that he quit because he did not approve of some of the methods used and requested of him. He made the statement that Wolf instructed him to run advertising in smaller papers where it would be cheaper and yet answer the purpose. Palmer, however, was accused by Wolf of taking with him records of prospects and selling their listings and attempting to bank the money in his own name. Payment was stopped on his checks and he soon left town.

The local office was then taken over by a man named B. J. Ward, who was supposed to have been a salesman for them at Columbus. Ward tells this office that salesmen receive 40 per cent. of the "retainer" fee for getting listings, and that their lowest man makes \$450 per month, and from there on to \$1,000 per month. He claims to have been with the company less than a year. Ward told this office about many offices in several places, but on further questioning, could not name any definite places that they are located other than Columbus and Indianapolis.

The Columbus Better Business Bureau claims to have received numerous complaints about their methods of operation, which is to send circular letters broadcast over a territory, in which letters they state that they can sell your business quickly. They maintain that you can get a good price for your business and now is the time to sell, as many buyers are interested. Through this method they secure prospects of those interested in selling their business and on these prospects they call personally and endeavor to secure advance "retainer" fees, which they claim are for advertising purposes. In fact, a large percentage of these fees go to the salesman or the solicitor securing the listing.

Recently the Columbus Better Business Bureau had an interview with Wolf, in which Wolf stated that he

was sole owner and that the company was not incorporated. That he has been having some difficulty in arranging to give some reputable organization as reference. Two financial institutions of Columbus asked him to desist giving them as reference. We are informed that he then gave Bradstreet until they suggested that he discontinue this practice. Another commercial agency in Columbus suggested that Wolf would have to pay some old personal bills before they could permit him to give them as reference.

Wolf, in the interview, agreed with the writer that to supply me with a list of businesses sold would be the best answer to the question as to accomplishing results. I assumed that he would present as pretentious a list as possible, as there was no time limit fixed. He submitted a list of nine businesses that had been sold by his company, three at Columbus, Ohio; one at Rising Sun, Ohio; one at Dresden, Ohio; one at Clarksburg, W. Va.; one at Indianapolis; one at Richmond, Ind., and one at Knightstown, Ind. From the advertising done by this concern, it would seem that they have listed hundreds of businesses, with only the above results.

It would, therefore, appear that the principal objective of the concern was to secure listing fees.

Read the Tradesman Forty Years.

Muskegon, Oct. 18—It is around forty years since I first came in contact with your paper when working for John Canfield, of Manistee, at Luther. Edson, Moore & Co.'s man used to sell us dry goods. From there I went over to Sanilac county and took up mercantile work. I never got a bill of goods from that house without a copy of the Tradesman in the case. In your last issue I see the names of P. L. Graham, of Crosswell, and John Streater, of Applegate, who are my friends and old neighbors. Other news from there was very refreshing. I moved to Muskegon some eighteen years ago. My son was in the grocery business and I induced him to take your paper, so I see every issue, and I am going to give you credit for helping me make a fine man of him. His success is based on a number of ideas grasped from the Tradesman from time to time. Your week end trip in the last issue was O. K., as I am very familiar with every foot of Muskegon county. In my opinion, it is the coming section. C. D. Parsons.

Demand For Chinese Laces Fair.

Most of the business being done in Chinese laces is in the filet, crochet and venise types. Fair orders are being placed by the underwear and neckwear trades, it was added, while retailers are buying small quantities from time to time as their needs require. The natural shades are in most demand. Prices have been holding steady for some months and despite the unsettled political conditions in China no difficulties in shipments are noted.

Vestees Are in Great Favor.

An active demand is reported for lace and silk vestees. Lace collar and cuff sets are also said to be taking well, as are similar styles developed in silk. In neckwear the best selling items are panel collars of lace and georgette. In the lace merchandise mentioned ecru is the outstanding shade, while in the silk numbers the preferred colors are white, tan and red. Cooler weather is expected to stimulate retail buying.

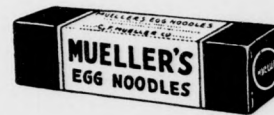
To understand a hard job is to show you have a trained mind.

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

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.

MOVEMENTS OF MERCHANTS.

Crystal Valley—Roy Nielsen has engaged in the shoe business.

Buchanan—O. A. Barr has opened a shoe and shoe findings store here.

Plymouth—Paul Hayward has engaged in the boot and shoe business.

Holland—Harvey De Vries succeeds M. J. Fokker in the grocery business.

Sault Ste. Marie—The Hotel Ojibway will be opened to the public about Nov. 15.

Fennville—Roblyer & Van Hartsema succeed Chellman & Son in the grocery business.

Detroit—Nathan Saperstein, 3401 Buchanan street, boots and shoes, has filed a petition in bankruptcy.

Detroit—Belle Nelson, dealer in shoes at 1009 Westminster avenue, has filed a petition in bankruptcy.

Detroit—Jacob Biennenstock, dealer in boots and shoes at 10518 Plymouth Road, has filed a petition in bankruptcy.

Detroit—The Ebling Creamery Co., 6315 Trumbull avenue, has increased its capital stock from \$150,000 to \$225,000.

Ellsworth—Banks Township Marketing Association, has changed its name to the Ellsworth Co-Operative Association.

Detroit—The Arthur Dove Co., manufacturer of paints, etc., has removed its business offices to 555 Going street, Pontiac.

Detroit—The Bennett-DeBruyn Seed Co., Inc., 220 West Woodbridge avenue, has changed its name to the Bennett Seed Co.

Kalamazoo—Daniel Crowley, proprietor of the East Side Department Store, East Main street, has opened the South Side Department Store, at 1348 Portage street.

Detroit—The Michigan Kosher Provisions Co., has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in, \$500 in cash and \$2,500 in property.

Gladstone — The Consumers Milk Products, 801 Delta avenue, has been incorporated with an authorized capital stock of \$10,000, of which amount \$9,000 has been subscribed and \$7,000 paid in in cash.

Hillsdale—S. M. Hull, proprietor of the Hull Electrical Co., has sold the stock to A. C. Lowe, who will continue the business at the same location, dealing in all kinds of electrical fixtures and appliances.

Monroe—The dry goods business of George C. Kirschner, 33 Front street, which has been undergoing financial reorganization, has again been opened for business at the same location, under the style of Kirschners.

Detroit—The Rothfuss Motor Sales, Inc., 6520 Michigan avenue, has been incorporated with an authorized capital stock of \$75,000, \$30,000 of which has been subscribed and paid in, \$10,000 in cash and \$20,000 in property.

Flint—The Michigan Coal Distributors, Inc., has been incorporated to deal in fuel of all kinds at wholesale and retail, with an authorized capital stock of \$25,000, of which amount \$2,500 has been subscribed and \$1,000 paid in in cash.

Charlotte — The Charlotte Studios, 120½ Cockran street, has been incorporated to deal in apparel, bedspreads and novelties, with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,831.39 paid in in cash.

Flint—The Independent Brokerage Co., 1502 Davison Road, has been incorporated to deal in groceries, food stuffs and household supplies, with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and \$5,000 paid in in cash.

Dundee—The Raisin River Muskrat Association, with business offices at 515 Pontiac Bank Bldg., Pontiac, has been incorporated with an authorized capital stock of 10,000 shares at \$1 per share, \$10,000 being subscribed and \$2,500 paid in in cash.

Ypsilanti—Lindbert & Gourley, automobiles, parts and supplies, have merged the business into a stock company under the style of the Lindbert Auto Co., with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The Universal Service Corporation, Maccabee building, has been incorporated to deal in food, fuel and clothing at wholesale and retail, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$8,500 paid in in cash.

Ann Arbor—V. J. McCrumb, former grocer and of recent years engaged in selling auto tires and accessories, has purchased a building across the alley from his present location on South Ashley street and will elevate autos to safe parking spaces on the several floors.

Detroit — The Wayne Bottling Works, 3601 Hancock avenue, East, has merged its business into a stock company under the same style, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$3,000 in cash and \$27,000 in property.

Ishpeming—Albert Bjork has purchased the undertaking and hardware stock of his father-in-law, John E. Lindholm, First and Pearl streets, and will continue the business under the style of Bjork's Undertaking & Mortuary and the hardware business under his own name.

Laingsburg—The Hoyt Lumber Co. has sold its lumber yard back to its former owner, Emil Lee & Co. and has purchased the Lowell and Middleville yards of Dessert & Brown and will continue both yards under the style of the Hoyt Lumber Co., with headquarters at Lowell.

Detroit—G. Viviano, Inc., 2383 West Fort street, has been incorporated to deal in food products, beverages, etc., at wholesale and retail, with an authorized capital stock of \$50,000, of which amount \$15,000 has been subscribed and paid in, \$695.20 in cash and \$14,304.80 in property.

Manufacturing Matters.

Adrian—The Simplex Paper Corporation has increased its capital stock from \$200,000 to \$300,000.

Flint—The A. C. Spark Plug Co. has let contracts for a new Faience tile plant on the Davidson road, the new unit to be 84 by 360 feet.

Adrian—The plant of the Kewaunee Manufacturing Co. is working at full capacity, with eighty-five on the payroll. The product includes chemistry tables and manual training benches for high schools and other high school fixtures.

Sturgis—The Harter Rolled Metals Co., formerly of Goshen, is operating overtime. This concern asked for nothing except to be moved and the trucks of twenty-five Sturgis firms made sixty-six trips to Goshen for factory equipment.

Detroit—The Bendix Brake Co., 3044 West Grand Blvd., has been incorporated to manufacture and deal generally in automotive brakes, with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in in cash.

Grand Rapids—The O-So-White Co., 30 Ion a avenue, S. W., manufacturers of washing powder, soaps, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000 of which amount \$25,000 has been subscribed and paid in, \$1,000 in cash and \$24,000 in property.

Hamilton—The plant and stock of the Tromp Manufacturing Co., manufacturer of furniture, was sold in chancery court to Sheriff Ben Lugten and John Kolvoord, who held mortgages on the plant. The purchase price was \$10,000, and \$2,427 is to be paid to the creditors. A stock company will be formed and the business continued.

Detroit — The Automatic Coffee Creamer Co., 407 East Fort street, has been incorporated to manufacture and deal in automatic coffee creamer and other hotel and restaurant equipment, with an authorized capital stock of \$30,000 and 1,000 shares at \$1 per share, of which amount \$17,600 has been subscribed, \$8,024.86 paid in in cash and \$6,775.14 in property.

Adrian—The Simplex Paper Co. has started construction of a new concrete and tile building, at the Palmyria plant of the company, where a new paper machine in the manufacture of chip board will be installed. The expansion will afford employment for about thirty men and will eventually lead to the construction of a new container factory in Adrian. The Robb Ott Co., of Adrian has the contract for the construction of the new unit. The program will require expenditure of about \$100,000.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: John F. Ivory Storage Co., Detroit. Automobile Underwriters, Inc., Detroit. Silent Guard Corp., Grand Rapids. United Wire & Supply Co., Detroit. Baker-Smith & Co., Lansing. Center Theater Co., Royal Oak. River Rouge Provision Co., River Rouge.

Godley-Dearing Motor Sales Corp., Ypsilanti.

Detroit Excavating Co., Detroit. Kenmoor Hardware Co., Redford.

Bentley, Kennedy & Marks, Detroit. Dan-Beck Motor Sales, Inc., Detroit.

Michigan Manufacturing Co., Vicksburg.

Yehr-Lange Co., Milwaukee, Wis.-Detroit. Wenona Beach Co., Bay City.

The Salmon Misbehaves.

The salmon of Alaska have played a rather scurvy trick on Secretary Hoover, regarding the recent reports of a fish decrease in the pack of that fish. For years he labored to enforce adequate conservation measures in the waters of the Territory. Cannermen and native fishermen were in conflict; the old regime of hook and line and net rebelled against the new order with its monstrous traps and "Iron Chinks." The halls of Congress rang with the rival claims. Finally, Mr. Hoover got a law giving the Department of Commerce adequate control, and in 1924 restrictive measures were put into effect up and down the coast, suited to the vagaries of the different runs of salmon. Last year the pack of "pinks" proved the largest on record, and it looked as if the regulations had borne fruit. But salmon have a way of confounding those who would impose artificial bounds and seasons on their strange life course, and this year the pack has dropped.

What became of the 50,000,000 salmon that failed to put in an appearance on schedule? The Acting Commissioner of Fisheries thinks that somewhere in the ocean depths, where the salmon make their unknown home, there must have been a "cataclysmic upheaval" which destroyed them. Certain it is that the condition is not local. All the Pacific Coast fisheries are affected, in British Columbia as well as in Alaska. The canning industry is facing great losses, and Delegate Sutherland has appealed to President Coolidge to take measures which will save from destitution those residents of the Territory who depend on it for their livelihood. Naturally, that is a somewhat difficult task, because, while the Government wants to see no hardship imposed on the natives, it must impose stricter regulations than ever in order to make sure that enough fish reach the spawning grounds to replenish the supply.

Commissioner Radcliffe may not find acceptance for his marine earthquake theory. Many who know the Pacific salmon will be content to set down their disappearance as simply another of their inscrutable ways. Why does a salmon rise for the fly? He doesn't want to eat it. He feeds in the ocean never in the rivers where the fisherman lies in wait for him. Why does he always, or nearly always, return to the river where he was born? In what reaches of the sea does he spend the long months of his adolescence? These are mysteries which science has not yet fully explored. In all of natural history there is no more romantic life history than that of the salmon, particularly the Pacific Coast salmon. And what a magnificent sacrifice he offers in the end to the perpetuity of his race! At Caribou Crossing, on the Yukon, 2,250 miles from the sea, are to be found the spawning grounds of gaunt and emaciated salmon, bruised and buffeted by the hardships of that terrible journey, their fins mutilated, their eyes blinded, their bodies but a bag of skin and bones, ready, when the spawning act is accomplished, to die, as all of them do, and float back tail foremost toward the sea whence they came.

Essential Features of the Grocery Staples.

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

Tea—The market has been rather quiet during the past week, business being nowhere near as active as it was some time ago. India teas are a little easier than they have been. Ceylon Pekoes are, however, even firmer than they have been on account of scarcity.

Coffee—The market for Rio and Santos coffee has firmed up slightly during the past week. The cause is entirely the representations of Brazil that she will be able after all to finance the large new crop. The market for all varieties of Rio and Santos is probably a quarter cent above last week. Any day, however, the market may turn again, if it develops that the crop is likely to be unmanageable. Milds are unchanged from last week. The jobbing market on roasted coffee is feeling the new firmness a little, but without any marked movement.

Canned Fruit—The market is uneventful since trading is limited by the offerings of canners. There is a disposition to buy many items, but lack of offerings and stiff prices hold up confirmations.

Canned Vegetables—One of the few canned foods to be out of line with others is tomatoes. Some canners have been willing to liquidate at inside prices which their competitors have met, resulting in a lack of advances when many other packs were hardening. This is strange in view of the stronger market in the Middle West and in California. Corn, peas and minor vegetables are very different. Maine corn packers are determining their deliveries. Some will make an 80 per cent. delivery on Crosby and Golden Bantam and others will do a little better or not so well. One of the largest by acquiring new factories expects to make a 100 per cent. delivery. That does not mean an 80 per cent. pack compared with last year, for such is not the case. All canners have reduced acreages and they sold conservatively on contracts. The corn pack of the entire country has been greatly curtailed. Just how much it is impossible to say, but a number of factors figure that no more than 8,000,000 cases have been produced against about 25,000,000 cases last year. That is a substantial cut, no matter what carryover may have existed at the beginning of the season. Canners are bullish as to the future and so many have been talking of sharp advances, that already a word of warning has been spoken to check the drift of the market to such a high level that an overpack will follow in 1928. Canners themselves are advocating a safe and sane price and a safe and sane pack for next year. There has been no excitement in peas during the week. The market is more active on standard sweets and Alaskas than in other grades as these constituted the smaller end of production. Many buyers have the idea that there will be plenty of extra standards and fancy and they are slow just now to buy those grades. Canners are not pressing sales, as they think that the strength in the one grade will spread strength to the others

when standards can no longer be had in volume from first hands. Liquidation of the grades in more abundant supply has already been partly accomplished by forcing buyers to take assortments.

Dried Fruits—The dried fruit market has so far worked out more satisfactorily than anticipated during the time when new crops were first offered. The shipping season has been delayed beyond normal and with a safety first policy in contracting for carryovers, there have been less than the usual supplies of staples in jobbing markets. While there may be plenty of old pack California prunes and raisins on the Coast. Eastern markets are understocked and will be for several weeks to come. There has been a good cleanup of jobbing holdings, and even now shortages have existed which have had a healthy effect upon merchants. No sacrifice sales have been necessary, due to over supplies, while the consumer demand has been far better than in average seasons when the price level was on a higher plane. The spot market is firm in all dried fruits and all products are selling at full list. Moreover there is a constant movement toward the retailer in which all packs come in for buying attention.

Canned Fish—The fish situation has not varied during the past week. Salmon trading is limited by the scant offerings on the Coast. There are very few pinks or chums to be had, with medium reds more abundant than other types and with reds following. All postings state that reds will look cheap later on and because of a short pack there is no pressure to sell. On the spot the market is at former quotations, with moderate supplies for quick deliveries. Maine sardines have been advanced by some canners and there is no desire to sell freely because of the short pack to date and the likelihood of a greatly reduced output this season. The California market is firm in tone, especially on the larger sizes. Tuna is classed among the firm items as there is only a comparatively small supply in sight. Some increase had occurred on the spot and more goods are in transit, but they cannot be duplicated at the source and there is no sacrificing of goods in any position. Shrimp canning has been delayed by rough water and there is some fear that not much will be accomplished by canners during the balance of the season. Crabmeat is quoted irregularly because of difference in quality. Smart buyers are passing up the choice offerings which are marked fancy and pay a premium for goods which are strictly up to their critical requirements.

Nuts—The first cars of new crop California walnuts have been received and have been moved out to the jobbing and retail trade. Quality was up to the high standard of the first express shipment. There has been hearty response to opening prices of packers, especially of the grades which can be featured by chain and other retail stores at popular prices. The association has withdrawn on Emerald large and medium budded as it is sold out. Mountain Naple walnuts have been delivered, but the outlook is for reduced supplies of foreign walnuts this sea-

son on account of the large crop in California which was offered on so low a price basis that foreign nuts, with their high duty, will have difficulty in competing. Sorrento walnuts are not due until early in November. The demand for other nuts in the shell improved last week as delayed orders, caused by warm weather and the uncertainty of the opening of walnut prices, have begun to come in from interior markets as well as from the local trade. There is a better demand for Brazil nuts which has checked the tendency for some weak sellers to crowd the market.

Beans and Peas—The demand for all varieties of dried beans is poor. Business is very sluggish and practically the whole line is still in buyers' favor. No item is any more than steady and most items are not even that. Dried peas also dull.

Cheese—Offerings of cheese during the week have been light and the market has been firm. The demand fair.

Rice—Stocks in jobbing circles are light for the season and as there has been conservative buying for mill shipment the outlook is for no excessive holdings here in the near future to cause weak sellers to cut prices. Quotations have been maintained and while millers assert that the low point of the market has been reached and that it is a favorable time to anticipate the future, the buying trade has been slow to accumulate for its later needs.

Salt Fish—The continued warm weather has put a crimp in the demand for mackerel, which is essentially a cool weather fish. The demand has been very poor during the past week, but the market remains steady, on account of the light stocks of everything in foreign and domestic mackerel.

Syrup and Molasses—The sugar syrup situation is unchanged from last week. The market is steady and the demand fair. Compound syrup selling well at unchanged prices. The demand mostly in small lots. Molasses is unchanged, the demand being fair, but not very active.

Review of the Produce Market.

Apples—Wealthy, Shiawassee and Wolf River, \$1.50@2 per bu.; Western Jonathans, \$2.75 per bbl.

Bagas—Canadian, \$1.75 per 100 lb. sack.

Bananas—7½¢@8¢ per lb.

Beans—Butter, \$3 per bu.

Beets—\$1.50 per bu.

Butter—The offerings of butter have been rather light during the week and the market for the most part was steady, but later the demand fell off for some reason. Undergrade butter is selling very quietly. Jobbers hold June packed at 43¢, fresh packed at 44¢, prints at 46¢. They pay 24¢ for No. 1 packing stock and 12¢ for No. 2. Cabbage—\$2 per 100 lbs.

Carrots—\$1.25 per bu.

Casaba Melons—\$2.50 per crate.

Cauliflower—\$2 per doz.

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

Cocoanuts—90¢ per doz. or \$7 a bag.

Cucumbers—Hot house, \$2 per doz.; garden grown, \$2.50 per bu.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$5.90
Light Red Kidney ----- 7.25
Dark Red Kidney ----- 7.00

Eggs—Fine fresh eggs are still scarce and firm, with the demand taking everything that comes forward. The only change has been an advance of 3¢ per dozen during the week. Undergrades quiet and dull in spite of the firmness of the better grades. Local jobbers pay 46¢ for strictly fresh. Cold storage operators are playing out their supplies as follows:

April firsts ----- 37¢
May firsts ----- 34¢
May seconds ----- 30¢
Checks ----- 28¢

Egg Plant—\$2.25 per doz.

Garlic—30¢ per string for Italian.

Grapes—Calif. Tokays, \$1.85 per crate; home grown Wordens and Concord, \$2.25 per doz. for 4 lb. baskets; Niagaras, \$2.50; Delawares, \$3.

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

Honey Dew Melons—\$2.50 per crate.

Lemons—Quotations are now as follows:

300 Sunkist ----- \$13.00
360 Sunkist ----- 13.00
360 Red Ball ----- 12.50
390 Red Ball ----- 12.50

Lettuce—In good demand on the following basis:

California Iceberg, 4s, per bu. -- \$3.25
Outdoor leaf, per bu. ----- 1.25

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 are now 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, 75¢ cheaper.

Pears—\$2.50 per bu. for Bartletts.

Peppers—Green, 40¢ per doz.

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

Potatoes—The market is fairly strong on a basis of \$1.25 per 100 lbs. at most Northern Michigan buying points.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 20¢
Light fowls ----- 12¢
Heavy Broilers ----- 21¢
Light W. L. Broilers ----- 18¢
Quinces—\$3 per bu.

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

Spinach—\$1.25 per bu.

Squash—Hubbard, 4¢ per lb.

Sweet Potatoes—\$3.25 per bbl. for Virginia.

Tomatoes—\$2.25 for 10 lb. basket of hot house.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 18¢
Good ----- 17¢
Medium ----- 16¢
Poor ----- 12¢

DIAMONDS UNDER DOORSTEPS

Foolish Merchants Who Overlook Neighborhood Business.

He was a merchant, and a successful one, as "success" goes among retail merchants in this year 1927. Which is just another way of saying that he discounted his bills, without remarking that he had decided to make the old flivver do for another year.

He owned and conducted a store located in the very center of the community in which was being circulated the community newspaper which it was my lot to conduct at the time. We had come to be quite intimate in our friendship, which made the occasion of my call mutually painful. I had decided that it was my solemn duty to his cash register to sell him some advertising; and he believed it his duty to the same institution to turn me down.

Some advertising salesmen are persistent in spite of friendships; others, because of them. I have been guilty of both considerations at the same time. If you are a merchant who values both friends and private peace of mind, restrict the former to nominal limits in business for the sake of the latter.

It has been my experience, when out gunning for column space, that very few merchants, indeed, are to be caught beyond running reach of the nearest alibi. Try as you may to drop him in his tracks, before you can draw a bead on him and press the trigger, he has scuttled under cover and gives you the giggle behind his favorite excuse. This was his:

"If I had to depend upon my neighborhood business, I'd go broke. My trade comes from all over Grand Rapids; and this community means no more to me than the other end of the city. Our scope is city wide."

No doubt, this chap really thought he was quite an enterprising business man; and, now that I think of it, his alibi does sound well on first reading. But the fact of the matter was that, whereas he had exactly thirty-seven competitors in the city, the advertising medium which I offered him covered just one-eighth of the entire population of Grand Rapids. Despite his alibi, the fact remained that the people of his community were requiring of his line of merchandise at least four times as much as he was selling. Yet, if he had to depend on his home neighborhood, he would "go broke."

The other suggestive fact of the matter was that his business could not afford the expense of a sustained city wide coverage, with the consequence that he was able to achieve only a very occasional broadside, which acted much like a sawed off shotgun on long range target practice. He scattered all over the State of Texas, but he couldn't hit the bullseye. It was to be admitted that he had rather roomy ideas for the size of his hatband; but, for all his ambition, he had to learn that there was such a thing as extensive advertising for the big merchant; but there was also such a thing as intensive methods for the smaller one.

In the circle of retail business, the

egotist of the first water is quite often easily identified by the expression of an opinion that his business is too big for his community.

An Expert Opinion.

The wisest Man whose feet ever trod this mortal sod of ours gave us a suggestive hint in this question of the neighborhood's magnitude. It was Jesus of Nazareth who dismissed the subject of national loyalty with the single sentence, "Render unto Caesar the things that are Caesar's," but it was this same Christ who required eight verses of concentrated Gospel to deliver his instruction to men regarding their neighborhood's importance and their duty to their community.

If you would get the Saviour's slant on this seemingly unimportant unit, the neighborhood, consult the tenth chapter of Luke's Gospel. Note, first of all, that the story of the Good Samaritan was given in answer to a challenge from one who would "justify himself." He who would dodge the force and identity of his neighborhood must seek an alibi.

Read the story. Does it not declare that the priest and the Levite were too big for their neighborhood? And has not the lowly and despised Samaritan endeared himself to the hearts of Christendom these nineteen hundred years, all because he was not above respecting the claims of those of his immediate neighborhood?

