

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 2, 1927

Number 2302

Definition of Christianity

To have courage without pugnacity,
To have conviction without bigotry,
To have charity without condescension,
To have faith without credulity,
To have love of humanity without mere
sentimentality,
To have meekness with power,
And emotion with sanity —
That is Christianity.

Charles E. Hughes.

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.

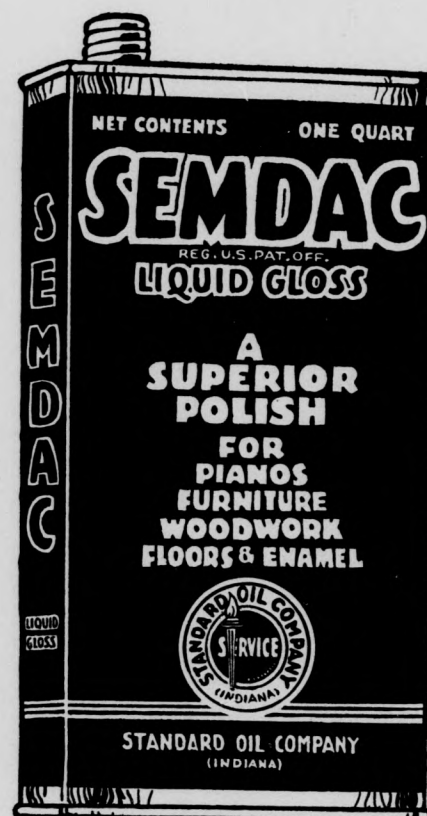
Housecleaning cares have been lightened for thousands of women who are using Semdac Liquid Gloss to aid them in their work.

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.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 1—The nice Indian Summer is still holding on; one of the finest falls we have had in years. The duck hunters are enjoying the weather, also fishermen are putting in much time around the resorts, some of which are still open and doing a nice business.

The Union Clothing Store, which has been in existence here for the past five years by Michael Krell and C. Waara, changed ownership last week. Mr. Krell purchased the interest of Mr. Waara and will continue the business as heretofore. Mr. Waara has not as yet decided what he will take up in the future.

After a city man has spent the winter in Florida and made a census of the occupations of the winter inhabitants, he quits worrying about the plight of the American farmer.

A. H. Eddy has installed a large refrigerator showcase in his meat department, which is a decided improvement and compares favorably with any of the displays in the larger cities. The meat department is in charge of Mr. France, an expert meat cutter, and is showing a nice increase in business. The Eddy store is a credit to our city, of which Mr. Eddy may justly feel proud.

Two members of the Michigan Conservation Commission and a well-known author are among those enjoying duck hunting on St. Mary's River. Lee J. Smits, of Detroit, outdoor editor of the Detroit Times, and Harold Titus, of Traverse City, are the Commission members, and James B. Hendryx, of Sutton's Bay, is the author. They are visiting the marshes around Drummond's Island.

Between gas filling stations and bill boards the vacant lot owners seem to be prospering.

Cohodas Bros., wholesale fruit and vegetable dealers, opened their eighth branch house at Antigo, Wis. Bernard Olson, of Negaunee, who was employed by the company at Green Bay, Wis., has been given the management. Sam Cohodas, of Ishpeming, is in Antigo to assist in getting the business under way. It was only a month ago the firm established a branch at Ironwood, and Mr. Cohodas states that business there is highly satisfactory. Cohodas Bros. are the largest fruit and vegetable distributors in the Upper Peninsula.

The Pittsburg Supply Co. is erecting a large warehouse alongside of its other building which will be used for hardware.

Baraga county is establishing its first fur farm in the King Lake district, Covington township. C. E. DeLene, of Moline, Ill., is the owner of 1,000 acres of cut over land, with two small lakes, which furnish a natural breeding place, with excellent coverage and good feeding grounds. A number of muskrats have always made these lakes their home. The lands are situated on the North side of the South Shore Railroad and on M 28. Mr. DeLene is building a cottage and roads and has had several men at work the past summer fencing in the property. There are a number of lakes in that district which are excellent places for fur bearing animals. Mr. DeLene expects a shipment of 1,000 muskrats to stock the place.

How gladly we would pay a larger income tax. How we hate to pay the sum we actually owe.

M. A. Fair, the well-known meat merchant of St. Ignace, was a business visitor here last week. He made the trip via a new automobile which he had just driven back from Flint.