Reading which, we are caused to reflect that he who would pass his nearest neighborhood by with a gesture is guilty of a prime conceit; for, after all, when the failing retail merchant peers closely at the signature at the bottom of the notice which the sheriff has tacked on his door, he may read between the lines the handwriting of those of his own, immediate neighborhood whose patronage he may have treated lightly in a feverish effort to crane his neck over the fence, and nip the greener grass of another pasture not his own by the edicts of economy.

The wise merchant will do well to remember that if the backbone of his business is not local, he is fighting against odds. Two mile deliveries cost more than one mile, and it takes greater inducements to draw people from far than from near. Extensive reaches of patronage are always desirable, after the immediate radius has been thoroughly cultivated. Outward growth is timely, after one has taken deep root in the home soil. But he who goes out of his way to assume the added resistance of distance in merchandising, without first having exhausted the possibilities of his immediate locality, needs to learn the vital importance of sensible sequence—intension first, then extension.

W. H. Caslow.

Novel Way To Set Man Aright.

A man went to a newspaper office and complained that his death had been announced erroneously.

"Well," said the editor, "we never contradict anything we have published, but I'll tell you what I'll do. I'll put you in the births column to-morrow and give you a fresh start."

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Oct. 7.—On this day was held the final meeting of creditors in the matter of Harry E. Fouts, Bankrupt No. 2857. The bankrupt was not present in person, but represented by attorney Dorr Kuizema. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to labor claims of 8 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Alice S. Vaughan, Bankrupt No. 2738. The bankrupt was not present or represented. The trustee was present in person and represented by attorneys Rarden & Rarden. The trustee's final report and account was approved and allowed. Claims were allowed. An order for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 8 per cent. was made. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

Oct. 10. On this day was held the final meeting of creditors in the matter of William Huizenga, Bankrupt No. 3017. The bankrupt was not present or represented. The trustee was present in person. The trustee's final report and account was approved and allowed. The expenses of administration were considered and ordered paid. An order was made for the payment of a first and final dividend to creditors of 6.5 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Louis A. Adams, Bankrupt No. 2845. The bankrupt was not present or represented. The trustee was present in person and represented by attorneys Corwin, Norcross & Cook. No creditors were present or represented. The trustee's final report and account was approved and allowed. Expenses of administration were considered and approved and ordered paid. An order was made for the payment of a supplemental first dividend on the one new claim filed and allowed and for the declaration and payment of a final dividend of 5.4 per cent. on claims proved and allowed. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Fred W. Jackson, Bankrupt No. 2657. The bankrupt was not present or represented. No creditors were present or represented. The trustee was not present or represented. No additional claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 8.6 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

Oct. 10. We have to-day received the schedules, reference and adjudication in the matter of Emery Aldridge, Bankrupt No. 3260. 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 \$175 of which the full value is claimed as exempt, with liabilities of \$562.60. 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:

Commonwealth Loan Co., Grand R.	\$ 35.00
Pastoor Bros., Grand Rapids	115.00
Ferris Sickrey, Grand Rapids	30.00
Michigan Trust Co., Grand Rapids	151.00
Prange's Credit Dept. Co., G. R.	35.00
Costlow's, Grand Rapids	35.00
Huyge & Backart Coal Co., G. R.	12.00
Albert Detmer, Chicago	51.00
Winegar Furn. Co., Grand Rapids	7.50
Curtis T. Wolford, Grand Rapids	12.00
Industrial Morris Plan Bank, Grand Rapids	18.00
M. N. Parris, Grand Rapids	3.95
Louis W. Broadway, Grand Rapids	4.50
Herpolsheimer Co., Grand Rapids	5.15
Ambrose Furn. Co., Grand Rapids	6.50
Grant & Huizenga, Grand Rapids	41.00

Oct. 10. We have to-day received the

schedules, reference and adjudication in the matter of Ray H. Waldo, Bankrupt No. 3261. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Belding, and his occupation is that of a jeweler. The schedules show assets of \$2,213.52 of which \$1,554 is claimed as exempt, with liabilities of \$2,208.99. 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:

City of Grand Rapids	\$ 18.72
Commercial Bank, Belding	450.00
Burgess Optical Co., Chicago	23.00
A. C. Becken Co., Chicago	14.47
Butler Bros., Chicago	60.00
Buckeye Leather Co., Coshocton	23.85
Conklin Pen Co., Toledo	73.00
Hollinger Cutlery Co., Fremont unknown	
Hoffstadt Co., Toledo	15.00
C. & E. Marshall Co., Chicago	29.31
Wm. S. McCaw Co., Toledo	33.37
C. W. Mills Paper Co., Grand Rap.	73.38
S. A. Rider Co., Chicago	10.00
Swartschild & Co., Chicago	17.87
Sheets Rockford Silver Co., Rockford, Ill.	30.00
Vandervort Bros., Buffalo	177.32
Wolverine Optical Co., Detroit	21.43
Peoples Savings Bank, Belding	150.00
Wm. De Vleiger, Belding	150.00

Oct. 14. We have to-day received the schedules, reference and adjudication in the matter of Charles E. Kocker, Bankrupt No. 3262. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Benton Harbor, and his occupation is that of a laborer. The schedules show assets of \$250 of which \$75 is claimed as exempt, with liabilities of \$2,144.71. The court has written for funds and upon receipt of the same the first meeting of creditors will be called, note of the same made herein. The list of creditors of said bankrupt are as follows:

Zwindel, Chicago	\$190.00
McElroy & Fitzpatrick, Chicago	69.88
Niles Fruit Co., Niles	105.79
National Biscuit Co., South Bend	42.83
Durand McNeil Horner Co., Chicago	108.70
Jewett & Dherman, Milwaukee	32.00
Berdan Co., Toledo	46.73
B. H. Bottling Works, Benton Harbor	13.20
O. K. Bottling Works, Benton H.	10.82
Dave J. Babcock, Benton Harbor	8.75
Wilson & Co., Chicago	12.60
General Cigar Co., Chicago	17.55
Drenk's, Milwaukee	5.50
Lutz & Schramm Co.,	21.30
Bell, Conrad Co., Chicago	21.30
M. Uhlmann & Co., Chicago	13.10
W. F. McLaughlin & Co., Chicago	14.04
Banner Register, Benton Harbor	19.00
Michigan Tradesman, Grand Rapids	3.00
Thomas J. Webb Co., Chicago	22.80
Kidd Dater & Price, Benton Harbor	233.75
Hekman Biscuit Co., Grand Rapids	21.62
G. H. Hammond Co., Chicago	1,100.00

In the matter of George Selberis, Bankrupt No. 3257, the first meeting has been called for Nov. 1.

In the matter of American Woodenware Co., Bankrupt No. 3248, the first meeting of creditors has been called for Nov. 1.

In the matter of Roy M. Amos, Bankrupt No. 3228, the first meeting has been called for Oct. 31.

In the matter of Robert Burns, Bankrupt No. 3251, the funds for the first meeting have been received and such meeting has been called for Oct. 31.

In the matter of Fay Hoppough, Bankrupt No. 3247, the funds for the first meeting have been received and such meeting has been called for Oct. 31.

In the matter of Glen Snyder, Bankrupt No. 3171, the funds for the first meeting have been received and such meeting has been called for Oct. 31.

In the matter of John L. Oom, Bankrupt No. 3244, the funds for the first meeting have been received and such meeting has been called for Oct. 31.

In the matter of Mary Hanna, Bankrupt No. 3249, the first meeting of creditors has been called for Oct. 31.

In the matter of Ray H. Waldo, Bankrupt No. 3261, the funds for the first meeting have been received and such meeting has been called for Nov. 1.

In the matter of Charles E. Kocker, Bankrupt No. 3262, the funds for the first meeting have been received and such meeting has been called for Nov. 1.

In the matter of Bert L. Achterhoff, Bankrupt No. 3250, the funds for the first meeting have been received and such meeting has been called for Nov. 1.

In the matter of Emery Aldridge, Bankrupt No. 3260, the funds for the first meeting have been received and such meeting has been called for Nov. 1.

Like Dad's.

A small boy was having his hair cut for the first time.

"How shall I cut it?" asked the barber.

"With a little hole in the top like my daddy's, please," was the prompt reply.



The Mill Mutuals Agency

Lansing, Michigan

Representing the

Michigan Millers Mutual
Fire Insurance Company

(MICHIGAN'S LARGEST MUTUAL)
and its associated companies

COMBINED ASSETS OF GROUP
\$39,611,125.56

COMBINED SURPLUS OF GROUP
\$15,871,080.66

Fire Insurance—All Branches

Tornado

Automobile

Plate Glass

**20 to
40%**

**SAVINGS MADE
Since Organization**

CHINA NOT ANOTHER MEXICO

The defeat of the invading troops from the Province of Shansi has once again freed Peking from any immediate danger of attack, and with the approach of cold weather we may assume that military operations in China's civil war will be adjourned until next spring. This year has been as inconclusive as any one of the preceding ten years in the protracted struggle of the Chinese people to work out for themselves any responsible form of government, and it is not readily apparent that any progress has been made toward the elimination of militarism, the abiding curse of the most pacific people in the world.

We still find the generals in control—a most unsatisfactory control—of a most unsatisfactory situation. For the moment Chan Tso-lin is in the ascendancy in Northern China, Feng Yuxiang is, as usual, playing a dubious role in the West, while in the South no one has yet arisen to take the place of Chiang Kai-shek, who has been converted from politics to matrimony. Some of the actors have changed, but the play still drags on.

If China has not yet learned the ways of constitutional government it can at least be said that her civil warfare is remarkably free from casualties. Her leaders may marshal armies instead of voters, but, unlike the leaders of Mexico, they seldom attempt to carry the doctrine of force through to its logical conclusion. Their battles are battles of political intrigue, in which armies are traded or captured like pawns; they recognize the superiority of the strongest battalions. There may be occasional skirmishes to determine this superiority, but the inherent pacifism of the Chinese shows itself in their avoidance of any permanent settlement of militarist rivalry by a struggle to the death. China has not yet learned the efficacy of wholesale executions.

Although there has been no break in the vicious circle of militarism and the high hopes entertained at the beginning of the year for a Nationalist victory have crashed we can note a steady growth in the idea of nationalism as distinct from allegiance to any one group of the Nationalist Party. In this laborious progress toward spiritual unity lies the one hope of ultimate political unity. Only when those composing the great mass of the Chinese people consider themselves an entity which must assert its rights to political power will there be any definite movement for the abolition of militarism. This is a question not of years but of generations.

The history of China teaches a valuable lesson on this problem of the transformation from one form of government to another; that is, that the Chinese people, above all others in the world, demand time. The West must recognize this fact and bear with revolutionary China as best it may.

TO BE SETTLED PEACEFULLY.

Since the troops of King Victor Emmanuel marched into Rome on September 20, 1870, and in the name of the new Italy dispossessed the Pope of his temporal power there has been no agreement between the Pope and

the government of Italy relative to the status of the Holy See. The Law of Guarantees by which Italy endeavored to stabilize the papacy by granting the Pope a certain measure of sovereignty was not recognized by Pope Pius IX or by any of his successors. They have rigidly maintained that complete sovereignty is necessary for the exercise by the papacy of its spiritual mission and authority throughout the world.

Now, for the first time, the Vatican has concretely stated through its organ, the *Osservatore Romano*, the terms on which it will make definitive peace with Italy. It must have enough territory for a new papal state—"however small"—but if this restitution is made it will resume "relations of amity without demanding guarantees by foreign Powers or international courts." Thus the question of the Pope's temporal power, which for centuries was a cause of strife and bloodshed and which for the last fifty-seven years has slumbered, has again been brought up in an age which had almost forgotten those old struggles.

The conditions for the settlement of this problem were never more favorable, for especially since Mussolini's advent to power, relations between Italy and the Holy See have become more and more friendly. There is today far wider recognition among Italians of the basis for the Pope's protest against the anomalous position in which he is placed than when his temporal power was a threat to Italian unity. With the passing of that danger there is a greater disposition to realize that his unique office may demand a form of liberty which would free him from any suspicion of being subject to the political influence of Italy. It is widely recognized that since temporal power as it was construed prior to Italian unification is no longer an issue the chief objection to depriving the Pope of his independence has been eliminated.

The attitude of Mussolini, who has been instrumental in the restoration of religious instruction in Italian schools, has been consistently conciliatory toward the Holy See, and it is undoubtedly due to this friendliness that the papacy is urging Italy at this time to right what it considers the fundamental wrong of 1870. Whether the dictator's sympathy for the Pope will go so far as to cause him to set up a state within a state, a papal San Marino within the confines of Italy, is a question, but at all events a problem which in times past has involved all Europe in war will to-day be settled peacefully.

HAD HOLD OF A TRUTH.

President Coolidge, we would be willing to wager, did not greet with entire delight the first suggestion that he should go to Pittsburgh and speak at the twenty-sixth international exhibition of paintings at the Carnegie Institute. Where in his austere boyhood and years of public service has he had time to learn of those mysteries called art and beauty? They are not at all in the Puritan complex and they are but beginning to come into the soul of America.

Knowing this, Mr. Coolidge must have hesitated to be the first of modern Presidents to celebrate formally an exposition of paintings. But the very unusualness of the occasion may have borne its significance in upon him. Certainly he made no pretenses, struck no esthetic attitudes, but spoke with the candor and simplicity which are the most appealing qualities of his mind. And he spoke as the great majority of his countrymen would have him speak—in terms and correlations which they could understand.

He spoke first of the industrial greatness of Pittsburgh. That was what Pittsburgh wanted, for Pittsburgh, after all, has as much town pride as the rest of us and considers the world fame of the Carnegie show part of its glory. He went on to speak of our development of arts as the natural consequence of our industrial prosperity. Gravely he related the appreciation of beauty to good business, just as he had formerly related the religious life to good business. That is the philosophy of Coolidge. It is still the philosophy of America.

Nor can any man say that an age great in natural wealth does not in fact lead on to an age great in creative beauty. We have had it in Greece and Rome and Florence and in Shakespeare's England. We are seeing it to-day in America where the shifting of the world's center of wealth has shifted the world's center of music.

"While it will always be desirable," said Mr. Coolidge in his own unmoved way, "to stimulate and encourage the production of fine paintings, it is even more desirable to stimulate and encourage their wide appreciation by the people." There he had hold of a truth. An era of creation is greater than an era of appreciation, but the greater one can hardly come unless preceded by the lesser.

Asquith or Balfour, with a different background, would have delivered a more esthetic, a more artistic, a more cultural speech than Mr. Coolidge. But, after all, it was a New Englander, not an old Englander, who spoke. And he spoke the language of America.

NEW ELECTRICAL DO ALL.

The most recent newest invention of a remarkable character is the "televocal" electrical robot which can be successfully commanded by various tones of the tuning fork or even the human voice to answer the telephone, tell the height of water in a reservoir, open doors, switch on lights and perform other mechanical services. The story is written with charm and imagination, but it holds close to actuality. The Westinghouse Electric and Manufacturing Co. backs it up by visual demonstration. Three of these devices are in successful use at the War Department at Washington, giving headquarters on telephone call a tuning fork statement of how many feet of water there are in three reservoirs. The Westinghouse people say that their devices in this case have satisfactorily taken the place of three watchmen and that they expect to spread their use rapidly to isolated substations of power companies. There is one saving grace to the horrific idea

of having a lot of purely mechanistic servants added to a world already far too mechanical. This "televocal" automaton looks nothing like a man. "It looks," says the *Times*, "like a hybrid between a six-tube radio set and a telephone switchboard on election night." Thanks be that we won't be afraid to meet it in the dark!

COOLIDGE IS RIGHT.

President Coolidge's refusal to issue a proclamation calling for the observance of an "Educational Week" will have the desirable effect of putting a limit to this sort of foolishness. Setting aside days and weeks for the purpose of focusing public attention on chronic evil conditions has been useful. It has stimulated interest in fire prevention, the clearing away of rubbish and the correction of other forms of civic neglect. But even a good thing can be overdone. There is no need of a proclamation to let the country know that the President is in favor of popular education. He has clearly expressed his convictions on this subject, and, as Secretary Sanders says, "to rephrase his sentiments would tend rather to weaken his former expressions than otherwise." A Presidential proclamation for an "Educational Week" is no more necessary than proclamations establishing a "Free Speech Week" and a "Universal Suffrage Week." The multiplying of these specially designated days and weeks will beget indifference to the subjects they are designed to benefit.

THE CANNED FOODS MARKET.

It has been a long time since there has been such a universal feeling of confidence in canned food liquidation, and the fact that the market has slowed up somewhat is nothing in its disfavor, as it is merely a recurrence of a seasonable tendency to go slow toward the end of the year when inventories are in prospect. Practically all of the items on the list can be classed as firm, and based upon present estimates of the probable packs, the needs of distributing outlets, and the holdings of wholesalers, the outlook is for a strengthening in values all along the line. The trade did not overbuy its requirements. Some carryovers were picked up instead of making contracts for 1927 goods, but canners were not encouraged by extensive bookings to overproduce. Further shrinkages in outputs were caused by weather and crop conditions, resulting in a situation, which at present indicates that there will be a search for merchandise later on with less than the usual holdings in first hands to relieve the domestic markets.

William Hale Thompson is to run for President and for precinct committeeman, thus giving his name at the very top and at the lowest bottom of his April ballot. Can't he expand a little more? Wouldn't it be awful if King George V should slip in between and get some office about half-way up the scale—say, dogcatcher?

Riches sometimes take wings and fly away. Many insurance companies have found this out to their sorrow.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

If there is a city anywhere in the United States which has undergone more changes in the past fifty years than Muskegon, I would like to know about it. About fifty years ago, while I was serving an apprenticeship in a printing office at Big Rapids, word came to the local military company to proceed to Muskegon at once to assist in quelling a riot; that the employees of the sawmills had struck for shorter hours. They were working twelve hours per day and were determined to reduce their working time without any reduction in wages. Their shibboleth was "Ten hours or no sawdust." Although the strike was accompanied by rioting and disorder, there was little destruction of property, except the burning of one sawmill, and no exhibition of gunnery except one shot fired at the sheriff. The State troops rendezvoused on the court house square and the strikers hired a band and marched four abreast around the court house with their leather aprons rolled up to use as clubs, if they were ordered to make such disposition of the weapons. Present trades union methods of maiming and murdering those not in sympathy with the strikers had not yet been adopted. The Knights of Labor movement inaugurated by T. V. Powderly was peaceful compared with the murder regime introduced, practiced and defended by Gompers and creatures of his ilk. As I recall the situation, the strike lasted only one week, when the employers capitulated, as they should have done without the employees being obliged to resort to a strike to secure their rights. Twelve hours is too long for any man to work when the labor is as strenuous and constant as it is in a sawmill.

The strike had one good effect on Muskegon. It gave the city a wide reputation as an employer of labor. It attracted the attention of the metropolitan newspapers to the magnitude of the lumber industry in Muskegon, which reached its height in the early eighties, when over thirty sawmills were located on Muskegon Lake and a fleet of sailing and steam vessels left Muskegon Lake every night bound for the great lumber markets on the lakes, from Tonawanda to Chicago. The panic of 1893, which staggered so many growing cities, had little deterrent effect on Muskegon, because the tremendous demand for lumber incident to the world's fair and the rapid expansion of Chicago helped to keep the lumber industry of the Lake Michigan cities on an even keel.

The prosperity which the lumber industry brought to Muskegon was marvelous while it lasted, but, unfortunately, it had to end and Muskegon faced universal bankruptcy unless her people pulled together and joined hands in establishing other industries to replace the lumber enterprises which had ceased to function. It was a long and bitter experience. It was a time which tried men's souls. Most of the men who had accumulated millions of profit in the lumber industry moved to other localities to re-engage in the only

business they understood. But for a few resolute men who firmly believed that Muskegon could be revived, the city might have met the fate of Singapore, despite the wonderful harbor afforded by Muskegon Lake. These men took council among themselves and started in on a comprehensive campaign of rejuvenation and rebirth. It was a hard struggle, accompanied by many disappointments; but courage of high order, rigid self sacrifice and desperate determination ultimately won out and re-established Muskegon and established her sister city, the Heights, on the high road to prosperity.

I well recall the little coterie of men who used to gather in the old Occidental Hotel every evening to discuss the situation and consider plans for their future guidance. The leader of the movement, as I now recall the situation, was George L. Erwin, who devoted many years to this work, without knowing for sure whether it would result in victory or failure. Many scouted his enthusiasm and questioned his judgment, but he refused to concede that he was on the wrong track and insisted that victory would ultimately crown his efforts. The unselfish altruistic gifts of Charles Hackley, amounting to many millions of dollars, did much to assist these men in the work of rejuvenation by inducing others to do their part in the great work of regeneration. Muskegon is now a proud and prosperous city and the Heights is one of the fastest growing cities in Michigan. It has always seemed to me that the two cities should be amalgamated, but perhaps the people of both municipalities know what is best for their growth and prosperity better than I do. Perhaps the healthy rivalry of two such remarkable cities has a stimulating effect on each, forcing each to assume a destiny they might not otherwise achieve.

Of one thing I am convinced and that is that the twin cities should erect a monument to George L. Erwin and his associates as a fitting tribute to the prodigious effort they made to re-establish the older city and create the younger one and start both towns on a career of prosperity almost unparalleled in the history of American cities.

I was pleased to learn that the Pine street grocery had abandoned the credit system and is now on a strictly cash basis. The proprietor told me he had increased his volume \$150 per week ever since he made the change four weeks ago. I believe many other grocers could improve their chances of success by pursuing the same course.

Landlord Swett, of the Occidental Hotel, informed me that he has an important enlargement of his hotel planned for 1928. The old portion of the hotel on Western avenue will be replaced with a new structure, running through to Clay avenue. It will be eight stories high and above the first floor, which will be made into stores, the space will be arranged for permanent tenants—large rooms and suits with baths. He will also install suits with kitchenettes on one floor. No more transient rooms will be added, but six or eight banquet rooms will be provided, so the hotel can handle that

many banquets at one time. The regular dining room will be transferred to the annex and the present kitchen will be greatly enlarged. Mr. Swett expects to be able to complete this addition and make the changes rendered necessary in the other portions of the hotel by the time snow flies next fall.

E. A. Stowe.

When Furniture Manufacturers Conducted Retail Stores.

In 1865 William Haldane was the leading dealer in Furniture in Grand Rapids. Among the lines he sold was the entire output of bedsteads made by the Widdicomb Brothers.

Comstock, Nelson & Co. conducted a retail store in connection with their manufacturing business. It was located in the Twamley building, Northeast corner of Lyon street and Monroe avenue. The firm had formerly occupied a small frame store located on the West side of Monroe avenue, near Huron street. The building and contents had been destroyed by fire early in that year. Tileston A. Comstock (a son of C. C. Comstock), James M. and Ezra M. Nelson, composed the firm. Comstock died a year or two later. Elias Matter purchased an interest in the business. He had been the superintendent of the firm's factory.

Berkey Brothers' first retail store was located on Monroe, opposite the Isis theater. Later the business was moved to several lofts opposite Herpolsheimer's store. An old Boston rocker, mounted on a post, served to indicate the location of the store. After George W. Gay had joined the firm and their large building on Monroe avenue at Hastings street had been erected, the retail stock was moved to that place. Soon after William A. Berkey, Adolph Leitelt, William D. Tolford, J. W. Converse and others organized the Phoenix Furniture Co. and a retail department was opened in the company's factory on Summer street. On account of its remoteness from lines of travel, the business transacted was small. Later the company opened a retail store in the Blodgett building.

John P. Creque was a retailer of furniture on Monroe avenue, near Crescent street. Mr. Creque had become financially interested in the Kent Furniture Co. When the management of the business was tendered to him, which he accepted, Mr. Creque closed the retail store and moved to the Kent offices. The corporation mentioned added to their stock goods produced by manufacturers of Cincinnati, Rockford, Chicago and other centers of production.

Nelson, Matter & Co. and Berkey & Gay built up annual sales which amounted to several hundred thousand dollars. They employed competent, well paid salesmen and gained favor with hundreds of customers throughout the Middle West.

Finally dealers throughout the country united in protest against the business of selling goods at retail by manufacturers and threatened to withdraw their patronage from such so-called offenders. Although a great sacrifice was entailed, such manufacturers as

were openly selling at retail closed their stores.

Among the super salesmen employed in their retail stores by local manufacturers were Clark A. Brockway, C. N. Remington (father of "Charlie," of the Building and Loan Association), Tom Mosely, and Rob. Barnard, with Berkey & Gay; R. W. Barker, Fred H. Smith, Joe McCarger and Charles H. Perkins, with Nelson & Matter Co.; and W. E. Bower, Fred J. Mueller and a young man named Hall, with the Phoenix Furniture Co.

A local merchant states that a considerable amount of money derived by the State hospital at Traverse City through public taxation is distributed among mail order houses. As no mail order firms or corporations are located in the State of Michigan, the local merchant says the practice discriminates adversely against the people who support the institution. The local merchant further deposes and says that the merchants of Traverse City derive but incidental benefit through the operations of the hospital.

Years ago inmates of the State institution were fed oleomargarine. Farmers protested vigorously and finally induced the State Legislature to pass a bill to prohibit the use of butter imitations in such institutions. Oleomargarine at that time was not the quality that later compounders of the food have produced. During a discussion of the bill in the House of Representatives, Jack Haywood, of Grand Rapids, who owned a farm in Tyrone township, declared the stuff smelled so badly it would drive a dog out of a tannery. Seemingly, if the Legislature is permitted under the terms of the State constitution to prohibit the use of oleomargarine in its public institutions, it might restrain, through an act of the State Legislature, the managers of such institutions from spending public funds for merchandise through non-State mail order houses. Such a measure might be entitled "A bill to provide for the protection of farmers, merchants and manufacturers of the State of Michigan."

Arthur Scott White.

Trade Warnings.

Edgar B. Brossard, Tariff Commissioner, has issued a warning which will be taken to heart by hundreds of lines of commerce and industry during the next year. He has warned American merchants and producers that they must be prepared for the most severe kind of competition from foreign countries. Foreign manufacturers, he added, would make supreme efforts to force their way into domestic markets which are the largest and richest in the world.

A Fixed Policy.

Announcement by the Superintendent of Post Office Quarters that the Post Office Department should not change its present policy of leasing quarters for branch offices, and in some cases for main offices, has made a distinct difference in real estate values in thousands of municipalities, for the Department is the largest individual tenant in America, paying about \$18,000,000 a year for rented quarters.

SHOE MARKET

Hides, Leather and Shoes Holding Firm.

When leather and shoe prices began to advance a few months ago, reflecting the upward trend of the hide and skin markets, some retail merchants were in doubt as to whether the rise would be permanent. Apparently there is no longer much room for question on this score. All of the evidence at hand seems to warrant the conclusion that the present higher market will be maintained over a considerable period. The big excess stocks of hides and leather have been worked up. There is a shortage of cattle which cannot be relieved in a month or a year and the cattle producers, as well as the hide, leather and shoe industries, are enjoying increased prosperity.

"The cattle industry, until this year, had been in a bad way since the end of the war period in 1920," remarks the Kansas City Star. "For the industry, virtually all the last six years have been bad. Now with the prices of the best fat cattle the highest on record outside of that period, together with an improved price positions for other grades, the industry is getting into a promising position." In the opinion of this Kansas City newspaper, so far as the cattle industry is concerned, "the corner, it seems, has been definitely turned."

In a similar situation, it would formerly have been an easy matter to draw upon the hide supplies available in foreign markets, especially the Argentine. As President Geuting, of the National Shoe Retailers' Association, pointed out recently, these supplies are no longer so readily available to us. Other markets are absorbing them. Fraser M. Moffat, president of the Tanners Council of America, reckons that the Russians are buying four times as many hides as they did in 1924. Last year Russia bought over 66,000,000 pounds of hides. "The United States," says Mr. Geuting, "no longer is in the position of having a vast supply on hand and the pick of the International markets before it."

So much for the raw material end of the situation. Coming down a little closer to that which affects the retail shoe merchant, the conservative National City Bank of New York declares unreservedly in its October review of business conditions: "The tanning industry is in the best shape since the war. Excess stocks of hides and leather have been thoroughly liquidated, and with prospects of reduced marketings of cattle during the coming year there seems little danger of burdensome supplies again accumulating. Higher prices are being reflected by advancing quotations for leather, so that the outlook for profits in the industry is much better."

"Prosperity, moreover, is extending into the shoe industry, which is experiencing a rising demand at advancing prices. The New England factories have been adding substantially to their working forces, while the total output of boots and shoes for the country as a whole during June and July (latest months for which figures are available)

was up 9.8 per cent. over corresponding totals last year."

After a long and difficult period of readjustment, the tanners, it appears, have succeeded in putting their houses in order. The shoe manufacturers, likewise, are getting their business back to a more profitable basis. Now it remains for the retail shoe merchants to do likewise.—Shoe Retailer.

Seven Shoe Colors Chosen For Spring Season.

Seven shoe colors have been chosen by the allied shoe and leather associations in co-operation with the Textile Color Card Association, for the spring and summer seasons of 1928. These are: White jade, describable as "a pale cloudy shade, neither beige nor gray, with a suggestion of a misty mauve cast that gives an illusive, almost indescribable effect." It is the exact shade of the rare imperial white jade of China. It is especially adapted for Palm Beach and other winter resort wear, and as a mid-summer shade. It will harmonize effectively with natural beiges, kasha and similar tones, pale dusty colors, and as a smart substitute for the white shoe.

Second, Honeybeige—a light beige of honey cast, chosen to blend with the yellow-toned beiges, or as a soft contrasting shade.

Rose Blush No. 2 is a new version of the original and popular rose blush of last summer. It is offered as a complement to the pinkish beige costume—thus the selection comprises three distinct types of beige—the natural grege, the yellowish and the pinky tones.

That rich medium brown with a very faint rosy undertone called Marron Glace—has been chosen for shoes, and will harmonize with any of the new spring browns, or contrast admirably with any of the beiges.

Two grays, Shell Gray and Plaza Gray—a light and medium respectively, are repeated as the best shades to fill the need for gray shoes to be worn with the gray costume, or to contrast with blues, rose or mauve.

Stroller Tan, a rich gold-brown, so well established as a staple, has been repeated.

Advance clippings of these colors have been sent to the shoe and leather members of the Textile Color Card Association. They will be issued in card form by the Tanners' Council, National Boot & Shoe Mfgs. Association, National Shoe Retailers' Association and the Textile Color Card Association.

Hides, Pelts and Furs.

Green No. 1	14
Green, No. 2	13
Cured, No. 1	15
Cured, No. 2	14
Calfskin, Green, No. 1	16
Calfskin, Green, No. 2	14½
Calfskin, Cured, No. 1	17
Calfskin, Cured, No. 2	15½
Horse, No. 1	4.00
Horse, No. 2	3.00

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

Shoe Prices Hold Steady.

About the only feature of business in the general shoe field at present is the steadiness of prices, which, although they have come to at least a temporary end of their advance, are firmly sustained by the strength of the leather market. Current business is light, and the gains that some of the larger houses report for the year to date, as compared with the same period in 1926, are due almost entirely to the increases shown prior to Sept. 15. The lack of real Fall weather is held responsible for the present dullness experienced by houses that handle general lines. Consumers are not buying, and this is having a marked detrimental effect on the purchasing activities of retailers. In the trade that is passing from day to day with the big jobbers there is very little change in the character of the demand.

Velvet Handbags Being Bought.

Interest in velvet handbags is said to be steadily increasing. Buyers for the large local stores are purchasing them, and manufacturers have lately brought out several new styles. These are of the semi-tailored order and introduce varied interior constructions and cable tubing frames. In one type the inside of the bag is divided into two compartments, so arranged that one may be opened without the contents of the other being disclosed. The bags are of fairly large size and are fitted with purse and mirror. Light or dark moire fabric is used for lining. Black and brown are the favored shades. The bags are priced to retail from \$7.50 to \$20.

Women's Belt Demand Broad.

Women's belts are such successful items in department stores that business in them embraces staples and novelties of every kind. All widths of belts, from those measuring half an inch to those three and four inches wide, are popular. Antelope suede is in such great demand as to have become a staple, and belts of this material in all the important Fall colors are constantly seen in buyers' orders. In buckles the leather-covered types are not so much wanted as formerly. Their place is being taken by all kinds of metal and fancy buckles set with imitation stones.

COLD WEATHER WILL soon be here — order your Polish now. Other reminders for your Fall trade.

CROME LACES
RAWHIDE LACES
NOVELTY LACES
FELT INSOLES
SHEEP SOCK
BOOT SOCKS
WATER-PROOF PASTE
DRI-FOOT
NORWEGIAN PASTE

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



TWO NEW ONES:

Style 949 — Men's autumn Blucher Oxford, Monarch's Calfskin, Dundee Last (Medium balloon), Nickel Eyelets, New pattern with popular short ramp, inside tap sole with fancy flange edge and heel seat trim. C and D widths in stock **\$3.45**

Style 950 — Same in Monarch's black calf — **\$3.45**

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Window Signs in Retail Meat Stores.

Business is supposed to be conducted largely on confidence. Any business man who expects to continue in business and prosper should endeavor to gain the confidence of those who do business with him. If he advertises what he has to sell he should give his patrons all he promises them, both in respect to quality and quantity. We believe that most concerns operate on the principle of dealing squarely. There are a few, however, who are not so conscientious, and try to catch buyers with appealing prices in their windows and sell them something else when they get into the stores. In some cases the quality in the windows is higher than what is sold inside at the prices named, and in other cases the quantity that must be bought to get the advantage of the catchy price is more than most buyers can use at one time. Aside from the moral aspects of such cases we believe it very poor business to sell merchandise this way. If a business man expected to spend his life moving from one section of a city to another, or in opening up places in new cities after finding his business petering out in the old locations, he might find some reason for fooling the public, though certainly no reason worthy of consideration if he has even the slightest amount of honesty in his make-up. But if he expects to stay in the location selected when he opened up he should try to gain the good will and friendship of his patrons. Within the last twenty-four hours we have had two distinctly different cases brought to our attention. In one case a lady told of having bought all her meat from a certain dealer for over ten years. No matter where she lived she always bought her meat at his shop. If she couldn't call in person she telephoned, and whether she bought in his shop or over the telephone the meat was all that she could desire. We happen to know this dealer well, and we are not surprised that her experience should have been so pleasant. In the other case a dealer told us he intended to use signs in his window simply to attract trade, and that if what he advertised was asked for he would fail to trim it as well as other meat or he would insist on the purchase being unusually large. We believe this latter plan was abandoned after we finished talking to him, but his plan, as outlined, carries a warning.

The Rat Control Problem.

Rats are probably decreasing in numbers in the United States, says the United States Department of Agriculture, although their decrease is only beginning to be apparent. The chief factors responsible for any decrease are present-day sanitary requirements and modern building, which make it increasingly difficult for rats to find food and shelter; a National urge against all unnecessary waste, and a better understanding generally of the relation of rats to human economy. Furthermore, as facts relating to the spread of communicable disease have become better known, more general interest in rat control has been stimulated, more effective means of destroying rats have been developed, and in-

formation regarding these methods has been widely distributed.

Permanent exclusion of rats may be brought about by rat-proofing buildings and other structures commonly inhabited by the rodents; by removing any possible shelter, and by cutting off their food supply. Control methods include poisoning, fumigating, trapping and the use of deterrents.

Although getting rid of rats is largely an individual problem, rat infestation has a serious effect on the whole community, and organized control effort is highly desirable. A person who allows rats to increase on his property until they menace the entire neighborhood becomes an object of public concern, and a city that permits its refuse dump to serve as a breeding place for hordes of these pests is committing a grave injustice to its population. Ridding a whole community of rats can best be accomplished by organized efforts of all the citizens. The department will gladly assist such organizations through the Biological Survey in planning, organizing and prosecuting anti-rat campaigns by furnishing preliminary plans, general instructions, sample copies of posters and other publicity material, and, where possible, the personal services of a leader. The department has just issued a bulletin entitled "Rat Control," by James Silver, of the Biological Survey, which contains many suggestions for meeting the pest and may be obtained by asking for Farmers' Bulletin 1533-F.

Elk For Arizona.

The Blue River county of Arizona, where forty years ago thousands of elk ranged the hills, will once more be the home of a herd of these handsome American big game animals. The Arizona State Game Department and the Forest Service of the Government have made this possible by withdrawing a part of the Yellowstone Park herd of elk and placing them on the Blue Range game refuge in the Apache National Forest.

At one time the Blue River country harbored thousands of elk, deer and wild turkeys, and early settlers still tell of bringing in six-mule team wagons loaded with the game killed for holiday feasts. With the advent of cattlemen in the early '80s the big game began to disappear, the dense stocking of the ranges with cattle being more responsible for the disappearance than extermination by rifle.

Recently the farmers in the section have become enthusiastic over the return of elk and, along with many local sportsmen, contributed toward the cost of establishing the new herd.

When the new herd arrived in trucks from the Yellowstone country they had to be dragged forth into their new surroundings, but once in the open they left at a run for the high points on either side of the canyon. The country into which they have been turned loose is one of the largest remaining wildernesses of the Southwest. It is rough, in spots almost uninhabitable, and it is expected that the new herd will thrive.

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RUSKS and COOKIES

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

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

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WISE SPENDERS

More power to
the man who gets
his money's worth!

He saves more
in the long run
than the penny
pincher — and he
knows how to make
his savings work
for him!

The OLD NATIONAL BANK

MONROE at PEARL

A Bank for Everybody

I. VAN WESTENBRUGGE

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The Food of the Future
CHEESE of All Kinds
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OTHER SPECIALTIES

Quality-Service-Cooperation

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A variety for every taste

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

FINANCIAL

Yield on "Legals" Reducing Earnings For Banks.

The rise in high-grade bonds to the best prices recorded in a decade, reflecting an abundance of funds seeking investment, calls attention to the need for a broadening of the "legal" list to include carefully selected utility obligations.

An examination of bond prices reveals that many old-time favorites, such as Atchison general 4s, 1995; Union Pacific first 4s, 1947; Burlington general 4s, 1958, and New York Central 3½s, 1997, are selling at or above the levels reached early in 1918, when the peaks recently passed were recorded. Savings banks and trustees, whose investments are limited to securities approved by law, find themselves compelled to bid against one another for bonds selling to yield only slightly more than Government obligations.

Agitation for broadening the list of securities approved for savings banks and trustees has been heard for several years, but only slow progress has been made thus far. Indications that money rates are destined to remain low for some time hold out prospects of renewed activity when Legislatures convene again.

Massachusetts has approved a selected list of public utility bonds as suitable for trustees' investments, and for a time it was believed similar action would be taken in this State. Legislators are inclined to move slowly in considering proposals of this kind, however, and are likely to yield only under pressure.

Large institutions, such as life insurance companies, which purchase large amounts of "legals," have found new offerings at attractive yields rather scarce, and because they are constantly investing surplus funds they have had to go into the market frequently and bid against one another for securities.

Other insurance companies—fire, fidelity and casualty companies—because they are permitted by law to invest in stocks, have an advantage in that they may obtain a higher yield and are in a position to profit by a more rapid appreciation of security holdings. Only a small part of their surplus is kept in high-grade railroad and other legal bonds as a general rule.

Incidentally, several companies, whose stocks have soared in market value, are reported to have profited handsomely through their holdings of shares in many important industrial concerns.

High-grade railroad issues are not the only ones to have climbed into new high ground as a result of this year's strong investment demand. Foreign obligations and other groups favored by investors seeking a higher yield than that afforded by "legals" have spurred to the best levels in recent years.

William Russell White.

[Copyrighted, 1927.]

Good Old-Fashioned Horse Sense Has Stabilized Business.

No longer will business need to look forward to periodic cycles of "sackcloth and ashes" in the opinion of Melvin A. Traylor, president of the American

Bankers Association and president of the First Trust and Savings Bank, Chicago, who, in the current number of the American Bankers Association Journal, holds that the business cycle will be with us always, but that the "ups" in business will outnumber the "downs."

The prolonged upswing in business during the last several years has led many economists to abandon the theory of business cycles but Mr. Traylor, one of the most widely recognized students in the banking fraternity, does not go so far. What he does firmly believe is that swings from high to low from now on will be less severe than in the past. In the description of future cycles we might substitute the word "recession" for "crisis" in the opinion of this authority, and we may further expect that these recessions will be less disastrous than formerly.

"Certainly we cannot look forward to an unbroken continuation of expansion at the rate of the last two or three years," says Mr. Traylor, "but at the same time we need not fear a recurrence of conditions that will plunge the nation into the depths of the more violent financial panics such as have occurred in times past. The normal state of affairs in a business sense is change and not a stationary condition or an unbroken rise in prosperity, but rather a certain amount of variation through expanding or contracting activity."

The accepted cycles of business in the past have been described as prosperity, crisis, depression and revival. Not even the advent of natural disasters is likely to bring on severe crises in the future according to Mr. Traylor. The ability of the country to absorb so successfully the shock of the Mississippi floods is cited as a test case.

Those who fear the time is near for the present prosperity to turn into depression will find comfort in Mr. Traylor's comment that cycles have run all the way from one year in length to nine, and that "there is no basis for fearing that any particular year might be expected to be a period of depression simply because a certain amount of time had elapsed since the last depression."

Good old-fashioned horse sense more than anything else is responsible for the elimination of the sharp swings in business. More than ever before in history the small as well as large business man studies statistics on production, consumption, prices and the whole gamut of underlying conditions. The improved transportation facilities have enabled him to do business with a relatively small inventory, so that losses resulting from changes in the price level have been reduced to a minimum.

It is little wonder then that Mr. Traylor concludes that the new business cycle "implies a desirable rhythmic progress in business."

Paul Willard Garrett.

[Copyrighted, 1927.]

A wife is licked if ever she lets her husband get away with anything because he says: "I knew you'd understand, dear."

Investment Securities

E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit
Michigan Trust Building, Grand Rapids

Boston
Denver

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San Francisco

Chicago
Los Angeles

Kent State Bank

"The Home for Savings"

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

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"The Bank on the Square"

GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

ASK MR. STOWE

He Knows What Our Collection Service Is

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

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

Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

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

Reflects Rising Tide of Agricultural Prosperity.

A forecast of business by the Federal Reserve Board at Washington is rare but in the October bulletin, published to-day, the authorities of that board plainly express the view that the indicated yields and prevailing price levels favor a 1927 upturn in the farmers' purchasing power.

While the October crop forecasts differ somewhat from those made two months ago, the outstanding change being an increase in the estimated yield of corn from 2,389,000,000 bushels to 2,603,000,000, the promised gain of a round billion dollars in agricultural values this year calculated early in the season stands as about the best guess.

In its new bulletin the Federal Reserve Board comments on the smaller dependence of farmers upon bank loans. Further liquidation of loans obtained several years ago and a reduction in borrowings at the banks this year have combined to cut handsomely the loans of member banks in agricultural States. To some extent the reduction is explained by smaller use of fertilizer in the cotton belt, but on the whole it represents a stronger position throughout the agricultural region. It means that the farmer is not so dependent as he was upon his bank.

The board emphasizes the pronounced and long decline in deposits that has accompanied the reduction in loans at agricultural banks. A \$1,500,000,000 jump in the deposits of member banks for the twelve-month period reflects the growth entirely of industrial and urban communities. The volume of demand and time deposits of member banks located in agricultural districts is far below what it was a year ago.

This decline in deposits of country banks reflects in part the shrinkage in loans of these banks but it also reflects "the smaller income of farmers last year, particularly in the Southern states, where the drop in the price of cotton resulted in a serious reduction of cash income."

The smaller volume of deposits and loans at country banks has resulted in smaller borrowings of these banks at the Federal Reserve institutions. Even at their mid-year peak the discounts for member banks in districts essentially agricultural were \$44,000,000 lower than in 1926 and below any other recent year. This again portrays the ability of the agricultural sections to stand more and more upon their own feet.

Paul Willard Garrett.

[Copyrighted, 1927.]

Love of Self in Business.

Self-love, said Whately in his "Morals and Christian Evidences," is a "rational, deliberate desire for our own welfare, and for anything we consider likely to promote it." The word is often confused with selfishness in common use, which Whately says is "disregarding, for the sake of any kind of personal gratification or advantage, the rights or the feelings of other men."

Both selfish and self-loving men are found in business. The selfish man is abominable. But a man must have love for self to succeed, whether employed or an employer. A man must

work for his own welfare, and industriously do those things which will promote it, whatever his relation to a business may be. Nobody else will do him this service. He must do it himself. There is a phrase, "enlightened selfishness," frequently used for self-love, but it carries a doubtful meaning, and implies selfishness held in check only to win favor.

Self-love will inspire an employe to do his level best for the interests of his employer because by so doing, and only by so doing, can he win promotion and a larger wage. And self-love will direct a wise proprietor to so conduct his business that the public will benefit by it. Only when this is the purpose can a business have a legitimate growth in volume and in earnings.

Selfishness, on the other hand, causes an employe to dodge work and steal time from his employer. Every business manager should study the men he hires to learn whether they are animated by a desire to make themselves more valuable to his business, or to gain advantage by trampling on the rights of others without regard to their feelings. If the latter, he may well let them go, for they will take selfish advantage of him and his business at every opportunity. This usually shows in expense accounts and the amount of real work done by employes, regularly.

Every big success in business has its root in self-love, which prompts the most efficient service possible. When we say a man loves himself, if we know the meaning of the words, we do not have it in mind that he is selfish. That is something entirely different.

W. G. Sibley.

We Have the Power.

The United States manufacturers have an advantage which those of no other nation are likely to overcome for a generation at least. This advantage lies in the fact that 40 per cent of the electrical power of the world is produced and used industrially here. This cheap and satisfactory power puts the American producer a step ahead of all competitors. Also it means that this country can and does produce and sell 50 per cent. of all electrical equipment made in the world.

Truthful Figures.

Figures may not lie but they may be very deceptive unless they are properly understood. Had it not been for the full statement of the Federal Reserve Board explaining the loss in membership in the Federal Reserve System, it might have appeared that the system was losing power and popularity. The statement made it plain to bankers and financiers as well as depositors and borrowers that this decline resulted from mergers and suspensions rather than withdrawals from the system.

The Flatter Flats.

"Well," remarked a married man after examining his friend's new flat, "I wish I could afford a place like this."

"Yes," said his friend, "you married men may have better halves, but we bachelors usually have better quarters."

\$200,000

HOME STATE BUILDING COMPANY

(Owned by Home State Bank For Savings)

5% FIRST MORTGAGE BONDS

Due Oct. 1, 1947

Secured by the corner formerly occupied by the Fourth National Bank and now leased to the Home State Bank For Savings and appraised as follows:

Land	-----	\$400,000
Building	-----	25,000
Total	-----	\$425,000

Retired rapidly by Sinking Fund.

GRAND RAPIDS TRUST CO.
Grand Rapids

\$150,000

AUTHORIZED \$500,000

CASCADE REALTY COMPANY

FIRST MORTGAGE 6% SINKING FUND GOLD BONDS
(Series "A")

TAX EXEMPT IN MICHIGAN

Dated October 1, 1927

Due October 1, 1937.

Interest payable April and October 1st without deduction of Normal Federal Income Tax not in excess of 2%. Callable on any interest date at 1/4 of 1% for each unexpired year to maturity. Commencing October 1st, 1928, a monthly Sinking Fund is provided for annual retirement of at least 5% of maximum amount of each series of bonds outstanding, payable semi-annually. Denominations \$100, \$500, and \$1,000.

MICHIGAN TRUST COMPANY TRUSTEE

The following information is summarized from a letter from Gilbert L. Daane, President, of the Cascade Realty Company:

HISTORY AND MANAGEMENT

The Cascade Realty Company was organized in May, 1925, by James Buys, John Buys, Gilbert L. Daane and Ned Bomers, who, together with Glendon A. Richards, Charles J. Kindel, Arthur M. Godwin and Elvin Swarthout, constitute the Board of Directors. The property is being developed and marketed by Kinsey & Buys, Realtors.

INCOME

All contracts for the sale of lots under this Mortgage are deposited and assigned to The Michigan Trust Company, Trustee, who make all collection of principal and interest thereon. The annual income from payments of principal and interest on contracts now held by the Trustee, amounts to \$50,500, which is over 2.4 times annual interest and sinking fund requirements on the maximum amount of bonds that can be issued against this amount of contracts.

LEGAL INVESTMENT FOR SAVINGS BANK FUNDS

In the opinion of counsel these bonds qualify under existing statutes, as legal investment for Savings Banks in Michigan.

LEGALITY

The legality of this issue is subject to the approval of Travis, Merrick, Warner & Johnson, attorneys for the Bankers and Mr. Elvin S. Swarthout, attorney for the Company.

PRICE 99 AND INTEREST TO YIELD OVER 6.12%

HOWE, SNOW & CO.

Incorporated

INVESTMENT SECURITIES

New York Grand Rapids Detroit Chicago Minneapolis San Francisco
All information given herein is from official sources or from sources we regard as reliable, but in no event are the statements herein contained to be regarded as our representations.

Lawyers of Early Days on the Muskegon.

Grandville, Oct. 18—Lawyer Keene was a man of many parts. He was one of the keenest lawyers in the backwoods of Michigan more than half a century ago. Law suits in those early days were more numerous than one would suppose.

The tax title lands were a source of profit to the small town attorneys, since all one had to do to carry on a logging job was to purchase a tax title, then go ahead and clear off the pine. The real owner, often an Eastern capitalist, might know nothing of this until his land, on which he had neglected to pay taxes, was denuded of all its timber.

Sometimes these land skimmers were caught in the act, when a suit at law would result.

I call to mind a man who, trusting to his tax title immunity, cut and banked a winter's logging, and just before he sold the lot a person who had watched the log-cutting came forward with a deed of the land and claimed the whole output. Usually, he made good and the tax title man lost his whole winter's work.

Tax titles on pine lands became a scandal. These titles enabled men to step onto the lands, skin off the pine, rake in the shakels for the cut timber, and the real owner was minus his timber with no redress possible.

As may be supposed this gave employment to many lawyers, some of whom were as keen as they make 'em. Every county seat was the scene of law suits innumerable and limbs of the law flourished accordingly.

A stout, middle aged man sat picking his teeth in front of a village tavern one noon of the long ago. A lank specimen of Ole Olson's land came down the walk and paused before the seated man who had, apparently, just come from the discussion of a tavern meal of venison, potatoes and hot pancakes.

"Ah, how d'ye do?" queried Lawyer Keene, holding out his hand. "Just down from camp, I reckon?"

"Righto, Mister. I come a long way from Margin & Olney's camp. You know dem?" answered the lank woodsman.

"Oh, yes, everybody knows them. Got most through in the woods?"

"I tink dere's two mont yet," guttered the man from Sweden. "I tink I eat something, then I go see de boss at the store. I come down to git a crosshaul for de woods boss, you see."

Lawyer Keene did see. He questioned the Swede closely, learning that he had been made a victim of a practical joker of whom there were many in the lumber woods. He learned, also, that the woods boss instructed Ole to stop at the tavern until the crosshaul was forthcoming, if the headquarters folks did not have one on hand. A chuckle oozed from the throat of the Northwoods lawyer. Although he lived in another county he was yet willing to do business outside occasionally. Besides the lawyer had a humorous streak in his makeup which tempted him on the present occasion, even though there might not be a cent in it for himself.