Three young ladies from Marquette entered one of the Main street stores in Ishpeming, Wednesday afternoon, and almost got away with three silk dresses without making payment for the merchandise. They can consider themselves very fortunate as they were not prosecuted. One of the trio engaged the attention of one of the clerks, making the pretense that she desired to purchase a coat, while the others made the raid on the dress rack. The clerk noticed that one of the girls appeared to be concealing something under one side of her wrap and she detected a price ticket hanging from beneath the coat of her companion. She made a hurried move and obtained possession of the garment and soon made the other hand over what she had taken. By appealing to the sympathy of the clerk, the three were permitted to leave the store, but they were given a good lecture and probably will not return to that place of business in the near future. The store manager telephoned to other merchants along the street and gave descriptions of the trio, but the chances are that they made a hurried exit from the city. A close look-out for shop-lifters is maintained in all of the larger stores and it is not uncommon to learn that some woman who desires a new dress or pair of hose without making payment is apprehended. It is not so long ago that one paid a fine and costs in the municipal court for theft of a dress.

William G. Tapert.

Woods Boys Were Expert With Bow and Arrow.

Grandville, Nov. 1—The war which raged among the boys of an early day was more against snakes and skunks than aught else. Indians were the deer hunters and the whites purchased their venison mostly of the red men.

At one time I call to mind there was a strife to see what boy would kill the most snakes in a given time. Bows and arrows were the weapons of Indian and white boys, the air rifle for children not having been invented, and I venture to say there was more sport to the square inch from the use of these than from the present day air rifle.

Nearly every child was taught not to kill any of the small birds. Squirrels, rabbits and fur bearing animals, such

as mink and muskrat, were legitimate prey, however.

At one time an unusual number of water snakes had taken possession of the ponds and small streams and the boy hunters, with their bows and arrows, made war upon them. For every snake killed an arrow was awarded, and there was a strife to see who should dispose of the most reptiles.

I call to mind distinctly having killed my twenty-ninth water snake at the end of three days' warfare.

Sometimes the night watchman at the mill would ask a boy to take his place, that he might go to a distant party or dance. Usually the boy who took the watchman's place induced another boy to share his vigils and the night was usually spent in whittling out arrows against a time of need.

These arrows were of pine or ash, whittled down to a small stem, with a considerable bunk at one end and a notch in the small end to be fitted to the bowstring. Often there were trials of marksmanship which afforded much sport for the small woods boys.

Canoe riding up the millpond was a pleasant diversion, and the boy who secured a girl to accompany him enjoyed the screams of his companion when by chance, while paddling among the driftwood, she accidentally put her hand on a coiled water snake, these creatures seeming to enjoy sunning themselves by coiling up on old logs and bits of floating brush.

These snakes were comparatively harmless, although of a dirty mud color, and rather uncomely even as a member of the snake family. It seems to be the nature of all humans to kill a snake, although later generations have learned that many snakes are of benefit to mankind rather than otherwise.

Barefoot boys, however, could never step on even the most harmless snake without a jump and cry of alarm, seeking a club with which to dispatch the reptile. Many of these snakes have been known to catch and swallow birds as well as frogs and toads. No boy would hesitate to come to the rescue of a frog which a snake had set out to swallow, and many a happy green angel of the ponds has hopped joyously away when the club of a boy has set him free from the jaws of a snake.

The woods boys became very expert with their bows and arrows, even exceeding the skill of the young Indians.

In an early day the red men did all their hunting with bow and arrow. The flint heads of the arrows were sufficiently sharp to penetrate the bodies of their game, being almost as death-dealing as the rifle of the white man.

"Here is your beau, Miss True," said little Ned, handing a stringed bow to his teacher.

"Ah, yes indeed," smilingly replied Miss True, as she took the bow from her small pupil, "but where is the arrow?"

"Oh, you are the arrow," laughed the boy to the amusement of the others.

Sometimes a boy would bring down a partridge with his ironwood arrow but not very often. Shotguns came into early use, some of them being remodeled from old Revolutionary muskets. My brother and I had one of the latter and were the envy of those small boys who had to depend on their bow and arrow for sport.

One of the not uncommon sports of the autumn and summer was a canoe trip up the Muskegon for miles under the shade of forest trees, the main enjoyment being the trip back when we allowed the canoe to drift with the current.

Once upon a time two lads landed at a point which overlooked a long strip of flat land bordering the stream. From the bank we saw a most beautiful sight—acres of yellow oranges as far as the eye could reach. It was enough to make one's mouth water, and the two boys climbed up the bank and were soon reveling in gustatory enjoyment of the ripe fruit.

Oranges growing on the banks of a Michigan river! To be sure, but we dubbed them May apples instead, and they were a pretty sight. Gathering some less than a bushel, piling them in our canoe.