It seemed the woods boss desired to discharge the Swede and took this way of doing so. Advised by Lawyer Keene, Ole made his home at the village tavern until spring opened, since no crosshaul ever came, and when Ole set out for the Muskegon mills in the spring his board at the hotel had been fully paid by the lumber firm for whom this foreigner had worked. The joke was on the firm, while Lawyer Keene chuckled over the success of his scheme.

It was not always green Swedes who were victimized by these practical jokers of the lumber camps. A boy of sixteen, of usual intelligence, walked a mile through the woods, having to cross a river for which he paid five

cents ferriage, to obtain a straight-hook for a mill foreman.

The boy was naturally miffed when he discovered the joke, since there were no such things in the woods as straighthooks. Nevertheless the joker and his victim remained good friends to the end which came to the younger on a bloodred field in Tennessee during the early days of the civil war.

A man who considered himself worthy to represent the people in the State Legislature hunted for hours to find Lawyer Keene's ibid without success. Once a joke brought about a fist fight which was duly enjoyed by the onlookers.

At one time a large rollway, filled and running over with sawlogs, was a source of much effort in the breaking. Usually there is what is termed a key-log which must be removed before the great mass of logs will start to break up.

Once upon a time a crew of men and an ox team had worked fruitlessly for several days upon one of these big rollways without effect.

A green looking country boy came upon the scene and suggested trying to break the jam from the top instead of the bottom. Of course, he was jeered to a finish, but he succeeded in getting the owner's consent, procured a pair of steers and draw logs to the summit, rolled them out and over until they went bouncing down the incline to the water below.

The scandalized rollway veterans were astonished when, after a few hours, a tremendous break took place, and the big mass of logs went hurtling into the river. It was a victory of downright blunderbussing and the river country never heard the last of moss-back Pete's breaking of the big rollway.

The boss handsomely rewarded the boy for his work and he was never "joshed" thereafter for his verdancy. There is so much to know in this world no one brain can carry it all. There was abundant game for the early lawyers and some of the greatest men of Michigan graduated from lumber camps of those early days.

Old Timer.

Fifth Annual Exhibit Wholesale Merchants Bureau.

Saginaw, Oct. 18—The fifth annual exhibit of the Saginaw Wholesale Merchants Bureau will be held on Oct. 25 and 26, at the Saginaw Auditorium. More than thirty Saginaw wholesale houses will exhibit their lines in this show, which has become an annual event for the retailers in the Saginaw trade territory. The exhibit is for retailers and their clerks only and is an endeavor to show the retailers of Northeastern Michigan the different lines of merchandise sold in Saginaw at wholesale.

The first exhibit was staged in 1923 and since that time the attendance has grown steadily. In 1926, retail merchants from 121 different towns attended the exhibit and enjoyed the hospitality of the Saginaw wholesalers.

The program this year includes in addition to the exhibit itself, two nationally-known speakers on retail merchandising, one each day, together with a buffet luncheon for the visitors, music, souvenirs, entertainment and many other features.

All of the Saginaw wholesalers will hold open house at their respective places of business on Oct. 25 and 26, so their customers may become acquainted with the various managers and heads of departments.

A cash prize is being offered by the Saginaw wholesalers for the largest attendance from any one trading center in the territory, the total number of merchants in each center being taken into consideration in awarding the prize. W. A. Rorke, Sec'y.

The boss didn't become the boss by side-stepping every difficulty.

Keep In Touch Now With Your Executor-To-Be

THE MICHIGAN TRUST COMPANY IS willing now, to begin a service for which it may make no charge for years—its service as Executor of your Will.

It desires to begin this service now, to avoid unnecessary complications and to effect economy to the Estate.

Confer with us, at any time, about your investments and other affairs to see what changes may be made from time to time for the benefit of your Estate.

THE MICHIGAN TRUST COMPANY

The first Trust Company in Michigan

Where do you keep it?

DO your customers know you have Beech-Nut Peanut Butter? Can they see it on the shelf? This popular food is worthy of the best display you can give to it. Because it is a "used every day" product. Just a simple suggestion means a sale.

Keep Beech-Nut Peanut Butter where all can see it. The best place is right on the counter. Beech-Nut Packing Company, Canajoharie, N. Y.



Beech-Nut Peanut Butter

Dust and Dirt Are Cause of Many Fires.

Cleanliness is all important to fire prevention. Ignition must, of course, first take place, then the fire feeds on whatever combustible material it finds, and is finally detected and controlled or not, according to the means available. It simplifies our fire prevention work materially to make these three divisions and consider each separately. Now let us see how filth affects each division.

Spontaneous combustion is one of the very common causes of fires. This is the term applied to gradual oxidation of porous substances. The heat generated increases the rate of oxidation until the ignition point is reached. Fires from spontaneous combustion are particularly destructive because they usually occur in closets or out of way places where piles of dirt or oily rags accumulate. An oil saturated rag or mop is particularly dangerous, but any accumulation of dust or dirt if either damp or oil soaked is dangerous.

A coating of grease and dust on a bearing may be the direct cause of ignition. The clean iron surface of a bearing dissipates heat with sufficient rapidity so that the ignition point is seldom reached. Besides, there is nothing to ignite if the bearing is clean, unless it be one of the old type of flat bearings on a wooden bridgetree. Many other instances might be cited to prove that filth is directly responsible for the ignition of fires.

A much more forceful argument is presented by the second step in the consideration of the subject, the elimination of the subject, the elimination of combustible material. Dust, dirt and filth are almost without exception highly combustible. A match or cigarette thrown on a clean wooden floor will not start a fire, but when the floor is covered with dust or oil or litter, ignition is almost sure to take place if the match is still burning. Then the rapidity with which the fire spreads is entirely dependent on the combustibility of the surface. A clean board floor can scarcely be ignited from the top, and, if ignited, the fire will spread very slowly. A coating of grease or oil or dust speeds up ignition, often to the point of a flash fire or, depending on the nature of the material, an explosion. The recent explosion and fire in Detroit, where so many lives were lost, was directly traceable to bad housekeeping, according to reports. Highly explosive materials were being used in the process of manufacture, and sufficient quantities were permitted to accumulate on the floors and walls so that when ignited, supposedly by the breaking of a mercury light, the explosion occurred and the workmen had no chance for their lives. When the Northwestern elevator blew up in Chicago, killing all the workmen near the plant, no one even contended that it was reasonably clean. Such an explosion could not have occurred had there not been great quantities of dust available for ignition. Just previous to the explosion of the elevator in Kansas City, where fourteen lives were lost, the house had been condemned by the Government because of its accumulation of dust, and work had be-

gun on cleaning it up. A recent fire which destroyed a bedding factory in Minneapolis attracted considerable attention. Reports state that the fire traveled so rapidly across the walls, ceilings and floors that the man who stopped to try to fight it was badly burned before he could get out. Lint everywhere—that is the answer. Bad housekeeping. Read the story of every holocaust that occurs in an industrial plant in America. Details vary, but the main factor is always the same. Fire spread so rapidly that all exits were cut off. And what is back of it? Nine times out of ten it is bad housekeeping.

These holocausts and explosions impress us with their very horror, but their effect is but slight in the course of a year, both in lives and property destroyed, as compared with the comparatively small fires that are occurring from day to day, and on these, too, the housekeeping plays the major role.

The third phase of our subject has already been touched on. The most effective system of fire fighting equipment is badly handicapped by a flash fire and usually worthless when an explosion occurs. If the protection is not automatic, the fire must be discovered before apparatus can be used, and the rapid spread of fire reduces the probability of its being discovered while it is still controllable. When discovered, control depends entirely on the size and stubbornness of the flame, and, other things being equal, the flame depends on the dust and dirt and litter that feeds it. The clean plant burns slowly.

Therefore, in all three phases of fire prevention, housekeeping is a major factor. Dirt and filth start fires, spread fires and make methods of control ineffective.

An important point, possibly the most important point, is the effect of cleanliness on the habits and actions of employees. We are told that soap has been one of the greatest factors in the civilization of the world. Personal cleanliness creates higher ideals. Just so plant cleanliness creates careful employees. Only the most slovenly smoker would throw his cigar stub in the center of a clean floor. He seeks justification in the fact that others have discarded their litter in a corner and, finding it there, adds his stub to the pile.

The very effort necessary to cleanliness creates a higher morale. Pride on the part of the owners and managers carries down through the ranks. A clean bearing is seldom out of repair. The pride that induced cleanliness insures a smooth running bearing, while the bearing that is buried in grease and dirt runs until it is too hot to run.

Pride in an industrial plant must originate with the management and percolate down through the ranks. It cannot be expected to originate with the employees. It therefore becomes the duty, and it should be the pleasure and pride, of every management to make housekeeping one of the major subjects of its industrial program and be content only when the highest standards are maintained. Eugene Arms,

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, SECRETARY-TREASURER

Affiliated with

The Michigan Retail Dry Goods Association

An Association of Leading Merchants in the State

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

The CENTRAL

Manufacturers Mutual Insurance Company

Assets \$3,194,142.55

Surplus \$1,552,912.80

Is one of the 15 Companies that we represent

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

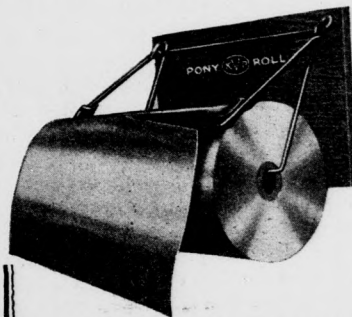
write

THE CLASS MUTUALS AGENCY

305-06 Murray Building

Grand Rapids, Michigan

Uncle Jake says-



"The employee who insists that he is indispensable to the business, is the first one to be laid off when the dull season arrives."

We do not feel that we are indispensable to your business but we do feel that your products wrapped in our

KVP DELICATESSEN PAPER

will present such a pleasing appearance that your customers will not only choose to buy at your store, but will bring their friends with them.

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

Proper Lighting of the Show Windows

Written for the Tradesman.

The progressive merchant of to-day must be continually alive to the changing conditions of the age. It is this type of merchant—alert, keen, and quick to adopt every device which will improve his business or facilitate its administration—who is usually the most successful.

Humankind, as a rule, however, are creatures of habit, and once a habit is formed it is with difficulty that one escapes from the ever-deepening rut.

This is true in merchandising. It is true even in window display, which should be thoroughly up to date if a business is to be successful.

The best informed people, whether they be buyers or sellers of merchandise, are quick to discover by the show windows which line a business street which of the business establishments are progressive and which are lagging behind the times. Even the shopping public quickly learns to discriminate in this respect. In fact, the average shopper does thus discriminate, even though he or she may not be conscious of the fact.

Many merchants even now are not fully alive to the possibilities of high-class scientific window lighting and to the improvements in show window lighting which are constantly being made. A proportion of them do not even understand the basic principles, which were determined a good many years ago.

Most retailers, however, are now fully cognizant of the immense advertising value of the show window; and this fact is evidenced by the elaborate fittings which characterize modern display windows and also by the constantly increasing demand for thoroughly competent window dressers.

Eloquent testimony to the merchant's appreciation of the advertising value of his window frontage is shown in the frequent alterations of old-time store fronts, involving in many instances the sacrifice of beautiful monolithic columns and other artistic and massive structural features in order to gain even a few feet more of window space.

That a show window attractive by day can be made doubly attractive by night is realized by some concerns; but few merchants are fully aware of the possibilities of staging this effect to the best advantage and with the minimum cost of maintenance. It is now coming to be more generally recognized that the window display can best be brought out in sharp relief by focusing the light upon the merchandise, and at the same time, without the light source being visible to the eye.

It is a well-known fact that visual acuity is lessened by the eye being directly exposed to a brilliant source of light, and that details clearly discernible with the source shaded are frequently lost and always dimmed when a bright light is directly exposed to the retina. The glaring motor headlights regarding which there is so much complaint nowadays furnish a case in point.

The explanation of the phenomenon is simple. The pupil of the eye requires time in which to accommodate

itself to a strong light, and is, under that light, unable at once to distinguish details. A person looking in the direction of the sun is unable to distinguish details until the eye has accommodated itself to the glare which confronts the retina.

An important factor in the effectiveness of an evening display is found in the distribution of light in such a way as to materially affect the tone of the illumination. Many a show window is well lighted in the front half, while the display in the back of the enclosure is in comparative shadow.

Frequently these conditions are reversed, with an excess of illumination in the rear of the window and a low degree of intensity at the front, near the plate glass. The window that is ideally illuminated is the one in which there are no light streaks or shadows.

Because the average merchant has given little attention to the matter it is difficult for him to realize what a slight variation in a reflector design will bring about in the way of improved illumination for his window display. A small difference, however, in the design of a reflector will frequently effect a considerable difference in the window illumination.

Take, for instance, a window ten feet high, at the top of which is a reflector with the planes or panels set at slightly varying angles. Two rays of light from two of these panels may, at a distance of twelve inches, be only an inch or two apart; but when these rays reach the floor, ten feet away, they will diverge to a distance of several feet. The slight tilt of a hand mirror reflecting the sun's rays and the wide arc of the resulting beam of light aptly illustrate this point.

It is possible, when given the exact dimensions of a window, with the exact position where the reflector must be placed in the window, and the height to which the goods are generally dressed, to design a reflector which will distribute the light so that it will exactly and evenly cover the goods on display, and the goods only. The side-wall and top background of the window will be left in comparative shade, thus giving conditions most favorable for focusing attention where desired, on the goods displayed.

Reflectors are available which are made of cold-drawn bronze and other materials and in fancy or simple moldings, thus serving as ornaments by day and adding materially to the beauty of the transom as viewed from within the store.

A fault generally found in otherwise good window lighting, and one which can be easily overcome, is the annoying back-glare of the lamps and reflectors in the polished back or mirrors of a window and frequently upon the glass above the lower background.

If accurate data as to the details of a window are given to the intelligent manufacturer of reflecting devices, it is a simple matter to construct a window reflector in such a way as to entirely overcome these objectionable back reflections. Victor Lauriston,

Perhaps the least fortunate man is the one who hasn't sense enough to make use of what sense he has.

Beware of the Numerous Rupture Cure Fakes.

Written for the Tradesman.

J. S. S., of Cadillac, asks the Tradesman about a professed rupture cure. The reply, in the issue of Oct. 5, ought to deter any reader from corresponding with not only the concern mentioned, but any one who advertises to cure rupture through the use of a particular kind of truss, appliance, dope or treatment.

It does not matter where you find the advertisement. I wrote twice to a nationally circulated religious paper about its publishing such advertisements as Reefer's Chicken Dope, the Auto Knitter Co., Memory Courses and the like. In reply the publisher stated that the advertisements were furnished by a religious newspaper advertising agency and full dependence was placed on the agency to furnish advertisements from reliable firms only.

I once visited a rupture institute in Michigan which put out some very enthusiastic testimonials and from whose chief I had received encouraging letters. The "doctor" was away and his only assistant did his best to satisfy me, but we made no deal. However, during my visit an older man was sold an outfit, paid \$25 and went away well pleased. Later I investigated one of the institute's printed testimonials and found no house on Pine street, Lansing, where there should have been one. Perhaps the signer of the testimonial lived in a tent or auto at the time he wrote it.

A representative of another concern held forth on a certain day at a certain hotel. From the circulars sent out I gained the idea that the company manufactured a truss superior to any to be obtained elsewhere. I discovered that the doctor carried an assortment such as any drug store might have procured. The truss upon which he laid most stress was certainly one of the best, but his price was about double what the druggist charged. I had no fault to find with the man himself, his attitude or methods.

I once sent a dollar to a firm in Maine and received a truss, the balance to be paid when a cure was effected. A few weeks later came a bill for \$4 with the assurance that a cure must have taken place. The balance is not yet due and the insignificant affair may have cost nineteen cents to manufacture. "Don't Wear a Truss," said the advertisement. Untold numbers of people would be glad to be free from bondage. So I sent the money and received the "appliance," consisting of belt, straps, buckles and pad. It would not fit. I returned it and asked for my money. Back came another "appliance" with a pad as large around as a coffee cup. This would not hold and was a torture to wear. I returned it and received my money.

Our family doctor died recently. He had practiced medicine forty-five years. I once asked him about a method of rupture cure extolled by a certain surgical institution which was performed by a hypodermic injection of some drug which caused thickening and enlargement of muscles and so closed the hernial opening. The doctor said it

was a very dangerous procedure and might cause death.

Asked why the usual method of operation for rupture failed to be permanent with elderly people, he said the muscles were wasted and there was not enough substance or strength to hold, or the edges did not unite.

An enquiry of a truss manufacturing company at St. Louis about procuring a truss was answered by the statement that they would not undertake to fill mail orders, because the only one to fit a truss was patient's physician. This is quite contrary to the method of such fellows as Rice, who send out blanks to be filled in by the patient and then sends the exact thing needed.

I once visited a man in the convalescent ward of a hospital who had undergone an operation for this trouble. He said to me: "I am as sound as a bullet." A year later the operation was repeated and by another year he was worse off than ever. A number of times physicians and others have been called to save him from death from strangulation. But the best part of the story is that his local druggist has procured one of the latest pattern trusses for him and now he works hard regularly, feeling safe and comfortable.

There is something wrong when a doctor cannot get plenty of business in his own city or territory, but must advertise all over the United States in every paper that will accept his advertisements.

Any man who can produce anything superior to that which can be found on the market can find manufacturers and dealers ready to help him supply the public.

It is safe to regard all these rupture cures as fakes, their advertisements as extravagant and deceptive, their appliance as ordinary trusses inferior or their prices exorbitant.

A large part of the suffering from hernia may be avoided by moderation in eating and a careful selection of food. Forgo the feast. R. C. F.

Paying For Protection.

Fires account for losses totaling several hundred million dollars each year in this country, and the rates paid for fire insurance have a material bearing on the cost of business and the value of real property. Announcement by the Department of Labor that 40 per cent. of the fire-protected cities of the country have adopted a standard company, enabling the fire fighters of one city to go to the assistance of another town, should result in a considerable saving to business men and property owners in general.

Old Stock Moves Fast This Way.

No more clearance sales for Wickes Brothers, Portland, Oregon. The boys have discovered a far better method of moving old stock, a method which yields not only profits but also many new customers. Purchasers who will buy two pairs of shoes at a time may select an additional pair, free of charge from the left-over stock. If none of the left-overs fit, he is given a memorandum which entitles him to a pair at a later date. The profit on the two pairs sold, of course, more than takes care of the pair that is given away.

"Over Fifty Years of Service"

Insurance Policies and Parachutes

When the crisis comes and the aviator must trust his fate to a parachute, he is vitally concerned as to whether that parachute is large enough to support his weight, whether it will open properly, whether it will bear him safely again to earth.

Insurance policies are like parachutes. When the emergency comes, the policy holder wants to **know** that his insurance will function, that it is large enough to carry the load, that it will not split under the strain, that it will carry him to a safe landing.

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Central Policies provide the soundest kind of insurance protection. Beginning with expert counsel in fire prevention, they safeguard the interests of the policy holder by fair adjustment of claims and prompt settlement for losses. Ample resources and the reputation of the company behind the policies give assurance that they will not fail.

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Secretary-Treasurer—D. W. Robinson, Alma.
Manager—Jason E. Hammond, Lansing.

Hammond Still Moving Around the State.

Lansing, Oct. 18—Our news letter No. 9 gave a brief account of our travels in the Thumb country. Last week we covered the territory in Oakland, Macomb, Wayne and Monroe counties. The weather was fine and the roads splendid.

Pontiac was the first call. Building new hotels and paving the principal streets are among the industries at the present time. Business in the stores was reported as fair or rather below expectations. Our old friend, Otto Sachse, has retired from the management of the Chase Mercantile Co., and Bert Whitson, formerly of Washington, D. C., is now store manager. We enjoyed a brief visit with him and prophesy a successful administration of affairs under his guidance.

Had the pleasure of the company of A. K. Duker, of the Duker-McFetridge store, on a trip to Orion and Oxford. Mr. Pound, of the Struthers store, was in New York. The Pontiac merchants were guests of the Detroit wholesalers at the Hotel Roosevelt and some very entertaining addresses were made by several of the representatives of the wholesale houses with an address by Harvey J. Campbell, of the Detroit Board of Commerce, as the leading feature. About 225 were present. We understand it is the plan of Detroit wholesalers and jobbers to visit several other towns throughout Michigan during the next few weeks. We believe this is a good practice for all concerned.

From Pontiac we called upon members in Rochester, Romeo, Richmond, Mount Clemens, Birmingham, Northville, Plymouth, Wayne and Monroe. Many changes are taking place. Our call at the store of Thomas Griffiths, in Mount Clemens, occurred just at the time when he was turning over his key to the front door to the landlord, he having sold the last portion of goods which remained after his recent closing out sale. His son, Ira Griffiths, will conduct a men's furnishing store under the title of "Griffiths" at another location in the city.

At Richmond we discovered a large closing out sign on the front of the store of our member, the Neddermeyer Co. Mr. Neddermeyer has been conducting a closing out sale for some time. His family is now located in Southern California and will be joined by him in the near future. R. W. Kirkham, his helper for several years, expects to continue business at the same location.

A fine new store front greeted our eyes at Ponsford's, at Northville. Martin, in Plymouth who began business a few years ago in a small location, continues to expand. He has recently added a basement department to his store.

A call at Kirchner's, in Monroe, revealed the fact that Mr. Kirchner will continue in business in Monroe at his old stand, he having recently contemplated retiring from business. In Dundee we called on Mrs. Joseph Rosenthal, whose husband and former member of our Association was killed in a trolley accident between Detroit and Monroe, on Sept. 2 of last year. The store looks good under Mrs. Rosenthal's management. She seemed optimistic and is doing well.

In returning to Lansing we drove through Adrian, Hillsdale, Litchfield, Homer and Albion, calling on members at each place. Was very sorry, indeed, to learn of the recent serious

illness of Fred W. Austin, of Albion. He is sufficiently recovered so that he goes to the store occasionally. We all hope he will fully recover.

Deming & Co., at Homer, have divided their large store into two portions with an automobile sales room in one portion and condensed his department store into a well arranged and up-to-date dry goods store. We believe this is a good move for Mr. Deming and wish him success.

A letter from the Smith, Bridgman & Co., of Flint, announces that their manager and our director, Glenn R. Jackson, is recovering. The letter states that he has been able to sit up some recently.

Archie Hazelton, of Imlay City, whose illness and serious operation was reported in our last bulletin, is doing well and slowly recovering.

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

Paris Sport Togs Have Simple Lines.

Sports suits from Patou are chic, youthful and simple in design. Many of the most successful are made of kasha, in beige, several shades of brown, blue and black, the latter being usually smartened with bright colors. Diagonals, mixtures and plain materials are considered good, and almost without exception the lines are straight. A suit of brown kasha has a sweater in brown, orange and beige jersey. One in gray is trimmed with red and black. A narrow belt of patent leather, kid-skin, snake, lizard, ostrich with metal or leather-covered buckle is worn with almost every sports suit and is strapped about the waist regardless of all other lines.

Sport and traveling coats have adopted that masculine overcoating material which has the fluffy surface in roughly mixed tones of gray or brown and a harder backing of plaid in the same tones. This is made up into practical straight coats with big patch pockets and large crushed collars of beaver or squirrel. Chanel chooses moussalic, a Rodier fabric with a curled surface like sheep's fleece, for her sport coats and makes them up in dark colors, with the linings of kasha hanging loose or else merely stitched to the outer coat.

Fur coats are indispensable this year and every woman of fashion includes several in her Winter wardrobe. The finer furs are the more popular, for Paris has decreed against cheap furs and imitations.—N. Y. Times.

Rayon Helps Underwear.

One of the outstanding developments in women's knitted silk underwear in the last few years has been the rise of the entire industry to a higher average level of quality. The advent of rayon into the field has relieved the trade of competition from garments made of low-quality glove silk, including artificially-weighted fabrics and those too light for satisfactory service.

Strictly speaking, according to trade leaders, such fabrics never really belonged in the glove silk industry. The taking of their place by rayon underwear, which has been worked into a position of real merit for the price, has left the quality end of the business to glove silk garments.

In connection with the relative merits of glove silk and rayon undergarments, it was pointed out yesterday that whereas the former cost only about

twice as much as the latter, they give about four times as much service. This comparison was cited to show that glove silk merchandise, while appealing more generally to women of means also is a good "buy" for those who are less well fixed financially.

Another development in the rise of glove silk apparel to a high position in the underwear field is the progress that has been made in its production from a style point of view. This is indicated, for example, by the line of form-fitting garments made by one of the leading manufacturers. This line, from two styles in 1925 has grown to twenty-five models this year.

Cooler Weather Is Welcome.

Cooler weather is expected to effect a notable change in the buying of women's coats, as retailers have been awaiting the stimulation that lower temperatures will give to consumer purchasing. Stocks in the hands of stores are admittedly low, a condition which should greatly help the manufacturing trade during the next few weeks. Coat producers are proceeding carefully in adding to their output. Stocks of piece goods are small, which will eliminate the possibility of garments being dumped on the market in order to absorb surplus fabrics. The coat trade in general believes that the basic situation is sound, and only good selling weather is needed to produce the activity that has been awaited for some time.

Buying Shirts For Holidays.

Substantial orders for holiday lines of men's shirts, for delivery up to Dec. 1, are being placed by retailers. Attached collar and collar-to-match styles lead. In the better grades of the former there is said to be a tendency toward shirts with semi-stiff collars, while in the latter the demand covers both soft and laundered collars. The leading fabrics are broadcloths, fancy jacquard silks and high-quality madrases. Both fancy patterned and solid-colored merchandise is being bought. White dominates in color preference. Green, however, is in much favor, and is followed by blue and tan shades. The vogue is for long collar points, one outstanding type being 3½ inches long. Buying for spring is cautious.

Wood Used For Toilet Wares.

An innovation in toilet table fittings offered by a manufacturer feature the use of mahogany wood to enable these accessories to be matched with bedroom furniture. The fittings are sold either in sets of three pieces, comprising mirror, brush and comb, or in complete outfits of ten pieces. They are available in Renaissance, old Tudor, Chippendale, Heppelwaite and modernistic period designs, which are hand engraved in blue and gold. The wood is built up in a five-ply process, the center and surface woods being different. This produces an attractive color effect and prevents warping. The finish is of high-gloss pyroxylin. The three-piece sets wholesale from \$6 to \$12, while the ten-piece outfits range from \$15 to \$22 in price.

New Blouses Are Different.

The mid-season showing of formal and semi-tailored blouses includes many innovations corresponding to current changes in dress styles, according to a survey by the United Waist League of America. Bolero and cape-back styles, as well as some neckline treatments, characterize these models. One novelty is a blouse that buttons down the back, the buttons and buttonholes extending to the small turnover collar, which is thus fastened into a close-fitting line. Crepe-back satin in light colors, with beige predominating, is used in producing these semi-tailored models. Lane blouses in tunic length are still selling well, and the consumer demand for them is expected to extend through another six weeks or so.

Trends in 1928 Glove Lines.

An advance in women's kid gloves for the 1928 season is inevitable. Kidskins are in restricted supply and command higher prices because of the vogue for kid shoes. Fabric gloves will be slightly higher in price, it was added, but the increase will not be enough to affect the range of popular retail prices. In the 1928 lines, which are now beginning to be opened, the popular slip-on style is again featured. It is shown in strap and buckle effects in kid, suede and glaze leathers and also in fabric gloves. Novelty cuff effects are offered in large variety. Saddler-sewn merchandise is being pushed and it is expected to meet with continued favor. Both slip-on and clasp styles are offered in hand-sewn gloves.

Offers Crushed Velvet Negligee.

Style and utility are combined in a new type of fine negligee that is featured by one of the well-known makers of this merchandise. Crushed velvet is the material used. It does not show the unsightly markings that regular velvet is likely to do in a garment of this kind, hence it permits greater wear. The negligee is cut in simple straight lines, with a deep tuxedo collar that is shirred about the back of the neck in a very attractive effect. It is lined with the satin used in the revers and cuffs, which matches the color of the velvet in the body of the garment. The colors include soft shades of rose, maize, blue, Nile green, ivory, orchid and white. The article is priced to retail profitably at \$29.50.

Has Novel "Lighter" For Women.

The popularity of the cigarette lighter among men has led a manufacturer to capitalize its form in a novel accessory for the opposite sex. In appearance this "lighter" exactly resembles the regulation type, but in place of the wick there is a lipstick. The interior of the device holds a powder puff, powder and rouge, instead of benzine. The lipstick, which is moved forward for use, is shielded by the movable arm which generally covers the wick and flint in a real lighter. The item is made in a small size, which allows it to fit easily into a woman's handbag. It is available in varied finishes and metals and is priced to retail from \$5 up.

New Gold Necklace Has a Laurel Design.

Laurel leaves in heavy gold plate are joined together in a new necklace that fits about the base of the neck. Imitation jade makes an attractive-looking brooch that is worn in front, while a concealed clasp is used in the back for opening. In addition to this necklace are new versions of the cobra jewelry. This type of necklace is now made in square finishes and in new sixty-inch lengths, in open and closed strands. One particularly good-looking necklace is composed of four strands, one each of silver, gold, steel and bronze, all wound in together. The square chains with open ends are made in one and two strands, but instead of being knotted together are invisibly joined to form a pendant effect.

Bracelets embodying the same idea in combining one or more metals are made in one and two inch widths of small match-like sections, but rounded in surface. They are also made in a silver and gold combination, or all silver and all gold. Crystal swords with silver handles set with small jewels and marcasite make very fashionable dress pins for wear on the new corduroy ensembles or on any of the new felt hats.

Jewelry Outlook Bright.

The outlook for novelty jewelry of almost all types is very bright, according to manufacturers. Unless all indications prove misleading, retailers will have a record turnover of these goods during the forthcoming holiday season. The demand has already been of such large proportions that a number of manufacturers are straining their production and shipping departments to make prompt deliveries to the stores.

Consumers, it was said yesterday, are showing more discrimination in their selections of this type of jewelry. Manufacturers find a much reduced call for the very cheap items. As a result they are offering attractive and well-made merchandise that is either original or copied from the best that Europe offers. A constant search is being carried on for novel design ideas, and the preparation of lines for a new season now represents much larger expenditures than was the case only a few years ago.

Unique Ornaments.

A charming bit of decoration for the lapel of any of the new Fall suits is made of metal and effects a pastoral scene. One in particular which is about three inches long and two wide shows a tiny house with cuts to represent windows, doors and shutters in a silver finish, while coming up as in back is a very blooming tree in bright yellow gold. A tiny set of loops on the back allows for fastening. Some of the bag designers have found these little ornaments so attractive that they are using them on handbags in place of monograms.

Bag Orders Diversified.

While retailers are still playing up antelope styles in women's handbags they are showing a desire to diversify their purchases and are including a wider assortment of leather merchan-

dise in their orders. According to a local manufacturer this is a precautionary measure, for while the vogue for antelope is still strong it represents a novelty trend that may suddenly swing into bags made of other leathers.

Velvet numbers, he said yesterday, are being purchased by the local stores and are benefiting from the strong consumer interest in velvet merchandise generally. The same flat and underarm shapes favored in antelope bags are being purchased in the velvet types.

A New Fabric For Underwear.

A new sheer fabric for women's underwear is now being shown for the holiday trade in combinations, fitted vests, bloomers, French "panties" and a new "athletic short" that has a yoke in front only. It is woven diagonally to insure a non-sagging effect and to prevent runs of any kind. The garments in which it is used are all finely tailored, and wherever an elastic is used there is a hand-made buttonhole to allow for replacing it without cutting the garment. Vests are priced at \$18 a dozen, bloomers at \$25.50 and combinations at \$36.

Imported Lingerie Prices Rising.

Prices of Philippine lingerie are stiffening somewhat because of the higher cost of cotton. This merchandise, which is hand-made, is favored in this country mainly in the form of nightgowns, envelope chemises and babies' dresses. The bulk of the business, however, is being done in nightgowns, which are usually trimmed with lace or touches of color. White is the favored shade. Fair orders are being placed by retailers, the volume of which is expected to grow during the approaching holiday season.

Women Like Mann'sh Pajamas.

Retailers continue to meet with much success in offering women's pajama suits. Reorders for these mannish tailored garments have lately been of much greater volume than last year. The demand covers both women's and juniors' sizes and favors novelty effects in broadcloth, crepe de chine and flannelette. Recent orders for flannelette pajamas have been larger, because of cooler weather. The pastel shades are featured here, floral and stripe designs leading in the patterns selected by the stores.

Dress Ornaments in High Favor.

The demand for dress and millinery ornaments continues brisk. Rhinestone effects in buckles, slides and pins are in strong favor. Much interest is also shown, however, in items set with white and colored stones and in filigree designs in steel and old-gold finish. Some of the newest ornaments show a number of crystal or colored glass squares set in German silver. Galalith merchandise has not met with much favor during the present season.

Unexpected Economy.

Browne—Did you give your wife that little lecture on economy you talked about?

Baker—Yes.

"Any result?"

"Yes, I've got to give up smoking."

Wanted going mercantile establishments, large or small, in exchange for finest improved farms and commercial orchards in Michigan. All clear of encumbrances. Give full particulars first letter. Address No. 2000, c/o Michigan Tradesman.

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Secretary—Paul Gezon, Wyoming Park.
Treasurer—F. H. Albrecht, Detroit.

Meeting Chain Store Competition in Small Towns.

The editor of the Michigan Tradesman has given me permission to use his paper as much as and for any purpose I wish and I thought it might prove interesting to the grocers and meat men of Michigan to have a summary of my observations on the subject suggested by the title caption.

Everything I am going to say will be based on actual experience or personal observation.

In the first place, I want to say that no one who is a live merchant need be afraid to have a chain store move into his town. I have observed repeatedly that it peps up business and attracts people to that locality. I am



Paul Gezon.

thinking now of small towns in Michigan.

People, and especially farmers, will drive quite a distance to save a few pennies and if you have a chain store near he will get what he can there, but he naturally will buy the goods which the chain does not handle of you if you treat him right.

You will have noticed that the chains do not carry many items that are common to the ordinary general store, such as wagon grease, lanterns, lamps, chimneys, stock food, mouse traps, hardware items, dry goods, thread and a great many other items.

Recently a live merchant told me he wished a chain store would locate near him, because the farmers were driving to a near-by town to visit the chain store and he had conceived the idea that it would be better to keep that business in his town and get the remainder of the farmers' trade. I think he is right, although I don't suppose many merchants in Michigan are lying awake nights making plans to induce chain stores to come to their towns. But, really, that is the way it works out if you are a live wire and can give and take in business. You will lose the sale of a lot of staple merchandise, but if you can adjust yourself to the new ways you can make it

up on other items which the chains do not handle.

And, of course, not every one is going to trade with the chains when they come to town. There are a lot of people who never go inside of a chain store and whose sense of justice compels them to give their business to the merchants who have helped build up the town, who have a record of honorable dealing, and who, in the past, have extended them favors. Don't worry; your friends will not all leave you.

If you will put into practice what I am about to suggest (somewhat at length) I will guarantee your volume will not decrease and it may increase.

1. Windows. It is no wonder some merchants lose business to the new competition when you see their windows. Old style, common, small paned windows; dirty and unpainted, unlighted and unwashed. Did you ever see a chain store with such windows? You did not and you never will. Plate glass, clean, well painted, slanted backgrounds and changed every week or oftener. That's the way they treat their windows and if you are not asleep, Mr. Grocer, you will sit up and take notice. I know that most of us work too hard and have long hours, but I believe it would pay most stores to employ more help. A good woman or girl can be employed to slick things up and to keep them so, waiting on the trade in rush hours. Don't wait until the chain stores have come, but make some of these changes before you have to.

2. Lights. Most general stores in small towns are poorly lighted. They are absolutely unattractive at night and the windows do not show up well from the street. There are good gasoline and acetylene lights available if you are unable to put in electricity. If the "juice" is in, for goodness sake invest in some up-to-date lighting equipment. Have the power company send out a man to advise you how to properly light your store. That is their business and they are only too glad to assist you with advice free of charge. Now that winter is about here and the evenings long, get your lighting equipment into shape and then do not be afraid of a \$5 or \$8 electric bill. The chain store is so well lighted that it focuses attention upon itself. Mr. Stowe said at our last convention, "Do everything the chain store does, but do it better." Apply this to your lighting problem and see how it works.

3. Specials. I believe that to-day the public expects specials and cut rate prices on at least some items. You have got to do it and the more gracefully you bow to the inevitable, the better for you. Have ten items each week which you put at cost or slightly above and place them around the store conspicuously with showy price cards. After the customer has given her order, call her attention to the specials for that day. If she is a credit customer let her have all she wants. If she is good pay she is entitled to them. If she is poor pay you should not be content until she is educated to the necessity and desirability of short time credits. About twenty towns in Michigan have successful groups of collec-

(Continued on page 31)

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

Provision For the Installation of Mechanical Refrigeration.

Written for the Tradesman.

Mechanical refrigeration, which is the production of cold without ice, is one of the wonders of the age. It has been developed during more than forty years of experimentation. Beginning with large plants, like steamships, big hotels, hospitals and similar institutions, the power for which originally was the steam engine and which must, therefore, be limited to large plants for economical operation, we now have units fitted into family refrigerators, operated from a light socket, costing a trifle per month to operate.

This situation presents both advantages and disadvantages—rather advantages hedged about with dangers to the careless. The merchant who accepts outside appearances, who takes the say-so of anybody—a hired meat cutter behind the counter of a large market, for example—is apt to let himself in for unexpected expenses and disappointments. For example:

A meat dealer visits a big city. He wanders through the large metropolitan markets. There he sees windows and inside display cases filled with meats kept in perfect condition by frosted pipes. The place is busy and evidently prosperous. "If good for this man, why not for me?" asks the meat dealer of himself. But he feels a bit cautious, so he asks one or two men behind the counter; maybe even hunts up and talks with the manager of the shop.

The men behind the counter, all clad in spotless white uniforms, endorse the system unqualifiedly. "It's the only system," they say. "Could not do without it. Ice? I should say not. Ice is out of date." The meat dealer gets enthused, but still he talks with the manager. Together they lean up against one of the long display counter cases, filled with meats. The manager says that meats keep perfectly therein and shows how fine and attractive a sales display they make. "Meats keep in perfect condition, even while on display here," he says. But he forgets to say—and the visiting meat dealer forgets to ask—that these are day-boxes only. Every night they are emptied, contents put away in the big refrigerators and the current cut off. Otherwise those display cases would require more power to operate than all the rest of the outfit together. That is point No. 1 that the visiting meat dealer does not get straight.

In some way the meat dealer learns that cooling water for the compressors is stored on the roof and that the same water circulates up and down through the machines, so the water bill is virtually nil. But nobody happens to tell him that such a device costs him \$500 upward to install and that it is practicable economy only where there are large installations of, perhaps, three or more compressors. So here is point No. 2 which fails to get across to the visitor.

The meat dealer goes home and puts in his order for a complete outfit. The seller is careful to tell him that his front display case is only a day case;

that it is not designed for storage, but only for display. The meat dealer thinks he knows, because has he not seen all those things in actual operation among enthusiastic users? So he waves aside all such questions and orders the installation.

The contract is big. It will take long for the meat dealer to pay off the cost in installments. But look at the conveniences, economies and fetching display. So he overlooks a requirement that, in addition to the cost of the installation, he must fetch the electric lead to the point where the compressor is to be located. He fails to enquire about a power rate for electricity. He makes no calculation about water and takes for granted that his device will include the same circulating water system he saw in the big market.

He also forgets that in his small business he has no such crowd of eager shoppers to justify a day case display, and he dreams only of the time and labor he will be saved by not having to carry his meats back to his big box at night. He contrasts—in his mind—the saving of ice and all the muss and wet of ice and the cost of ice which has run around \$25 per month, with a bill of around \$5 to run his present plant. True, he must pay installments of nearly \$60 per month, but those will stop when the machine is all paid for. Thereafter he will be sort of running on velvet.

The first shock comes when the electrician presents a bill for \$30 to lead the current to the machine. He calls on the installers of the device to pay it and they point to the clause in the contract which provides that he shall supply the current outlet. He pays, grudgingly, with mixed feelings. He feels, on the one hand, that it was his own fault that he did not read over and discuss the contract with minute care. But he also has a subconscious feeling that the sellers were not as explicit as they should have been.

We see, then, that there is no deception. There has not been the least disposition to gloss over or conceal any factor. Yet serious misunderstanding already has resulted.

Next comes the water bill. It is nearly \$10.50 as against his former cost of around \$1.50. Follows the electric bill of some \$19 contrasted with a former figure of some \$4.50. Here is an apparent operating cost of \$23 per month against \$25 paid for ice. The saving is immaterial. The meat dealer fails to ask himself whether he is using more light with days that are shorter, and he has completely forgotten that he has made no arrangement for a power meter to gauge his electric current.

He feels that he has been "done" good and plenty and he puts up a howl for fair. He is so firmly convinced now that he has been handed a raw deal that he will not even listen patiently to explanations. The sellers cannot get any explanations to him. With the cost of the machinery and expenses far out of line of calculations, he sees nothing but months of working for somebody else; for some-

(Continued on page 31)



A good seller
A splendid repeater

HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today
All jobbers

HOLLAND RUSK CO., Inc.
Holland, Michigan

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

Now Offering: Cranberries, Bagas, Sweet Potatoes,
"VinkeBrand" Mich. Onions, Oranges, Bananas, etc.

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

THE TOLEDO PLATE & WINDOW GLASS COMPANY

MIRRORS—ART GLASS—DRESSER TOPS—AUTOMOBILE—SHOW CASE GLASS
All Kinds of Glass for Building Purposes

501-511 Ionia Avenue., S. W.

Grand Rapids, Michigan

On the Shelf Off the Shelf That's Turnover

And all that is left is
profit.

"Uneeda Bakers" products bring quick turnovers, easy sales and steady profits.



NATIONAL
BISCUIT COMPANY
"Uneeda Bakers"

HARDWARE

Michigan Retail Hardware Association.
President—C. L. Glasgow, Nashville.
Vice-Pres.—Herman Dignan, Owosso.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Suggestions in Regard To Fall Sporting Goods Trade.

Written for the Tradesman.

An important essential in handling the sporting goods trade is specialization. It is impossible to build up a business merely by ordering a stock, scattering the goods throughout the store, and depending upon the general knowledge of the hardware dealer and his salespeople to promote sales. To handle sporting goods efficiently, a department must be organized for the exclusive display and sale of sporting goods; and one or more of the salespeople must make a special study of this line.

The sporting goods department should, moreover, be given a fair share of window display and newspaper advertising. Every form of publicity should, in fact, be used to bring this department prominently before the public. Such efforts should be particularly aggressive if you are just starting in this line; but you cannot afford to slacken effort to any great extent, no matter how well established your sporting goods department may seem to be.

Select the best qualified member of your staff as head of your sporting goods department. Encourage him to learn everything there is to know about the various lines he handles. For this purpose it is best to select a young man who is more or less active in local athletics and thus can keep in touch with the sportsmen of the locality. At the same time it may be poor policy to select a man too enthusiastically interested in any one line of sporting activity. For the head of your sporting goods department should have a reasonable amount of intelligent interest in all lines of outdoor sport.

Most young men nowadays grow up with a fairly good basic knowledge of various outdoor sports and the necessary equipment for them. It is not a difficult matter for an intelligent young man, interested in the subject, to learn the practical use of the various lines in stock. The great essentials, after this, are a pleasing personality and a sympathetic interest in all classes of outdoor sport.

Much can be done to stimulate business by the active encouragement of sports of all sorts. Thus the organization of a gun club will help materially the sale of guns and ammunition. Because of the small number of members necessary and the small capital required to outfit, the formation of a gun club is not at all difficult. Such an organization quite often centers around a manufacturer's representative and a few enthusiastic marksmen who have already had a taste of the sport or whose experience has made them fully conversant with it.

The organization of such a club is simple. A secretary is elected, and a committee chosen whose main work is the selection of grounds, the purchase of a trap and the laying out of the grounds. It is generally quite easy to secure suitable grounds, as the only

requirements are the safety of the passerby and clear sky line so as to make as easy as possible the sight of the flying clay targets. Accessibility is a very important factor; but the popularity of the motor car and the fact that the personnel of the average gun club is largely made up of doctors, lawyers, clergymen, bankers, merchants and the like, usually solves this problem.

A few hours a week spent at the traps will afford a great deal of real enjoyment. The disagreeable accompaniment of physical fatigue which results from the more strenuous sports is entirely absent. Yet the game is intensely exciting. Steel nerves, quick and unerring judgment, an absolute co-ordination of eye, brain and muscle, are essential, and need to be keenly developed to attain success in the sport.

Trap shooting was for many years the only sport in which men and women met on equal footing. The rapid increase of the number of feminine shooters has led to the manufacture of shot guns of smaller gauges, such as the 16 and 20 gauge. These are, perhaps, easier to handle. But the desire of many of the feminine enthusiasts to be on an absolutely equal footing with the men has caused them to prefer the standard 12 gauge gun.

The organization of one or more active gun clubs in a community will materially increase the demand for guns and ammunition. There is, besides, the demand from hunters, of which every community possesses its contingent who, in the autumn, seek the nearest marshes or even the Northern woods.

Every dealer should have his mailing list of the hunters in his town and vicinity; and should send out direct-by-mail advertising in due season. Better still is it to canvass such prospects personally. Quite often the telephone can be used to good advantage. And, of course, window display is helpful in catering to this class of business.

An effective hunting scene shown in a Pacific Coast hardware store was made up of a rail fence and the figure of a man in hunter's costume as the central features. Beside the fence was a tree with the familiar sign, "No Hunting Allowed." A small pool of water surrounded by thick underbrush was shown, amid which could be seen pheasants and other wood fowl. The hunter carried a rifle in his hand and was in the act of crawling through an opening in the fence. A strip eighteen inches wide and the full width of the window was left along the front for the display of hunting knives, revolvers, shells, duck calls, etc., while rifles and shot guns were shown on a rack at the right side of the display. The birds used were borrowed from a taxidermist.

Another dealer in a Northern town utilized a large show window for a display in which a realistic effort was provided by such accessories as autumn leaves and brush. In one corner of the window stood the dummy figure of a man while in the other corner was a live bear tugging at the end of a chain. The opposite show window was arranged with an exceptionally complete

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

An experienced hardware salesman wishing to make a new connection may communicate with us.

All correspondence or personal interviews held strictly confidential.

Foster, Stevens & Co.
Founded 1837

GRAND RAPIDS 61-63 Commerce Ave., S.W. MICHIGAN

WHOLESALE HARDWARE

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting Goods and

Fishing Tackle

BROWN & SEHLER
COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes
Automobile Accessories
Garage Equipment
Radio Equipment
Harness, Horse Collars

Farm Machinery and Garden Tools
Saddlery Hardware
Blankets, Robes & Mackinaws
Sheep Lined and
Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

STORE FIXTURES — NEW AND USED

Show cases, wall cases, restaurant supplies, scales, cash registers, and office furniture.

Call 67143 or write

Grand Rapids Store Fixture Co.
7 N. IONIA AVE. N. FREEMAN, Mgr.

assortment of guns, rifles, hunting knives and ammunition.

Very effective displays can be made by the introduction of antique and out-of-date weapons side by side with the modern, up-to-date lines the hardware dealer is offering for sale. There is no community that has not some relics of this sort, and the owners will usually be perfectly willing to loan them for display purposes. Weapons that have seen use in the civil war are plentiful, while old flint locks, used in pioneer days, can usually be secured without much difficulty. If the weapon has an actual historic association—if it can be identified with the Revolutionary War, the War of 1812, the Mexican or Civil War, or with any local character past or present, this will add quite a bit to the interest. A flint-lock used by one of the first settlers in your part of the country is attractive because it is an old-fashioned weapon, but doubly attractive because it was used by someone known by repute to the community. Indian tomahawks are useful as are stone arrow heads, as representing the chase in one of its most primitive forms.

The use of such old weapons in window displays serves a double purpose. The first aim is to attract attention, and this can be done by a relic of some sort better than by anything else into which motion and pantomime do not enter. Especially is this true where the weapons displayed are explained by show cards and have an historic and, if possible, a local interest. The second aim is to emphasize the value, completeness and perfection of the modern weapons which also form part of the display. The placing of the old and the new side by side forms a singularly striking contrast and brings out most effectively the value of the modern firearm.

The average hardware dealer often entertains the opinion that his stock of ammunition will deteriorate unless it is cleaned up every year. While in the early days of the smokeless brands there was some trouble experienced, this does not apply to the products now turned out by the standard powder mills. It is, however, well to clean up the stock at least once a year because it is largely seasonable, and when such lines are out of season it is better to have the money in your bank account than the goods on your shelves. Moreover, the cartons and the goods themselves are apt to acquire a shop-worn aspect and a year from now will not be as saleable as newer goods. Another good reason is that every progressive manufacturer is constantly getting out a better label, making it as attractive as possible, and giving the goods a better finish.

With regard to deterioration, one experienced hunter flatly states that he would as soon shoot a shell loaded five years as one that had been loaded only five months, provided it had not been exposed to extreme dampness or heat. Shot gun ammunition on account of the paper should be kept in a dry cool place, and should never be placed on the shelf of an outside wall where there is danger of dampness. Although paper shells are supposed to be waterproof, and they are as near waterproof

as paper can be made, it must not be forgotten that paper will always draw dampness. Dampness will ultimately cause the shell to bulge. This of course applies only to paper-loaded shells, and has nothing whatever to do with metallics, better known as rifle and pistol cartridges. This sort of fixed ammunition as loaded at the factory is regarded as absolutely waterproof. The hunter previously referred to stated that he had shot metallic cartridges which had lain out all spring in a meadow exposed to a number of rains and that he did not experience any bad results.

A few points in connection with handling the goods are worth remembering. After a firearm of any kind has been shown to a customer, it should always be wiped with an oiled rag which should be kept in the case for that purpose. If a gun of any kind has been shot, never put it away, even if it has been shot only once, without cleaning it well and oiling it, winding up by using gun oil or vaseline. Second hand guns should not be kept with a stock of new guns, as it gives the new weapons the appearance of a second hand stock. If a cork is put in the muzzle of a gun the clerk must not forget to take it out; otherwise the first shot is apt to burst or put a bulge in the barrel.

It is sound policy to get rid of the shop-worn guns. Many of the large firearms dealers have an annual sale of shop-worn guns and rifles; others announce and advertise something of the sort, but hesitate to cut prices to a point calculated to attract purchasers. The consequence of this latter policy is that the old weapons continue to mar the appearance of the newer stock. Rust, worn and scratched browning, dented stocks, are all only too noticeable by customers. For practical purposes the shop-worn guns are as good as the best; but they are poor property for the dealer.

The customer who glances over the display in the dealer's wall cases and sees one or two weapons exhibiting serious blemishes is apt to jump at the conclusion that the others are also old weapons. They may be fresh from the factory and perfect in every respect; but it is so easy to overlook a minor flaw—and the few shop-worn guns bristle with suggestion. Common business policy should dictate to the dealer the necessity of keeping his stock fresh and weeding out at a sacrifice the goods that are not readily saleable.

One veteran dealer strongly advises leaving all stock as far as possible in the original wrappings, and in his own store has built special racks and shelving in order that this can be done the more easily. The exposed stock he repeatedly looks over to prevent rust. In another store every gun in stock is wiped off with a specially prepared oil-soaked cloth before being replaced in the racks. Constant care is requisite to keep the stock looking at its best.

A good stunt by a hardware firm in a Northern town was to get out an advertising card showing the open season for various kinds of game, deer, moose, duck, etc. This card also gave a lengthy price list of arms and am-

munition. The wording concluded: "Why go elsewhere for guns, ammunition and hunting equipment when by dealing with an old-established local house you have the advantage of choosing from this large assortment at

reasonable prices. Our prices are always right; and here you can see just what you are getting."

Victor Lauriston.

The thrifty man is the successful man.

Business Relationships which Prove Profitable

are always founded upon confidence. If it is lacking there can be neither industrial efficiency nor enduring commercial prosperity.

THE "GRAND RAPIDS SAVINGS BANK" has won the confidence of its patrons by its unquestioned safety and by the sterling quality of its service, and because of this it is enabled to work with them the more effectively.

GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 Convenient Offices

WORDEN GROCER COMPANY

The Prompt Shippers

Another Quaker Leader

QUAKER EVAPORATED MILK

The Milk for Every Meal

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

Customers know this brand

WORDEN GROCER COMPANY

Wholesalers for Fifty-nine Years

OTTAWA at WESTON

GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

COMMERCIAL TRAVELER

Sand Lake an Inland Gem.

Grandville, Oct. 18—Reader, did you ever go cranberrying?

I did once and found no cranberries because of the fact that the driver of our wagon took the wrong road seeking the marsh, bringing up at as pretty a little lake as ever glimmered in the great pine woods.

That little trip was made nearly eighty years ago, yet is still a fragrant memory in the mind of the writer. The hired man who drove the team had never been to our cranberry marsh, and there were two almost parallel roads through the wilderness to the settlements back some six miles in the interior.

The pine forests of that day lined the river banks, sometimes extending but a few miles back where the hardwood lands fit for farming were in evidence.

Our particular cranberry marsh was nearly three miles from the river, just off the road where each year the redmen plucked the berries and sold them to the white settlers.

On the day in question the mill-owner at Bridgeton shut down his mill and the whole crew went after the cranberries. A carpenter had constructed wooden rakes with which the work of gathering the berries was very much simplified.

While at work gathering the fruit some Indians appeared on the scene and were very wroth to find their harvest being raked in by white men. There was no help for it, however, and the reds had to grin and bear it.

Berrying time was a very enjoyable season for the boys of the woods. Sometimes the girls ventured into the woods after berries and then a regular picnic ensued. Cattle sometimes roamed the woods and occasionally helped themselves to pails of luscious fruit to the confusion and disgust of the pickers.

As for blueberries these were found down toward Chitister creek on the road to Muskegon. The low-bushed sort, growing on dry soil, were sweeter and more luscious than the high bushed marsh variety. At one time these wild blueberries formed a source of considerable profit to early settlers who gathered them by the bushel for the down state market.

Cranberries, however, are a thing of the past so far as Michigan is concerned. Perhaps the draining of swamp lands may have had something to do with this. At the present time the Cape Cod sort are the ones on the market. Well, the good, glad days of wild fruit, wild deer, howling wolves and growling black bears are a thing of the past, and where once peace and plenty reigned naught but blank cut-over and thrice burned over lands appear.

Six miles West of Grant nestles the shining waters of Sand Lake. This was near the cranberry marshes of old and was once the resort of thirsty deer seeking succor from pestering gnats and mosquitoes, as well as pure water with which to slake their thirst. It would be impossible to correctly estimate the number of deer slain by the Indians in and around this beautiful lake.

Many citizens of Grant have utilized this little eyelet of pure water for a resting place during the heated months of summer. Numerous cottages dot its shores and a considerable number of Chicagoans have builded cottages here and seek in this seclusion a peaceful place of rest.

A dance hall and restaurant have been built. Communication with Grant only six miles away, is easily made by auto and, on the whole, this bit of a fresh water gem is one of the beauty spots of outdoor Michigan.

When I. D. Merrill was running his first mill at Bridgeton, before its con-

version into a steam power, extreme droughts sometimes interfered with the full capacity of the machinery, and Mr. Merrill conceived the idea of tapping Sand Lake as a reservoir for his millpond.

A ditch was dug from the lake to the bluff overlooking Sand Creek, through which a fine stream of water poured, much to the detriment of surrounding scenery. The running water cut down the high creek bank, undermining giant forest trees, tumbling them into the gully. From this fact the mill-owner found it necessary to construct a bulkhead, and let the water out at less velocity.

The experiment was not wholly successful from the fact that this withdrawal of water from the lake drew on the supply, lowering the level of the lake by several inches. It is a significant fact that Sand Lake has no visible inlet or outlet, leaving it to be surmised that its water is supplied by boiling springs in the bottom of the lake. From the fact that its water is so clear and cool one may well believe this to be a fact.

At one time the waters of the lake abounded in fish, bass and perch of a very superior quality. I call to mind a fishing trip to the lake perhaps a generation and more ago when a comrade and I launched a float of logs, fastened together with moosewood withes, and floated out into the lake with rod and line intent on taking home a mess of perch.

That fishing trip was a success. We landed over fifty perch and a few bass, making a nice string for the folks at home. I do not know if the lake still affords fishing for its many visitors. Doubtless the old time swarms of perch have been obliterated long ere this.

Michigan is surely the land of lakes. Probably there is not a county in the State that has not from one to a dozen of these inland gems where fish and opportunities for recreation abound.

Old Timer.

Handbook of Weights and Measures.

Merchants generally will find much of interest in a handbook of weights and measures recently published by the Bureau of Standards. The book gives in nontechnical language a description of weights and measures supervision that will serve to make clear many phases of this subject that are not generally well understood.

Among the material included in the booklet are certain federal weights and measures laws and the regulations based on them, and retailers and householders will find the publication informative and interesting.

The booklet may be obtained by application to the Superintendent of Documents, Government Printing Office, Washington, D. C., at seventy cents copy.

"Sell Every Time."

"Sell every time" has often become a slogan in these days of intensive selling methods. Were this idea to be carried out, there would soon be a considerable decrease in shoppers—logical customers. It is the feeling that there will be no urge to buy that draws people into the present day retail store.

A real salesman exerts selling pressure carefully. Each buyer wants to choose for himself and direct pressure is crude and often resented. A customer lost is far worse than a sale lost. Give every courtesy and smile if you lose one sale.

"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.

T In Detroit
It is the Tuller
For Value

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

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 tire 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

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.

150 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to

Especially Equipped Sample Rooms

WALTER J. HODGES,
Pres. and Gen. Mgr.

PROFITLESS PROSPERITY.

Spirit of Scientific Buying Is Gaining Tremendously.

A New England manufacturer coined a phrase the other day which fittingly describes the present business situation. He called it "Profitless Prosperity." We are grown men with courage to face truth. Let us admit candidly that American business is in a most peculiar and difficult period. As I predicted a couple of years ago, our greatest struggle is in living on a daily fare of "normalcy" instead of the old-time boom and depression periods. We have never before seen times like this. There seems to be nothing the matter. The working man is prosperous; business keeps up a fair pace. But there are very definite things calling for watchfulness.

41.3 per cent. of American corporations not only do not make a profit but show a deficit.

Gross profit on sales has declined from 23 per cent. to 16 per cent. in the last four or five years.

Net profit has struggled to maintain itself. Taking all business corporations it has about held its own, but in manufacturing it has declined from 6 per cent. to 5.8 per cent.

One cannot say that American business is not profitable—the total amount of profit made was 5,873 millions in 1920, and it rose to 7,621 millions by 1925. But the grim facts are that only the larger, better-organized businesses are making the profit. The firms showing a net profit of 5 million or over increased over 25 per cent. since 1923, whereas those whose profits are under 5 millions shown a decline of 11 per cent. And yet only one-tenth of one per cent. of our corporations are in a 5 million dollar profit class. Four per cent. of our profit-making corporations made 75 per cent. of the profit, and are increasing all the time. 96 per cent. of American corporations make only 22 per cent. of the profit. There are 1,113 firms in the country making a million or over in profit, and the profits of these 1,113 firms constitutes almost one-half of the profit made in the U. S.

For every dollar of profit made by the successful firms of the country, 23 cents is lost in deficits by the unsuccessful.

More salary is paid to executives, with the result that for every one-tenth of one per cent. spent for more executive brains and research, a one per cent. gain is recorded in decreased operating expense. Under the pressure of closer profits operating expense declined from 69 per cent. in 1923 to 63 per cent. Brains are being pitted against the pressure of economics, and the greatest need is for filling out the unused productive capacity of our mills which are running on about 60 to 70 per cent. capacity.

We need more intensive cultivation of markets; not less but more advertising. There are over 100 brands of tooth paste, often 60 of them sold in one store; yet only 25 per cent. of people as yet brush their teeth. We have still a giant task before us, for despite our great spread of wealth we forget the real status of the country.

Startling as it may seem, it is never-

theless strictly true, that the "average" American woman has no bath tub or washing machine, piano, radio or even a common refrigerator, much less an electric one. She does not brush her teeth nor powder her face. She has a vocabulary of only 400 words, and an education equal only to the fourth grade of public school. From this it is clear that there surely must be a new view of selling and advertising in regard to markets. Advertising must trade down to the level of the people who now need higher standards of living. It must go out on the farm to a much greater degree than ever, especially since the farmer is entering a new era after having learned the futility of land speculation and the importance of scientific crop rotation and mechanical aid.

The new view of selling and advertising is more creative, more accurate, more practical in its merchandising grasp. It applies intense research analysis all the way from the laboratory which perfects the article to the name, the size, the price, the package, the method of selling and distribution, and the reaction of the public. Indeed the most outstanding fact about the new view of advertising and selling is that it deserts the hunch, deserts the authority of mere experience, deserts the advertising "genius," deserts the clever and brilliant advertising man, salesman or sales-manager, and sets up in authority the public. The whole tendency of modern selling is now to look realistically in the face of the actual economic facts about the public, habits, its buying power, its peculiarities and its practical possibilities, gauged from an engineering point of view.

The spirit of scientific buying is gaining tremendously and is already dominating industrial buying, where once personal favor, social pull and bribery ruled. This spirit of scientific buying is arriving even in the field of everyday family buying, as you may note by the stir Stuart Chase's book "Your Money's Worth" has made. He is a destructive radical bull in a china shop, but he is on a hot trail—that of more intelligent buying on more exact knowledge. Chase's great mistake lies in damning advertising, whereas actually we will need to have more rather than less advertising. Personal salesmanship is more expensive than advertising, and more and more selling is done with less and less personal selling, and more and more printed salesmanship. The layman on the sidelines sees more advertising, but he fails to note that less personal salesmanship per dollar of sales is being used. The reason we will need more rather than less advertising is two-fold: first because we are using less personal selling per dollar of sales, and second because the education of the lower levels where the big volume of the future lies, is more difficult and expensive, and also more scattered geographically.

J. George Frederick,
President International Business
Bourse.

If you ever get up and start early in the morning, you miss all the traffic except those who started early to miss it.

Pullman Company Denies Responsibility For Tipping System.

Contending that the tipping of Pullman porters is a matter between the passengers and the porters, and that gratuities or tips are not charged, demanded, collected or received by the defendant, the Pullman Company has filed with the Interstate Commerce Commission a motion to dismiss the complaint recently filed by the Brotherhood of Sleeping Car Porters which asked the Commission to require the company to cease permitting or encouraging the tipping system.

The complaint, No. 20007, had attacked the tipping system as one fostered by the defendant company to enable it to pay lower wages and on the ground that it constituted a violation of various sections of the Interstate Commerce Law as a discrimination between passengers and a furnishing of service not in accordance with tariff rates.

The company in its motion to dismiss the complaint, made public Oct. 8, submits that the Commission is without jurisdiction of the subject matter and is without authority to grant the relief prayed for.

"The object sought by the complaint," it says, "is to bring about a change in the relations between the defendant and certain of its employees, which complainant alleges it represents, respecting wages and terms of employment. Matters pertaining to wages and working conditions of carriers are not within the province of the Commission. Congress has provided for the handling and disposition of such matters by 'An Act to provide for the prompt disposition of disputes between carriers and their employees, and for other purposes,' approved May 20, 1926, (44 Stat. at Large, 577.)"

"It appears from the complaint that the gratuities or tips are given by the passengers to the porters and not to the defendant; that when received by the porters they belong to the porters and do not belong to the defendant, nor are they accounted for to the defendant, nor do they constitute any part of the compensation received by the defendant for the service which it renders; that there is no obligation on the part of the passengers to give gratuities or tips and no right in the porters to exact them; that such gratuities or tips are not uniform but depend upon the inclination, whim, or caprice of the passengers; that the defendant does not require the porters to differentiate in the amount and quality of service which the defendant renders or undertakes to furnish to its passengers; that the gratuities or tips are not charged, demanded, collected or received by the defendant.

"Therefore, from the allegations of the complaint, it appears that the giving of gratuities or tips by passengers to the porters does not constitute the making by the defendant of an unjust and unreasonable charge under Section 1 of the Act, nor any charge by the defendant; that there is no discrimination under Section 2; that there is no undue or unlawful preference under Section 3; and that such gratuities or tips should not and cannot lawfully, be shown in the defendant's tariffs or

schedules and there is no violation of Section 6 of the Act."

The company's memorandum in support of its motion also says that such investigations as the Commission is authorized to make under Section 13 of the Act are to be based on "any reasonable ground" for investigating "and that there is not such reasonable ground in this case.

"The petition," the Pullman Company says, "is a palpable effort to accomplish by indirection what may not properly be accomplished by direction. The real purpose of petitioners is to secure an increase in wages and a change in working conditions. The Commission must deal with the substance and not the form of the petition.

"Taken as a whole, and construed in the light of common sense, the conclusion must be reached that the petition seeks to invoke a jurisdiction which this Commission does not have but which has been conferred by Congress upon another tribunal.

"This Commission has no authority to enter any order, directly or indirectly, against this defendant, requiring it to pay its porters a higher rate of wage or to change their working conditions."

Continued Conservative Buying of Flour Advised.

Apparently the continued increase in the visible supply of wheat in this country, more favorable threshing weather in Canada, and lack of real active demand from abroad are the influences that caused more or less weakness in the price of wheat during the past three or four days.

There has been no change fundamentally. The United States have raised an excellent crop of wheat, the Canadian crop is above the average, the world crop as a total is just about normal, the consumption of flour and wheat has not materially increased and buying has been on a conservative basis. Fall seeding has progressed more rapidly since the weather has been favorable and so, while the price of wheat and flour is somewhat under that of a year ago, the crop is enough larger to provide a basis for the lower range of values.

With normal demand and continued, conservative buying, there should not be much change in either direction, but higher prices under favorable crop prospects and normal demand are not likely to develop. Continued conservative buying of flour seems to be the best policy. Lloyd E. Smith.

Recipe For Winning Success.

To each pound of your invested capital add several ounces of good book-keeping, a generous quantity of service, a good portion of advertising and a great big dash of enthusiasm. Then stir.

Don't leave any of the ingredients out and be sure not to forget the enthusiasm. Enthusiasm is the high flavor that makes business tasty. It is the music and laughter at the banquet. Without it nothing in the world would seem worth while.

A workman is more than a suit of overalls stuffed with meat.

DRUGS

Michigan Board of Pharmacy.
President—James E. Way, Jackson.
Vice-President—J. C. Dykema, Grand Rapids.
Director—H. H. Hoffman, Lansing.

Michigan State Pharmaceutical Association.
President—J. Howard Hurd, Flint.
Vice-President—J. M. Ciechanowski, Detroit.
Secretary—R. A. Turrell, Croswell.
Treasurer—L. V. Middleton, Grand Rapids.

Much Depends on Proper Lighting of Drug Stores.

President Houser: We are privileged at this time to have a window lighting demonstration by Herbert E. Cook, of the Detroit Edison Company.

Mr. Cook: I know the greater majority of you are interested in the business in which you are working. There are vital things which come up to you, problems in getting your store across to the people, getting the people to come into your store to observe your fixtures, your cards and merchandise with the idea of getting them to buy. We all approve of advertising. I am reasonably safe in assuming that. When we say advertising, do we all get a well rounded idea of what that means to the individual? Do we simply say we will show posters, signs and perhaps have airplanes making the smoke figures in the sky, or do you also include that one little spot in which you are interested, primarily, that is your store? National advertising, widespread advertising, is very good, but it must have the follow through to get ahead. You get this by means of displaying your merchandise to advantage to bring the people right close to it. After that the salesmanship comes in. What good would all this National advertising be if at the time the person came to view the display he could not see it or some other person who did take advantage of the local advertising received the business? I am sure you will say it is not the proper thing.

Local advertising takes two general forms, one your exterior display and the other your interior. First of all, we are going to treat the window display and then show the fellow through that the store interior he must have. Before going into this, I would like to say a few words in passing about lighting. As is apparent, lights have both good and bad features—you will have both good lighting and bad lighting. The following features are what you should have to insure good lighting. One thing is good distribution of light in the store and in the window. If we have a light spot here and a dark spot there and we are using all our space for merchandise display, material in the dark will naturally suffer. If in a window you have shadows, so the whole display does not seem uniformly lighted, best results are not secured. Another thing is glare—that is unrefined light. Glare has a pronounced effect upon the vision. I just want to illustrate that conditions are detrimental if we have glare. I am sure you can all read the printed matter on this card. There is nothing there at all which obstructs the vision of the printed matter. If I should put glare or unrefined light, a bare lamp, in back of

that, I think you will notice the marked effect. The letters are scarcely visible. That is not only important from the standpoint of the customer, but also from the standpoint of the person working behind the counter or any place in the store. It has a direct effect on your eyes. It causes fatigue, so why not eliminate it? The process of elimination will be gone into during the work. So far as glare is concerned, we not only get it from the one source, looking directly into a lamp. We can get glare from reflections such as table tops, glass tops, etc. That is also true of the ordinary table lamp and unless placed in the proper position you will get that glare. The third point is the proper intensity of light. We are all directly concerned with the electric light bill. Using higher intensities secured by using larger lamps will result in a higher bill. However, if a reasonable increase produces a profitable return, it is a sound investment.

Now, what will lighting do? Lighting in the show window is a good thing, because it advertises the store. It advertises the goods and it brings people in and creates a desire to purchase. Tests were continued simultaneously in Newark, N. J., and Cleveland, Ohio. The first week they had the old lighting in. The second week they increased them by 15 units of light and the third week 25 more, until they had what is regarded as a good stand of illumination. The first week we find that with the intensity of 15 units of light there were just 100 people attracted; with forty units of light we got up to approximately 135, and with 65 units it steps up to 150, and with 100 it goes up to about 175. Again, we note the same thing expressed in the percentage of passersby who were stopped by or paused in front of that window to view the display. Fifteen had 11 per cent.; forty, 15 per cent.; 65, 17 per cent., and 100, 21 per cent.; a comparison of clear and colored lighting secured merely by using some colored medium showed that we had a further increase of 40 per cent. Now that is worth while. Every man that is in the merchandising business considers a person a prospect if he pauses to look at an article. If he does not consider him that, I think he is falling short in salesmanship.

Another test was conducted in Kingston, N. Y., approximately 30,000 population. On the West side of the street was a theater. As is usual, the main trend of traffic is where the main attraction is. Sixty-five per cent. walked on the West side of the street and 35 per cent. on the East side; 25 per cent. of the persons stopped at a series of windows poorly illuminated. The intensity of light was increased in these windows. During the second week we found only 48 per cent. of the people walking on the West side and 52 per cent. on the East side, and of the total number of people we consider 32 per cent. of them stopped to look at the window display; 25 per cent. stopped to look one week; 32 per cent. stopped to look the next week. Is there any money in good show window lighting? The last analysis we have of 46.5 per cent. on the West side and 53.5 on the

East side; 34 per cent. stopped during the third week, illustrating that we can see how the value of the show window changes, simply due to the higher intensity of illumination. The first week 25 per cent. and the last week 34 per cent. stopped.

How do we get these intensities? The method is comparatively simple in a majority of cases. It is not entirely an engineering problem. You can have the same idea as lighting specialists. The system is a uniform spacing—of outlets with the proper sized lamps. I can give you a simple solution to an average lighting problem if you want real good lighting. Use 100 watt lamps with good reflecting equipment spaced one foot and you will have a good window. You can always get more by using larger lamps or larger equipment. It is going to bring business to you. The store interior must necessarily follow up the show window.

If you have a very bright window, what happens if a customer comes in and he can't see what you have on the counter? If he says, I would like an article you have in the window, that's fine, you have made one sale. But if you have plenty of light, so he can see many things, there will be an increase in sales. Observation is responsible for most sales. Just a few of the intensities which we recommend for the store. Take drug stores, eight units are recommended. Some give five to ten under same conditions. In every small town where the standards of light are low, in order to be just a little bit better, it has been observed that the intensity of five units will serve you. Be a little bit better than the fellow next door. That doesn't necessarily say it is the best. Ten foot candles will give you good merchandising conditions. These will produce ideal conditions.

When you come to store interiors, it isn't quite as easy a solution as you have in your window, because your windows are regular in shape. On the inside you have various conditions, such as pillars or posts or indentations in the walls, which you have to take into consideration. The average reflector is made so that absolutely uniform conditions will prevail when the spacing is equal to the hanging height. Here are just the general types of lighting equipment and lighting. No direct lighting will be termed as being ideal illumination because you haven't got the proper diffusion of your light free from glare. The totally indirect is where all the light is thrown to the ceiling and side walls. Operating costs are not in direct proportion to the intensity of light; that is due to the fact the higher wattage lamps of to-day are of greater efficiency, so if you double your wattage you are getting more than double intensity of light, either in your show window or store. We speak of costs. The cost of electric light has gone down, this shows from 1924, and has been going down ever since.

We spoke of color as having its value; it also has its bad effect. We have in the case various colors. I will show you first of all the clear light. You can get the approximate value—

we will try the same thing in blue and then from the blue we will go back to the natural again. We will put on the green. Now I just wish you would watch the color distortion. All the green material in there will show little richer value—the point is, use color but use it with discretion.

In closing, I would just like to go through the things which are of greatest importance in the lighting of a store—good show window, good display and good lighting conditions in the interior. First, the proper distribution of light secured by using the correct equipment spaced in accordance with specifications. Second, the minimization of shadows and glare having all sources of light concealed from view. Third, the use of the proper amount of light.

New Requirements For Labeling of Flavoring Extracts.

Regulations effective Oct. 1 have been announced by the Bureau of Prohibition, Treasury Department, which provide new requirements for the labeling of flavoring extracts under the Federal Prohibition law. To explain the changes, M. L. Toulme, secretary of the National Wholesale Grocers' Association, has issued a circular reading:

"Section 1110 requires that flavoring extracts be labeled with the name and address of the manufacturer. Where the extract is marketed by a distributor (other than the actual manufacturer) and it is desired not to disclose the name of the actual manufacturer, the label shall state the name and address of the distributor, together with the symbols and permit number under which the extract was manufactured.

"These regulations are effective Oct. 1, but administrators may allow manufacturers and distributors to use up existing stocks of labels if proper verified application is filed within thirty days after October 1 showing quantity of labels on hand on Oct. 1.

"It is most important, therefore, that all wholesale grocers who either manufacture flavoring extracts themselves or purchase flavoring extracts for packing under their own labels or who have flavoring extracts packed under their own labels, immediately take stock of labels on hand so that application for permission to use these stocks may be made. After permission has been granted to use up the quantities of labels on hand, arrangements should then be made for appropriate changes in the labels as above set forth."

Bubble Effects in Glassware.

New effects in glassware, hitherto obtainable only in high-priced merchandise are now offered by a manufacturer in goods to sell much more cheaply. These styles feature "bubble reeded" effects, in which bubbles are used as a pattern throughout the glass and "reeds," or raised circular lines, decorate the tops or bases of the item. The reeds are colored in an assortment of shades and contrast effectively with the clear glass. These decorations are used in bowls, compots, sugar and cream pitchers, vases, candlesticks and stemware. Wholesale prices range from \$1.50 to \$4.50 for individual pieces.

Cane Cream Proves To Be Popular in South.

Cane cream, a new sugar by-product developed by the Bureau of Chemistry, has proved to be such a popular delicacy in the South that the Government is now introducing it to Northern cookery experts. A deep brown in color, the new offering is more or less of a medium in flavor between the Canadian maple cream, a thick spread made from maple sugar, and the molasses syrup popular for use on pancakes. Experts claim the flavor retains to an unusual degree the taste of the original sugar juice. Whereas molasses is the juice remaining after the making of sugar by crystallization of the cane sap, cane cream is the whole juice—thick, creamy and sirupy.

New Tints.

Remarkable progress has been made by the Bureau of Standards in developing and improving stains for coloring enamels. The development of enamels has been the outstanding feature this year in the paint industry,

and the assistance given by the Bureau will react to the advantage of furniture dealers and manufacturers, the hardware trade, the automobile industry, and other lines of endeavor.

Actual Cash.

Cash is what counts most in the buying program on which the farmers embark each Autumn. In view of this fact the report of the Federal Reserve Bank of Minneapolis that the cash receipts from the crops in the Northwest have been much larger than last year was encouraging news from the standpoint of the manufacturers and merchants throughout the wheat territory.

Suitable For Household Use.

On the phrase "suitable for household use" depends the future regulations for the enforcement of the Caustic Poisoning Act, according to the Department of Agriculture. These regulations, which are now being discussed by the trade and Government officials, will affect all the principal drug and chemical manufacturers and associations.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		1 35@1 50	Belladonna	@1 44
Boric (Powd.)	12 1/2@ 20	Cubebs	6 50@6 75		Benzoin	@2 28
Boric (Xtal)	15 @ 25	Eigerson	7 50@7 75		Benzoin Comp'd	@2 40
Carbonic	38 @ 44	Eucalyptus	1 25@1 50		Buchu	@2 52
Citric	53 @ 70	Hemlock, pure	2 00@2 25		Cantharides	@2 28
Muriatic	3 1/2@ 7	Juniper Berries	4 50@4 75		Capsicum	@2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75		Catechu	@1 44
Oxalic	16 1/2@ 25	Lard, extra	1 55@1 65		Cinchona	@2 16
Sulphuric	3 1/2@ 8	Lard, No. 1	1 25@1 40		Colchicum	@1 80
Tartaric	50 @ 60	Lavender Flow.	6 00@6 25		Cubebs	@2 76
Ammonia		Lavender Gar'n.	85@1 20		Digitalis	@2 04
Water, 26 deg.	06 @ 16	Lemon	4 50@4 75		Gentian	@1 35
Water, 18 deg.	05 1/2@ 13	Linseed, raw, bbl.	@ 84		Gualac	@2 28
Water, 14 deg.	04 1/2@ 11	Linseed, boiled, bbl.	@ 87		Gualac, Ammon.	@2 04
Carbonate	20 @ 25	Linseed, bld, less	94@1 07		Iodine	@1 25
Chloride (Gran.)	09 @ 20	Linseed, raw, less	91@1 04		Iodine, Colorless	@1 50
Balsams		Mustard, artifi. oz.	@ 35		Iron, Clo.	@1 56
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35		Kino	@1 44
Fir (Canada)	2 75@3 00	Olive, pure	4 00@5 00		Myrrh	@2 52
Fir (Oregon)	65@1 00	Olive, Malaga,	2 85@3 25		Nux Vomica	@1 80
Peru	3 00@3 25	yellow			Opium	@5 40
Tolu	2 00@2 25	Olive, Malaga,	2 85@3 25		Opium, Camp.	@1 44
Barks		green	2 85@3 25		Opium, Deodorz'd	@5 40
Cassia (ordinary)	25 @ 30	Orange, Sweet	5 00@5 25		Rhubarb	@1 92
Cassia (Saigon)	50 @ 60	Organum, pure	@2 50		Paints	
Sassafras (pw. 50c)	@ 50	Organum, com'l	1 00@1 20		Lead, red dry	13 1/2@14 1/2
Soap Cut (powd.)	20 @ 30	Pennyroyal	3 25@3 50		Lead, white dry	13 1/2@14 1/2
35c		Peppermint	5 50@5 70		Lead, white oil	13 1/2@14 1/2
Berries		Rose, pure	13 50@14 00		Ochre, yellow bbl.	@ 2 1/2
Cubeb	@1 00	Rosemary Flows	1 25@1 50		Ochre, yellow less	3 @ 6
Fish	@ 25	Sandelwood, E.			Red Venet'n Am.	3 1/2 @ 7
Juniper	11 @ 30	I.	10 50@10 75		Red Venet'n Eng.	4 @ 8
Prickly Ash	@ 75	Sassafras, true	1 75@2 00		Putty	5 @ 8
Extracts		Sassafras, artifi	75 @ 100		Whiting, bbl.	@ 4 1/2
Licorice	60 @ 65	Spearment	8 00@8 25		Whiting	5 1/2 @ 7
Licorice, powd.	60 @ 70	Sperm	1 50@1 75		L. H. P. Prep.	2 90@3 10
Flowers		Tany	9 00@9 25		Rogers Prep.	2 90@3 10
Arnica	@ 85	Tar USP	65 @ 75		Miscellaneous	
Chamomile (Ged.)	@ 60	Turpentine, bbl.	@ 59		Acetanalid	57 @ 75
Chamomile Rom.	@ 50	Turpentine, less	66 @ 79		Alum	08 @ 12
Gums		Wintergreen,			Alum. powd. and	09 @ 15
Acacia, 1st	50 @ 55	leaf	6 00@6 25		Bismuth, Subni-	
Acacia, 2nd	45 @ 50	Wintergreen, sweet			trate	2 83@3 03
Acacia, Sorts	20 @ 25	birch	3 00@3 25		Borax xtal or	6 1/2 @ 15
Acacia, Powdered	35 @ 40	Wintergreen, art	75 @ 100		powdered	6 1/2 @ 15
Aloes (Barb Pow)	25 @ 35	Worm Seed	8 00@8 25		Cantharides, po.	1 50@2 00
Aloes (Cape Pow)	25 @ 35	Wormwood	10 00@10 25		Calomel	2 70@2 91
Aloes (Soc. Pow.)	65 @ 70	Potassium			Capsicum, pow'd	35 @ 40
Asafoetida	50 @ 60	Bicarbonate	35 @ 40		Carmine	7 00@7 50
Pow.	75 @ 100	Bichromate	15 @ 25		Cassia Buds	35 @ 40
Camphor	85 @ 90	Bromide	69 @ 85		Cloves	50 @ 55
Gualac	@ 80	Bromide	54 @ 71		Chalk Prepared	14 @ 16
Gualac, pow'd	@ 90	Chlorate, gran'd	23 @ 30		Chloroform	53 @ 60
Kino	@1 10	Chlorate, powd.			Chloral Hydrate	1 20@1 50
Kino, powdered	@1 20	or Xtal	16 @ 25		Cocaine	12 10@12 80
Myrrh	@ 60	Cyanide	30 @ 90		Cocoa Butter	70 @ 90
Myrrh, powdered	@ 65	Iodide	4 36@4 55		Corks, list, less	40-10%
Opium, powd.	19 65@19 92	Permanganate	20 @ 30		Copperas	2 1/2 @ 10
Opium, gran.	19 65@19 92	Prussiate, yellow	40 @ 50		Copperas, Powd.	4 @ 10
Shellac	65 @ 80	Prussiate, red	@ 70		Corrosive Sublim	2 21@2 42
Shellac	75 @ 90	Sulphate	35 @ 40		Cream Tartar	35 @ 45
Tragacanth, pow.	@1 75	Roots			Cuttle bone	40 @ 50
Tragacanth	1 75@2 25	Alkanet	30 @ 35		Dextrine	6 @ 15
Turpentine	@ 30	Blood, powdered	35 @ 40		Dover's Powder	4 00@4 50
Insecticides		Calamus	35 @ 75		Emery, All Nos.	10 @ 15
Arsenic	08 @ 20	Calcampane, pwd.	25 @ 30		Emery, Powdered	@ 15
Blue Vitriol, bbl.	@ 07	Gentian, powd.	20 @ 30		Epsom Salts, bbls.	@ 3 1/2
Blue Vitriol, less	08 @ 15	Ginger, African,			Epsom Salts, less	3 1/2 @ 10
Bordea. Mix Dry	13 @ 22	powdered	30 @ 35		Ergot, powdered	@ 2 50
Hellebore, White		Ginger, Jamaica,	60 @ 65		Flake, White	15 @ 20
powdered	18 @ 30	powdered	45 @ 50		Formaldehyde, lb.	12 1/4 @ 30
Insect Powder	35 @ 45	Golden seal, pow.	@ 60		Gelatine	80 @ 90
Lead Arsenate Po.	14 1/2 @ 26	Ipecac, powd.	35 @ 40		Glassware, less 55%	
Lime and Sulphur		Licorice	20 @ 30		Glassware, full case 60%	
Dry	@ 23	Licorice, powd.	20 @ 30		Glauber Salts, bbl.	@ 02 1/2
Paris Green	22 @ 32	Orris, powdered	30 @ 40		Glauber Salts less	04 @ 10
Leaves		Poke, powdered	35 @ 40		Glue, Brown	21 @ 30
Buchu	@1 00	Rhubarb, powd.	@1 00		Glue, Brown Grd	15 @ 20
Buchu, powdered	@1 10	Rosinwood, powd.	@ 40		Glue, White	27 1/2 @ 35
Sage, Bulk	25 @ 30	Sarsaparilla, Hond.	@1 10		Glue, white grd.	25 @ 35
Sage, 1/4 loose	@ 40	ground			Glycerine	30 @ 50
Sage, powdered	@ 25	Sarsaparilla Mexican,			Hops	75 @ 95
Senna, Alex.	50 @ 75	Glycerine	32 @ 52		Iodine	6 45@7 00
Senna, Tinn. pow.	30 @ 35	Squills	35 @ 40		Iodoform	8 00@8 30
Uva Ursi	20 @ 25	Squills, powdered	70 @ 80		Lead Acetate	20 @ 30
Oils		Tumeric, powd.	20 @ 25		Mace	@1 50
Almonds, Bitter,		Valerian, powd.	@1 00		Mace, powdered	@1 60
true	7 50@7 75	Seeds			Menthol	7 50@8 00
Almonds, Bitter,		Anise	@ 35		Morphine	11 18@11 93
artificial	3 00@3 25	Anise, powdered	35 @ 40		Nux Vomica	@ 30
Almonds, Sweet,		Bird, 1s	13 @ 17		Nux Vomica, pow.	15 @ 25
true	1 50@1 80	Canary	10 @ 16		Pepper, black, pow	50 @ 60
Almonds, Sweet,		Caraway, Po.	25 @ 30		Pepper, White, pw.	65 @ 75
imitation	1 00@1 25	Cardamon	3 25@3 50		Pitch, Burgudry	20 @ 25
Amber, crude	1 25@1 50	Coriander pow.	30 @ 35		Quassia	12 @ 15
Amber, rectified	1 50@1 75	Dill	15 @ 20		Quinine, 5 oz. cans	@ 59
Anise	1 40@1 60	Fennel	25 @ 50		Rochelle Salts	31 @ 40
Bergamont	9 50@9 75	Flax	7 @ 15		Sacharine	2 60@2 75
Cajeput	1 50@1 75	Flax, ground	7 @ 15		Salt Peter	11 @ 22
Cassia	3 50@3 75	Foenugreek, pwd.	15 @ 25		Seidlitz Mixture	30 @ 40
Castor	1 45@1 70	Hemp	8 @ 15		Soap, green	15 @ 30
Cedar Leaf	2 00@2 25	Lobelia, powd.	@1 60		Soap mott cast.	@ 25
Citronella	1 25@1 50	Mustard, yellow	17 @ 25		Soap, white castile	@15 00
Cloves	2 50@2 75	Mustard, black	20 @ 25		less, per bar	@ 1 60
Cocanut	25 @ 35	Poppy	15 @ 30		Soda Ash	3 @ 10
Cod Liver	2 00@2 50	Quince	1 25@1 50		Soda Bicarbonate	3 1/2 @ 10
Croton	2 00@2 25	Rape	15 @ 20		Soda, Sal	02 1/2 @ 08
Tinctures		Sabadilla	60 @ 70		Spirits Camphor	@1 20
Aconite	@1 80	Sunflower	11 1/2 @ 15		Sulphur, roll	3 1/2 @ 10
Aloes	@1 54	Worm, American	30 @ 40		Sulphur, Subl.	4 1/2 @ 10
Arnica	@1 44	Worm, Levant	5 25@5 40		Tamarinds	20 @ 25
Asafoetida	@2 28	Seeds			Tartar Emetic	70 @ 75

Putnam's

THE GOOD CANDY

AGENTS FOR
LOWNEY'S

NATIONAL CANDY CO., INC.
PUTNAM FACTORY

Holiday Goods
Best Assortment Ever Shown

BETTER COME AT ONCE
And See This Wonderful Display

THOUSANDS OF ITEMS
Suitable For Your Trade—Now on Display
In Our Own Enlarged Sample Room at
Grand Rapids

The Greatest and Best Line We Have Ever
Displayed

Real Values For Your Money

Hazeltine & Perkins Drug Company

Manistee

MICHIGAN

Grand Rapids

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Holland Herring
Some Soap

DECLINED

Apricots
California Prunes

AMMONIA

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



AXLE GREASE

48, 1 lb. ----- 4 35
24, 3 lb. ----- 6 00
10 lb. pails, per doz. 8 50
15 lb. pails, per doz. 11 95
25 lb. pails, per doz. 19 15

BAKING POWDERS

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

K. C. Brand

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

BEECH-NUT BRANDS.



BLUING

The Original

Condensed

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

BREAKFAST FOODS

Kellogg's Brands.

Corn Flakes, No. 136 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 00
Pep, No. 224 ----- 2 70
Pep, No. 202 ----- 1 75
Krumbles, 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 ----- 3 00

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

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

CANNED FRUIT

Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 50@5 75
Apple Sauce, No. 10 8 00
Apricots, No. 1 1 75@2 00
Apricots, No. 2 ----- 3 00
Apricots, No. 2 1/2 4 40@3 90
Apricots, No. 10 8 50@11 00
Blackberries, No. 10 8 50
Blueberries, No. 2 2 00@2 75
Blueberries, No. 10 ----- 14 00
Cherries, No. 2 ----- 3 75
Cherries, No. 2 1/2 ----- 4 25
Cherries, No. 10 ----- 14 00
Loganberries, No. 2 ----- 3 00
Loganberries, No. 10 10 00
Peaches, No. 1 1 50@2 10
Peaches, No. 1, sliced 1 25
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. 3 00@3 25
Peaches, 10, Mich. ----- 8 50
Pineapple, 1 sl. ----- 1 75
Pineapple, 2 sl. ----- 2 60
Pineapple, 2 br. sl. ----- 2 40
Pineapple, 2 1/2, all. ----- 3 00
Pineapple, 2, cru. ----- 2 60
Pineapple, 10 cru. ----- 9 00
Pears, No. 2 ----- 3 15
Pears, No. 2 1/2 ----- 3 50
Plums, No. 2 ----- 2 40@2 50
Plums, No. 2 1/2 ----- 2 90
Raspberries, No. 2 blk 3 25
Raspb's, Red, No. 10 13 50
Raspb's Black, No. 10 ----- 12 00
Rhubarb, No. 10 4 75@5 50
Strawberries, No. 10 12 00

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 ----- 3 50
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1 8 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 3 75
Fish Flakes, small ----- 1 25
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. ----- 1 65
Lobster, No. 1/4, Star ----- 2 90
Shrimp, 1, wet ----- 2 25
Sard's, 1/4 Oil, Key ----- 6 10
Sardines, 1/4 Oil, K'less 5 50
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/2 ----- 2 80
Salmon, Red Alaska 3 75
Salmon, Med. Alaska 2 85
Salmon, Pink Alaska 1 85
Sardines, Im. 1/4, ea. 10@23
Sardines, Im., 1/2, ea. ----- 25
Sardines, Cal. ----- 1 65@1 80
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 80
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@1 45
Deviled Ham, 1/4 ----- 2 20
Deviled Ham, 1/2 ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 52 1/2
Potted Meat, 1/2 Libby 92 1/2
Potted Meat, 1/4 Qua. ----- 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/4 1 45
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 85

Baked Beans

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

CANNED VEGETABLES.

Asparagus.

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

CATSUP.

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

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE.

Roquefort ----- 65
Kraft, small items 1 65
Kraft, American ----- 1 65
Chili, small tins ----- 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Wisconsin Daisies ----- 32
Longhorn ----- 32
Michigan Daisy ----- 31
Peanuts, Virginia Raw 11 1/2
Sap Sago ----- 38
Brick ----- 28

CHEWING GUM.

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

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

COCOA.

Droste's Dutch, 1 lb. ----- 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 25
Droste's Dutch, 5 lb. ----- 60
Chocolate Apples ----- 4 50
Pastelles, No. 1 ----- 12 60
Pastelles, 1/2 lb. ----- 6 60
Pains De Cafe ----- 3 00
Droste's Bars, 1 doz. ----- 2 00
Delft Pastelles ----- 2 15
1 lb. Rose Tin Bon ----- 1 00
Bons ----- 9 00
7 oz. Rose Tin Bon ----- 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, 1/2s ----- 37
Baker, Caracas, 1/4s ----- 35

COCOANUT

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

CLOTHES LINE.

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



COFFEE ROASTED

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

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

Maxwell House Coffee.
1 lb. tins ----- 46
3 lb. tins ----- 1 36

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
Masterpiece, 10, Perf. 70 00
Masterpiece, 10, Spec. 70 00
Mas'p., 2 for 25, Apollo 95 00
In Between, 5 for 25 37 50
Canadian Club ----- 35 00
Little Tom ----- 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 Appolos ----- 95 00
Bering Palmitas ----- 115 00
Bering Dellosas ----- 120 00
Bering Favorita ----- 135 00
Bering Albas ----- 150 00

CONFECTIONERY

Stick Candy Pails
Standard ----- 18
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 85
Chocolate Nut Rolls ----- 1 85
Magnolia Choc ----- 1 25

Gum Drops Pails

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

Lozenges Pails

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

Hard Goods Pails

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

Cough Drops Bxs

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

Package Goods

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

Specialties

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

Bar Goods

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

COUPON BOOKS

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

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

CREAM OF TARTAR

6 lb. boxes ----- 38

DRIED FRUITS

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

Apricots

Evaporated, Choice ----- 21
Evaporated, Fancy ----- 24
Evaporated, Slabs ----- 18

Citron

10 lb. box ----- 40

Currants

Packages, 14 oz. ----- 19
Greek, Bulk, lb ----- 19

Dates

Dromedary, 36s ----- 6 75

Peaches

Evap. Choice ----- 31
Evap. Ex. Fancy, P. P. 30

Peel

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

Raisins

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

California Prunes

90@100, 25 lb. boxes @ 07
60@70, 25 lb. boxes @ 09
50@60, 25 lb. boxes @ 09 1/2
40@50, 25 lb. boxes @ 10
30@40, 25 lb. boxes @ 12
20@30, 25 lb. boxes @ 18

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

Tap

GELATINE



26 oz., 1 doz. case	6 00
3 1/2 oz., 4 doz. case	3 60
One doz. free with 5 cases	
Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 55

JELLY AND PRESERVES

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

JELLY GLASSES

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

OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



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

Wilson & Co.'s Brands	
Oleo	
Certified	24
Nut	18
Special Roll	19

MATCHES

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

Safety Matches

Quaker, 5 gro. case	4 25
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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	27
Fancy Mixed	22
Filberts, Sicily	23
New York New 1926	33
Peanuts, Vir. roasted	12 1/2
Peanuts, Jumbo, rstd.	13
Peanuts, Jumbo, std.	14 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
Filberts	32
Pecans	1 05
Walnuts	75

MINCE MEAT

None Such, 4 doz.	6 47
Quaker, 3 doz. case	3 50
Libby, Kegs, wet, lb.	22

OLIVES

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

From Tank Wagon.	
Red Crown Gasoline	11
Red Crown Ethyl	14
Solite Gasoline	14
In Iron Barrels	
Perfection Kerosine	13.6
Gas Machine Gasoline	37.1
V. M. & P. Naphtha	19.6

ISO-VIS MOTOR OILS

In Iron Barrels	
Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



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



Sema-dac, 12 pt. cans	2.75
Sema-dac, 12 qt. cans	4.65

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

16 Gallon, 3300	28 75
5 Gallon, 750	9 00

Dill Pickles

Gal. 40 to Tin, doz.	8 25
----------------------	------

PIPES

Cob, 3 doz. in bx. 1 00@1 20	
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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	
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	24
Shoulders	18
Spareribs	16
Neck bones	06
Trimnings	15

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	15
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	14 1/2
Compound, tubs	15

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@24
Hams, Cert., Skinned	
16-18 lb.	23@24
Ham, dried beef	
Knuckles	@35
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @22
Boiled Hams	@36
Minced Hams	@17
Bacon 4/6 Cert.	24 @36

Beef

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

RICE

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

ROLLED OATS

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

RUSKS

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

SALERATUS

Arm and Hammer	3 75
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SAL SODA

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

COD FISH

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

HERRING

Holland Herring	
Mixed, Keys	1 00
Mied. half bbls.	9 50
Mixed, bbls.	18 00
Milkers, Kegs	1 10
Milkers, half bbls.	10 50
Milkers, bbls.	20 00
K K K K, Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 65
Boned, 10 lb. boxes	15
Lake Herring	
1/2 bbl., 100 lbs.	6 50
Mackerel	
Tubs, 100 lb. fncy fat	24 50
Tubs, 50 count	9 00
Pails, 10 lb. Fancy fat	2 00
White Fish	
Med. Fancy, 100 lb.	13 00

SHOE BLACKENING

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

STOVE POLISH

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

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

SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	2 00
Med. No. 1 Bbls.	2 60
Med. No. 1, 100 lb. dg.	85
Farmer Spec., 70 lb.	95
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
20, 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
Pine case lots	2 30
Iodized, 24, 2 lbs.	2 40



SOAP

Am. Family, 100 box	6 30
Crystal White, 100	3 95
Export, 100 box	4 00
Big Jack, 60s	4 50
Fels Napha, 100 box	5 50
Flake White, 10 box	3 90
Grandma White Na. 10s	4 00
Swift Classic, 100 box	4 00
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 box	4 90
Octagon, 120	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 30
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

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

SPICES

Whole Spices

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

Pure Ground in Bulk

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

Seasoning

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

THE IMPERIAL VALLEY.

Most Remarkable Fertile Section in the World.

El Centro, Calif., Oct. 14.—The other day a friend whisked me away from Los Angeles for a trip through the entire length of the marvelous Imperial Valley, where all the finest fruits and vegetables of the Golden State are raised in profusion.

Imperial Valley, over the portion of this worthless Colorado desert, has been rescued by the hand of man from vast sand waste, which the Great Creator seems to have forgotten to finish. It is now very apparent, however, that He has called in the assistance of men in the reclamation and development of this vast territory and that they have succeeded beyond all precedent. Under a smiling Providence this great valley is blooming with an unparalleled degree of fertility and production.

Back of all this, of course, is the subject of irrigation, an indispensable prerequisite to the reclamation of arid lands. But for this, nearly half the area of this Republic would be of small agricultural value to-day. In Imperial Valley the system of irrigation in use is the most complete possible under the existing laws of California.

For over forty years the whole question received the most careful study by enterprising men in Southern California. As a result, the mutual company plan was finally adopted for the ownership and management of the Imperial canal system, so far as that plan could be utilized. The first obstacle which arose was the magnitude of the enterprise. Five hundred thousand acres of land for 100,000 people, under one company, did not seem entirely feasible. It was decided, therefore, to restrict the area to 100,000 acres for a single irrigation system. And even this has since been thought to be too large. In this Imperial Valley there are now 538,000 acres under the Imperial canal system, which with still barren land will raise the total to nearly a million.

The Imperial Valley lies between the Coast range of mountains and the Colorado River, a section long known, as I before stated, as the Colorado Desert, and for years considered worthless and irreclaimable. North of this great desert is the Eastern extension of the San Bernadino mountain range, dry and barren and worthless. On the West the Coast range rises to a height of 3,000 to 5,000 feet, which, on the desert side, is also dry and barren. Through the Eastern part of this desert is a range of sand dunes which extends down across the international boundary line, terminating just below it. Between these sand dunes on the East and the Coast range on the West there is a vast level plain which, before its reclamation, was as dry and barren as the hills and sand dunes themselves. Most of this plain is below sea level and was originally an extension of the California Gulf.

Some sixty miles below the Mexican line the Great Colorado River tumbles finally into the Gulf. It is a very muddy stream, which has poured into the gulf for untold ages. When the gulf reached the present site of Indio Station, the river poured into it about 150 miles Southeast of that place. This gulf was then some fifty miles wide, opposite the ancient mouth of the river. Gradually the Colorado formed a bar across the gulf. After a time this bar was raised several feet above high water mark and this cut off the upper portion of the gulf from the main body of water and formed an inland sea, some forty miles in width by 125 miles in length. It will be seen, therefore, that the flow of this river for ages has been in both directions—into the gulf and into this inland sea. In this way large masses of sediment were deposited in both places not only, but a separating bar was raised thirty-

five to eighty feet above sea level, an increase of about sixty miles in width from South to North. Some time after this the Colorado began to pour its regular flow into the gulf, and only in times of flood, during June and July, was the surplus water sent into the inland sea. Then, finally, when the permanent flow Northward ceased, this inland sea gradually dried up, leaving what is known as the Salton Basin, a tract 100 miles long and from twenty to fifty miles wide. This vast area was all below the level of the sea. The bottom was a salt marsh, five by twenty-five miles in extent, and 265 feet below the sea, while the surrounding land sloped gradually toward this depression. Here in the sink the Salton sea was formed in 1891 as a result of the long continued flood of the Colorado stream. It began with heavy rains in February and was afterward augmented by the regular annual flood in June and July, because of the melting snows at the headwaters of the stream in Utah, Wyoming and Colorado.

About 150 square miles of this Salton Sea was so level that the water did not exceed ten feet in depth at any point. All around this sea were a million acres of land below sea level, half of which is arable, irrigable and especially fertile. In addition to this, there is a vast expanse of country South of the international boundary line, which extends to the Gulf of California on the East. Most of this is the most productive and fertile land in the world and it covers about 800,000 acres. Of this vast tract, 300,000 acres are irrigable. A similar acreage is subject to the annual flood overflow.

The plain truth about this favored section of California is to make it almost unbelievable. In the brief space of twenty-five years it has been transformed from a harsh and uninviting desert into a veritable Garden of Eden. Where only cactus and sage brush were, now lie broad fields of richest verdure, indicating growing crops of every kind. Two score of years ago scarcely a white man found habitation here, while now there are 100,000 people, prosperous and happy. The turbulent Colorado River has been subdued to the arts of peace and plenty. The water from this great stream, sweeping down from the slopes and valleys of seven broad states, has been led over this semi-tropical valley through hundreds of miles of canals and distributed on a fertile soil of silt brought down during the long ages from a vast mountain area.

Here grains and fruits and vegetables grow in such luxuriance as to be the constant marvel of those who see and understand. And the seasons are so fixed by a profligate nature that there is a constant succession of crops. While the vast areas of agricultural lands in America are locked in snow and ice, here is perpetual spring in all its beauties. It is then that thousands upon thousands of carloads of Imperial Valley produce finds its way into the markets of the East and ship loads to foreign climes. Crops follow each other for nearly the entire year and when the farmer is not harvesting, he is raising live stock, marketing its products and gathering in pay checks for his poultry and its products.

About twenty years ago a small planting of grape fruit was made just North of El Centro, the geographical center of Imperial county. From this small start the acreage has increased until at present there are at least 1,000 acres of bearing trees and five times that number of young trees in the valley. The environment here seems especially adapted to the successful propagation of this particular variety of citrus fruit, although oranges and lemons add largely to the output. An abundance of sunshine increases the sugar content of the fruit. Soil which is adapted to citrus culture, if properly fertilized and handled, and a good sup-

ply of irrigation water, form the requisites which are present here.

Thousands of acres of early table grapes have proven profitable. The Malaga, or raisin grape, is given the greater attention, though other varieties, for which there is a market demand, are much in evidence. A net profit of \$200 per acre is not considered extraordinary and when you consider that it is simply a question of mathematics, where a given amount of land, water and fertilizer will produce a given result, there is no element of gambling or speculation to be considered. It is a cinch.

Just now the matter of raising dates has an all-absorbing interest. The date palm is not subject to the same climatic hazards as other fruits, although subject to some damage from rainfall at the ripening season. The Arabs have a proverb that the date palm must have its feet in the water and its head in the sun, consequently an essentially to perfect growth is an abundance of water.

Everywhere in this country—I mean America—the Imperial Valley cantaloupe is much in demand, much greater than for the also popular Rocky Ford of Colorado. Last year the shipments exceeded 20,000 carloads. This particular industry has had its flow and ebb tide in Imperial Valley, probably due to the hazards involved in tedious, as well as laborious efforts to grow and harvest, and the fast increasing cost of labor and materials. For a while the Japanese seemed to be the only individuals who could extract a profit from this industry, but stringent local legislation interfered with these methods, and the native farmers inaugurated methods of culture, reducing labor costs and have attained not only success, but wealth. It is certainly some sight to see hundreds of acres of cantaloupes in one field, and the processes of harvesting and shipping. Watermelons are also grown to some extent, but I am told the drawback in their culture is that the vines grow so fast they wear out the melons dragging them over the fields. Where they are properly anchored, they achieve greatness, some of them weighing seventy-five pounds.

It is estimated that in Imperial county alone, there are about 20,000 acres of the most wonderful tomatoes one ever saw, and the interesting feature lies in the fact that they pick them all the year round.

The Imperial Valley lettuce industry started in a small way only eleven years ago and that year they shipped out sixteen cars. The 1927 crop is now estimated at 18,000 carloads. More than half the lettuce shipments from California come from Imperial county. The fields in the Valley range from five to 400 acres in one field. An average crop is about 280 crates to the acre.

Asparagus and rhubarb are also important crops. In February they will begin shipping out and at that time prime asparagus will sell locally for \$1 per pound.

The necessity of protecting the farmer against the possibility of the introduction into California of the many injurious insects, pests and plant diseases which might attack the crops, was recognized forty years ago. This necessity finally resulted in the present efficient system, a protection for agricultural interests second to none. The California quarantine regulations require that all horticultural material, such as seeds, plants, trees, etc., must, upon arrival, be held for inspection. This work is carried on by the State Horticultural Commissioners in connection with their many other duties for the protection of the agricultural industry of the State. Also realizing that quality of farm products means the life of an industry, all produce shipped out of the state is subject to a very rigid inspection prior to shipping.

Cotton is also coming to be a major crop in the Imperial Valley, and by careful methods they have been able to steer clear of the boll weevil, which makes life a burden for cotton raisers in the gulf states.

The dairy industry is thoroughly established here and its development is largely due to the fact that alfalfa grows throughout the entire winter, thus furnishing an abundant supply of green pasture. Also there is an absence of ice, snow and blizzards. A dairyman with a portion of his land in alfalfa and the remainder rotating in corn and barley is producing more food per acre than other land elsewhere will produce on two acres, therefore he has food enough for twice as many animals. The fact that livestock of all kinds spend their entire existence in the open air is conducive to healthfulness and quality of product.

As in all other parts of California, poultry is very greatly in evidence. It is profitable. Thousands of individuals do nothing else but produce chickens and eggs for the market. Poultry is cheap and eggs bring about the same prices they do in Michigan. Under State regulations, however, eggs are graded according to size and color and sold accordingly, a regulation which should be observed everywhere. The very highest grade frying chickens, averaging three pounds, retail for from 25 to 30 cents per pound in Los Angeles and they are sure some chickens. On a five acre ranch one can also raise enough grain and green food to produce enough poultry to keep a medium sized family well fed and groomed. The great thing in poultry raising is to obviate the outlay for provender.

Every town and city in Southern California has its chamber of commerce or board of trade, and, believe me, they are on the job continuously. When the requirements locally slack up a bit, they take their movie films and start out somewhere. Every hour of every business day in Los Angeles, for instance, is a busy one at the chamber of commerce in that city. There are lectures, movies and exhibits entertainingly provided. And they are drawing cards.

El Centro is a smart city of about 10,000. It has many fine public and business buildings, beautiful homes and two hotels which for excellence are unusual. Bordering the residence streets are flowers in profusion—roses, dahlias, oleanders and the stately hibiscus.

Scenic attractions are many. The Coast range of mountains about forty miles West are easily accessible. They are pierced by the rails of the San Diego & Arizona Railway, with terminals here and direct connections with the Southern route of the Southern Pacific.

Carriso Gorge, eleven miles long, takes its name from a grass in its depths which is used by the Indians in basket work. Across its precipices, its gulfs and crags and its mountain pinnacles are spread gorgeous blanket-patterns of color, measured in miles and woven with fluid rocks when the world was made. The reds and oranges of the sunset, splashed upon the walls of the chasm, are broken by streaks of Navajo black, as big as a house, or edged with a border of white crystal, ten to twenty feet wide and half a mile long. The knots in this mighty tapestry are tied with outcroppings of marble; its foundation is of granite and hard rock, amethyst in the dawn, gray-black or burnt amber under the brilliant noonday sky, and toning to purples and violets in the haze of the distant peaks. A railroad built along the ragged canyons of Carriso Gorge, an enterprise long considered impossible, finally was accomplished by blasting from solid rock, a broad and secure avenue on an easy grade, for the rails of the San Diego & Arizona Railway.

Nine miles South of El Centro is the typically Mexican city of Calexico—half American and half Mexican, from the fact that it is situated on either side of the international boundary. It is reasonably tough. Fifteen miles to the North is the enterprising city of Brawley, 7,500 in population. Other cities, prosperous to the last degree, are Imperial and Holtville.

The entire round trip from Los Angeles to Calexico and return, including the side trip to Carriso Gorge, was 420 miles, was made comfortably in two days over magnificent highways.

Weather irreproachable. Warm days, but delightful nights. No rainfall, but little dust.

The Supreme Court of California has decided that while an earthquake may be an "act of God," injuries sustained from the fall of a building during a quake are actionable. Quite likely this case will be taken to a higher court, in which case the outcome will be interesting. I should say that any judge who would decide that the owner of a building destroyed in an earthquake was responsible for damages therefrom was rather beside the fact and, at least, an "early riser."

Mary Lewis, a grand opera star, has begun a suit for \$15,000 damages against a vitaphone operator, claiming that three drinks he gave her prevented her performing properly in the talking movies. Miss Lewis claims she was forced to wait all day in the damp air of the studio and that the stimulant seemed necessary. Now the problem is whether the same stimulant affected the star like it does the well-known singers of "Sweet Adeline." Even some old time prescribers I know of would have claimed that such a libation would have beneficial results in a case of "hoarseness."

Ruth Elder seems to have fallen short of her reckonings on her European flight, and will not get a look in on the \$250,000 which some movie outfit had contracted to give her for a non-stop flight. As it is unless she "takes the air" on her return trip, she may never cause much disturbance among scientists.

George A. Southerton writes me from Battle Creek, that the Kellogg apartment building, recently converted into a hotel, with feeding arrangements, has been opened by himself and will be conducted as a strictly first-class hotel in the future. Mr. Southerton owns the Laverne Hotel, of that city, which is managed by his son-in-law, and is certainly familiar with hotel operation in every feature. It has been claimed that Battle Creek has insufficient hotel accommodations of the better type, consequently the Kellogg ought to do well, especially under Mr. Southerton's supervision.

Frank S. Verbeck.

Glove Re-orders Are Awaited.

Glove manufacturers and importers are busily engaged in making shipments on orders booked during the Spring. Re-orders have not come in actively as yet, because of the mild weather recently. Slip-ons are in much better demand than a year ago and have sold best so far, particularly in suede merchandise. Cooler weather is expected to bring a stronger demand for kid gloves, in which fancy cuff effects are outstanding. In men's gloves the trend is toward capeskin, mocha and pigskin styles, with some interest shown in buckskin numbers.

The logical assumption is that the comfortable poor are happier than the uncomfortable rich.

Meeting Chain Store Competition in Small Towns.

(Continued from page 20)

tive advertisers and buyers who run weekly specials in the daily papers. This is a highly successful way to meet the new problem and every town in the State with eight or more stores should get busy and call on us for assistance. It is as easy to form such a group as can be. You will be surprised at the special buys you will be able to obtain, all without loading up. In some towns hand bills have been more successfully used than the papers and, personally, I think a well gotten up hand bill is by far the best means of advertising in small towns.

4. Fresh fruit and vegetable displays. Here is your big chance to attract people to your store and to make some money. Buy only the best to be had, have seasonable and out-of-season foods, take everything out of the window each night and build up your display every morning. Trim the wilted vegetables and fill up the baskets. Don't put one bushel of apples on display; use ten bushels and keep the baskets well filled.

Price your oranges at uneven prices and always by the dozen. Make a big display of everything and mark each item in plain figures. Have a list of your fruits for the day near the telephone and see that every clerk knows the prices. Don't buy from every Tom, Dick and Harry who sells products of the farm, but build up a reputation for always wanting the best and you will have no trouble getting it weekly, and sometimes daily. Turn-over comes from using some of the methods I have outlined.

5. Meat department. While I believe most towns have enough meat markets I want to go on record as saying that meats and groceries are an ideal combination. We have both in our store at Wyoming Park and find the meat department a wonderful drawing card for the grocery department. A lady will order her meat for dinner and then build up the dinner around it. The meat is the main thing on the menu. Now I certainly do not advise the grocer without meat experience to put in a meat department unless he at once hires a first-class meat man to run it, and that is easier said than done. While I would not go so far as to say they are "born, not made," I believe five to ten years apprenticeship should be the minimum. So go easy, but if you can see your way clear and are ready to do a vast amount of hard work, put in a meat department. Having been in the meat business only twelve years I will not attempt to go into details, but it means close attention to details. Watch your trimmings and build up a reputation for quality. Season your meat a week or two, have good equipment, cut your own hogs and beef and have a variety of meats for the week ends at least.

Now a few miscellaneous suggestions and we'll call it a day.

Smile at your customers and at those who are not your customers and at those who used to be your customers. Don't worry if you lose a customer to the chains through no fault of yours, but smile and treat him as though you

expected him to come back, and in 50 per cent. of the cases he will.

Pep up your clerks and clean up your stocks. Make frequent changes in arrangement of stocks and equipment. Use a few items like sugar, cereals, soap, etc., as a "foot fall." Cut the price for a day or two to rock bottom.

Last, but not least, do not put up a sob story and do not knock the chain store.

Paul Gezon,
Sec'y Retail Grocers and Meat Dealers Assn.

Provision For the Installation of Mechanical Refrigeration.

(Continued from page 21)

thing that does not do what he wanted it to do.

That is not an exaggerated picture of what happens when men act on impulse or without examination, especially what happens when men sign contracts without reading them carefully. For there need be no disposition in the part of the seller to deceive or take advantage to have fatal misunderstandings arise where men do not read what they sign.

This is not a scare story. I am not shouting calamity. For in the case I have in mind complete adjustment was made. Sellers of such devices are not in the business of "doing" anybody. They are building big businesses, installing their devices, large and small, all over the land. They know as well as anybody that big business is not built on deception or dissatisfaction, even when dissatisfaction is not in the least traceable to themselves.

The sellers of this device finally got their customer toned down where he would listen. Then they got across to him their entire willingness to adjust matters, even at considerable cost to themselves. They got the right meter installed for him; would have done it in the beginning only they had supposed he would do it himself. They took out the device from the day case without penalty to the customer. Eventually he had what he really needed and could use advantageously.

But it was a long time before this meat dealer got over his feeling of soreness and it was human nature that this was the case, even though he frankly admitted that the fault was his own. There was really not a thing about the machine, the circumstances or the requirements of this merchant which could not have been arranged in perfect order from the start, had he studied conditions with a little more care, read his contract and discussed the points fully and frankly with even the salesman who sold him.

It should therefore be understood that mechanical refrigeration is a splendid, economical, efficient device, only one must get it right at the start to gain its undoubted benefits fully.

Paul Findlay.

Norwegian Stock Fish.

Norwegian stock fish, both, round and split, are coming in, and show excellent quality. With a substantial carry-over from last year, buyers who are keen judges of value and quality are discriminating in favor of new pack to the neglect of 1926 catch.

The Use of Ice.

The electrical refrigeration field admittedly is in a chaotic state due to overcrowding. In this situation the co-operative study of household refrigeration, under the auspices of the Department of Agriculture, acts as a stabilizer and an assistant in bringing this new industry out of its difficulties.

Business Wants Department

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

For Sale—House two lots, or one, near Tampa, Florida. Consider trade for resort property. Also cottage two lots Narrow Lake, Eaton county, nearly new. Bargain \$1,500. Write for particulars. S. F. Brunk, Eaton Rapids, Mich. 701

FOR SALE—Grocery stock and fixtures. First-class location, clean stock, good fixtures. Price wholesale inventory. Deal direct with owner. Address Lock Box 452, Ypsilanti, Mich. 702

Office and Store Fixtures—Burroughs book-keeping machine, National electric cash register, steel and iron safes, Remington and Royal typewriters, addressograph, multigraph, roll top desks, seed and repair cabinets. All strictly high class, nearly new. About half value. Call or write, A. H. Foster, Receiver, Allegan, Mich. 703

WANTED—By experienced middle-aged man, general store work. Would buy interest. Address No. 704, c/o Michigan Tradesman. 704

For Sale—Established hardware business in county seat town of 6000. Good churches and schools. Stock and fixtures will invoice approximately \$11,000. Rented building. Reason for selling, to close an estate. No trades. W. F. Stringfellow Estate, Atlantic, Iowa. 705

Wanted — To exchange kitchenette apartment house in Grand Rapids for hotel in Southern Michigan. 211 Jefferson Ave., Grand Rapids.

TO EXCHANGE—Detroit city improved property, for a good sized general stock and store in a small town. Write to R. Rutowitz, 4558 Tireman Ave., Detroit, Mich. 697

FOR SALE—Old established grocery. Stock and fixtures about \$2,500. Reason for selling, ill health. Address W. A. Quick, Nashville, Mich. 698

FOR SALE—Grocery store. Best location in manufacturing city of 5000. Good farming trade. Leaving town reason for selling. Address No. 700, c/o Michigan Tradesman. 700

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. 586

FOR SALE—Dry goods and grocery stock located in small town in good farming.

For special merchandise sales, or closing out stocks, employ W. G. Montgomery, 7411 Second Blvd., Detroit, Mich., over twenty-three years' experience. Detroit Wholesale House references. 692

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

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Arrested For Selling Aspirin.

Saginaw, Oct. 18.—About thirty days ago an inspector from the Michigan Board of Pharmacy purchased from Frank H. Peters, at Metamora, one 25 cent tin of Bayer-Aspirin tablets. After making the purchase, this inspector caused a warrant to be issued for the arrest of this merchant.

This office was advised of the arrest and we immediately started the necessary procedure in order to defend this merchant. We first secured all the facts, to be certain that this merchant was not selling iodine or other poisons, and found that he was not, so an attorney was retained and arrangements completed to defend the case.

This case was to come up before Justice Karr at Lapeer on Sept. 28, but we asked for a delay which was granted and the trial was set for Oct. 12.

Our plans called for Mr. Peters to plead guilty of the charge before Justice Karr, accept sentence and then have the case carried to the Circuit Court; should that court sustain the verdict, then appeal the case and have it tried before the State Supreme Court.

However, the best laid plans of mice and men go awry some times and it proved such in this instance. The case came up for trial on Oct. 12 before Justice Karr and was dismissed. Just why this case was dropped by the State is open to speculation.

Our attorney has advised this merchant to continue the sale of this commodity and it will not be long before we can determine just where the State Board of Pharmacy stands, and if they are going to continue sending men out over the State intimidating honorable merchants and using high pressure tactics after having such an opportunity to test out the Michigan Pharmacy Act, so far as it relates to the sale of common, household drugs, then it simply emphasizes the contention that this State Board of Pharmacy has strayed a long way from the purpose for which they were organized.

This Board supposedly is to function in the interest of the health and protection of the people. If it can be shown that the people are better protected by purchasing all common, harmless drugs from a drug store, rather than from the stores from which they have been sold so many years, then we are certain that this Association would very promptly endorse such a move, but the evidence all points too vividly to an entirely different motive and this Association stands ready to protect any merchant who is litigated against for the selling of aspirin or other so-called common household remedies. This does not apply to the sale of iodine or other drugs that bear a poison label. They should not be sold and we will not defend a merchant who has them on his shelf.

We believe that eventually the Michigan Pharmacy Act will be declared unconstitutional by the State's highest court, and our contention is based on the theory that the act is unfair, unjust, and the motive back of the act is flagrantly class legislation.

We do not wish to weaken our position and we would be doing so if we did not oppose the sale of poisons. They have no place on the shelf with foods and they are sold by comparatively few grocers. We recommend that you discourage the sale of them whenever possible. We have found, however, that an inspector from the Pharmacy Board has just recently ordered a retail grocer to discontinue the sale of items not covered in any way by the regulation of that Board, such as Spirits of Wintergreen, Spirits of Camphor, Epsom Salts, Castor Oil, Turpentine, Glycerine, etc.

The wholesale and retail grocers of this State have a legitimate reason to complain for such action by a State employe and it has reached the point where patience ceases to be a virtue.

We will appreciate you advising this office of any complaints or warnings

that may be issued against any of your customers. And in the meantime, we suggest that you advise your retailers to continue the sale of Aspirin.

P. T. Green,
Sec'y Mich. Wholesale Grocers Ass'n.

Market's Greater Absorptive Power of Bonds.

The bond market is better able to absorb the rising flow of new securities, which so far this week alone aggregate \$217,000,000, than at any time since last spring.

Everywhere in Wall Street investment bankers for several weeks have found the demand for new bonds greater than the supply.

This condition is the reverse of that three months ago when the heavy emission of issues produced a temporary glut on the market. Bankers in the past have not always been farsighted but they have themselves to thank that the excess supply of bonds on hand last summer has been cleaned up. By shutting off for the time the tide of new flotations, underwriting houses gave investors an opportunity to absorb what was on the dealers' shelves before attempting to force the hand of the dealers.

In the final analysis what the underwriting houses must always want is a thorough distribution of bonds among those who seek issues to lock up in their strong boxes. A new issue is not successfully wholesaled until in turn it is successfully retailed.

Knowing that bonds previously offered have been digested in the market, the investment houses now are entering upon a period of larger financing with new confidence. The steady improvement in the bond market this autumn, the prevalence of easy money and the plethora of capital in search of investment all combine to make the prospect cheerful for an absorption of the enormous new issues now on the board.

No less than \$5,224,000,000 in new bonds and stocks have been offered to the public since the beginning of 1927, which is around \$1,125,000,000 larger than the total of \$4,099,000,000 offered in the same period last year and larger than anything on record. In view of the preponderance of foreign loans among those scheduled to appear soon it is interesting to note that since the beginning of this year over a billion dollars in new securities have been offered each by foreign borrowers, by industrial companies and by public utilities. The three groups are contending for leadership so far as volume is concerned. The public utility group has put out more securities than any other so far this year but the foreign list is running a close second, and with the addition of the new \$71,000,000 Polish loan stands a good chance to work its way to the top of the list.

Those interested in the broad general phases of the bond market believe that the slight relaxation indicated for certain departments of business will increase the demand for new bonds. Funds previously turned into business will be diverted more and more into the bond market, they contend, and many of the large companies themselves will put their surplus capital to work through heavier security investments.

Paul Willard Garrett.

Prices of Farm Products Advance Rapidly.

Farm prices showed a greater advance between Aug. 15 and Sept. 15 than at any time during the last 18 years, with the price index reaching 140 per cent. of the pre-war average on Sept. 15, according to a review of the October price situation issued Oct. 15 by the Bureau of Agricultural Economics.

Heavy marketings of old corn have reduced farm supplies below those of last year, and the total supply during the 1927-28 season will be materially less, according to the statement. The trend of corn prices during the next two months, usually downward, will be affected by weather conditions until husking is completed, and by the supply available at primary markets.

The full text of the review of the price situation follows:

The advance of the average of farm prices between August and September was the greatest in an of the past 18 years. On Sept. 15 the index reached 140 per cent. of the pre-war average which was eight points higher than on Aug. 15 of this year and 6 points higher than in September, 1926.

The unusual rise between August and September this year was due chiefly to an unusual rise in cotton prices by the middle of September, and to advances in hogs, cattle, butter and eggs, which more than offset the lower prices in most of the other products included in the index. The 5.4 cent rise in cotton prices from 17.1 cents to 22.5 cents was the largest increase between August and September during the past eighteen years, and at 22.5 cents the farm price on Sept. 15 was higher than middling quotations at any of the spot markets, also a very unusual situation.

At the wholesale markets the commodity price level has been advancing since the end of April, largely as a result of higher agricultural prices. In August, the Bureau of Labor Statistics Index of Commodity prices averaged 149 compared with 147 in July and 152 a year ago. Since April, agricultural prices have advanced 5 points to 147, while nonagricultural prices remained at 151.

According to the Annalist wholesale prices have continued to advance. On Oct. 4 that weekly index of all commodity prices stood at 148.8 (1913-100) compared with 145.2 on Aug. 16. The present level is approximately 1 point higher than a year ago. On Oct. 4 prices of textile products, fuels, and metals were lower than a month earlier.

Shredded Wheat Co. vs. Kellogg Co.

The action brought by the Shredded Wheat Co. against the Kellogg Co. in the United States District Court of Connecticut came up for a first hearing last Friday, at South Norwalk, Conn., before Judge Edwin S. Thomas. This is one of the most interesting cases now before the courts, particularly to manufacturers and jobbers who are spending large sums of money in developing a good will and business value for their brands and trade names. In this action the Shredded Wheat Co. seeks to enjoin the Kellogg Co. and certain other defendants from manu-

facturing and selling a biscuit similar to the product of the Shredded Wheat Co. and calling it "Shredded Whole Wheat Biscuit."

The argument before the court Friday was on a motion made by certain grocers in Connecticut who are made defendants with the Kellogg Co. to dismiss the complaint and to strike out certain of its allegations. The Kellogg Co., Kellogg Sales Co. and W. K. Kellogg, who were also made defendants, have not as yet appeared in the case. W. H. Crichton Clarke argued in favor of the motion, claiming that the Kellogg Co. had a right to make the new biscuit and call it "Shredded Whole Wheat Biscuit," and William C. Breed, counsel for the Shredded Wheat Co., argued in opposition thereto. Mr. Breed stated that the Shredded Wheat Co. had spent \$24,000,000 in advertising and in acquainting the public with the merits of its product and had acquired rights in the biscuit which the courts had sustained and that the action of the Kellogg Co. was a violation of the rights of the Shredded Wheat Co., because of the fact that the Kellogg Co. was not only seeking to appropriate the form of the Shredded Wheat Co.'s biscuit, but also as its name, the words always associated with the genuine product.

At the close of the argument the court reserved decision and requested that briefs be submitted.

Method of Washing Apples Is Successful.

The new method which was devised and introduced by the Department of Agriculture for washing apples carrying an arsenic coating left from spraying, has been virtually a complete success, it was stated orally October 12 by the Secretary of Agriculture, W. M. Jardine.

"Fully 95 per cent. of the trade have found the new method of washing apples immediately after picking in order to remove any deposits remaining after spraying with arsenic entirely satisfactory," the Secretary said. "In cases where protests have been received, it has usually been found that the method recommended was not being carried out properly. The Department's suggestions for washing apples are in general use throughout the West."

The method of washing apples referred to, the Secretary explained, was brought forward merely as an aid to growers and not as a prescription of the Department. Apples so treated come within the regulations of the Food and Drug Act while apples shipped with a coating of arsenic would be held up by inspectors at the markets.

New Kind of Cheese.

Kraft Cheese Company has announced a new cheese product called "Nukraft," developed after four years of laboratory research. Company states it has greater food value than ordinary cheese, contains more lactose or sugar of milk than is retained by the usual methods of cheese making, and will not tax digestion. "Nukraft" is produced in company's plant at Antigo, Wis. Production requires a large investment in special patented equipment.