And then we cast loose and floated slowly down the river. We had some miles to go, which gave ample time for the two lads to sample the May apples.

Delicious we thought them, and ate until we could eat no more. Neither boy ever ate another May apple during the term of his natural life. You see, the apple mentioned is the fruit of the mandrake, which is a medicinal plant held in high esteem by the medical profession.

The boys had punished themselves with an over dose. Sick? Yes, for a whole week, and from that time forward the sight of a mandrake apple always gives me a certain qualm down stomachward which is simply indescribable. The sports of boyhood come back now and then to an old man's vision and, in a measure, he seems to live life over again.

Old Timer.

Everyone Invited To Contribute.

Wyoming Park, Nov. 1—I greatly enjoyed the comment made on my article in the Oct. 19 Tradesman entitled Meeting Chain Store Competition in a Small Town.

I was especially pleased with the reply made by A. J. Cron, manager of the National Cash Register Co. for this territory. I cannot see that we disagree much and I certainly favor the idea that all businesses need a certain amount of system. However, we are talking about stores in a small town and Mr. Cron's ideas are hardly practicable in every case.

I still maintain that a good woman or girl can easily earn her wages in a store and high priced salesmen and high priced methods do not work out well in a small town store.

I would be very glad to hear more from Mr. Cron and I do not doubt that Mr. Stowe will be willing to give him space in his valuable paper.

I know Mr. Cron is a live wire and undoubtedly he knows what he is talking about.

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

All in the Postscript.

Husband—What is that you are reading, my dear?

Wife—A letter from mother.

"Anything important in it?"

"I don't know; I haven't got to the postscript yet."

WELL SPENT YEARS.

Anton G. Hodenpyl Approaches His Seventy-fifth Birthday.

One year ago you had an article descriptive of the work of Mr. Hodenpyl in building up the Michigan Trust Company as such. As Nov. 7 is his 75th birthday, we who know him think it is fitting that some notice should be given of the fact and how vital the organization of the Michigan Trust Company and its work were to our city from its founding in 1889 up to the time Mr. Hodenpyl left the city to go to New York in 1901.

As stated in previous articles, trust companies were new in the Western states and it was necessary to secure the enactment of a law under which trust companies could be created in order to organize a trust company in Grand Rapids. All the large financial forces in Western Michigan were enlisted and in 1891 and '92 the Michigan Trust Company building was built which was one of the large skyscrapers of the West. Altogether, the Trust Company itself was an outstanding institution, not only in Michigan but in the West.

There comes a time in the development of all cities when some vital factor makes for its weal or woe. In

the early '90s we were still a struggling town; ambitious, but not out of our lumbering and pioneer days. Our furniture factories had been organized and going for a long time and had given Grand Rapids a place on the map of the world, but they were not as financially secure as they are now, and the same would be true of the industries of the whole country.

The panic of '93 left the country as a whole something of a financial wreck and Western cities, particularly manufacturing cities, suffered the most. The Trust Company was organized and had command of financial resources from the lumbermen of Western Michigan and during the panic and the terrible events thereafter, these funds were a very large factor in buttressing the whole financial industrial structure of Grand Rapids.

This was due not alone to the wonderful men who associated with Mr. Hodenpyl in the Trust Company, such as Lewis H. Withey, the President, Willard Barnhart, the Vice-President, Darwin D. Cody, James M. Barnett, Thomas D. Gilbert and Harvey J. Hollister, but to Mr. Hodenpyl's ability to use those funds with the right people in a safe way. One or two banks during that panic were held up by funds furnished through Mr.

Hodenpyl from the Manistee lumbermen, and Grand Rapids was saved from the possible consequences of banking failure, so it has the happy record to-day of no organized bank failures in its history.

Constructive by temperament, he was thirty-seven years old when the Trust Company was formed and on Nov. 7 he is a little more than doubling his mileage of years, and we in Grand Rapids who remember his services greet him with thanks for what he has done for all of us in the past and hope he may enjoy many more years with the consciousness of work well done for our city and the State of Michigan.

Claude Hamilton.

Everyone Has a Job at Hulbert.

Hulbert, Oct. 29—I want to thank you for your write-up on our new hotel and hope no one ever has to go out of Hulbert for a good meal or bed as they have done in the past.

I already take your paper under my trade name of Hunter & Hunter.

The deer and bear seem to be very plentiful this fall, having raided many farms and eaten cabbage, carrots and rutabagas and picking a few apples when they can reach them. Partridge are showing up a little and if we can only keep people from killing them we will soon have good hunting again.

The lumber camps are now running

and our woodenware plant is running in good shape. Business is good and everyone seems to have a job.

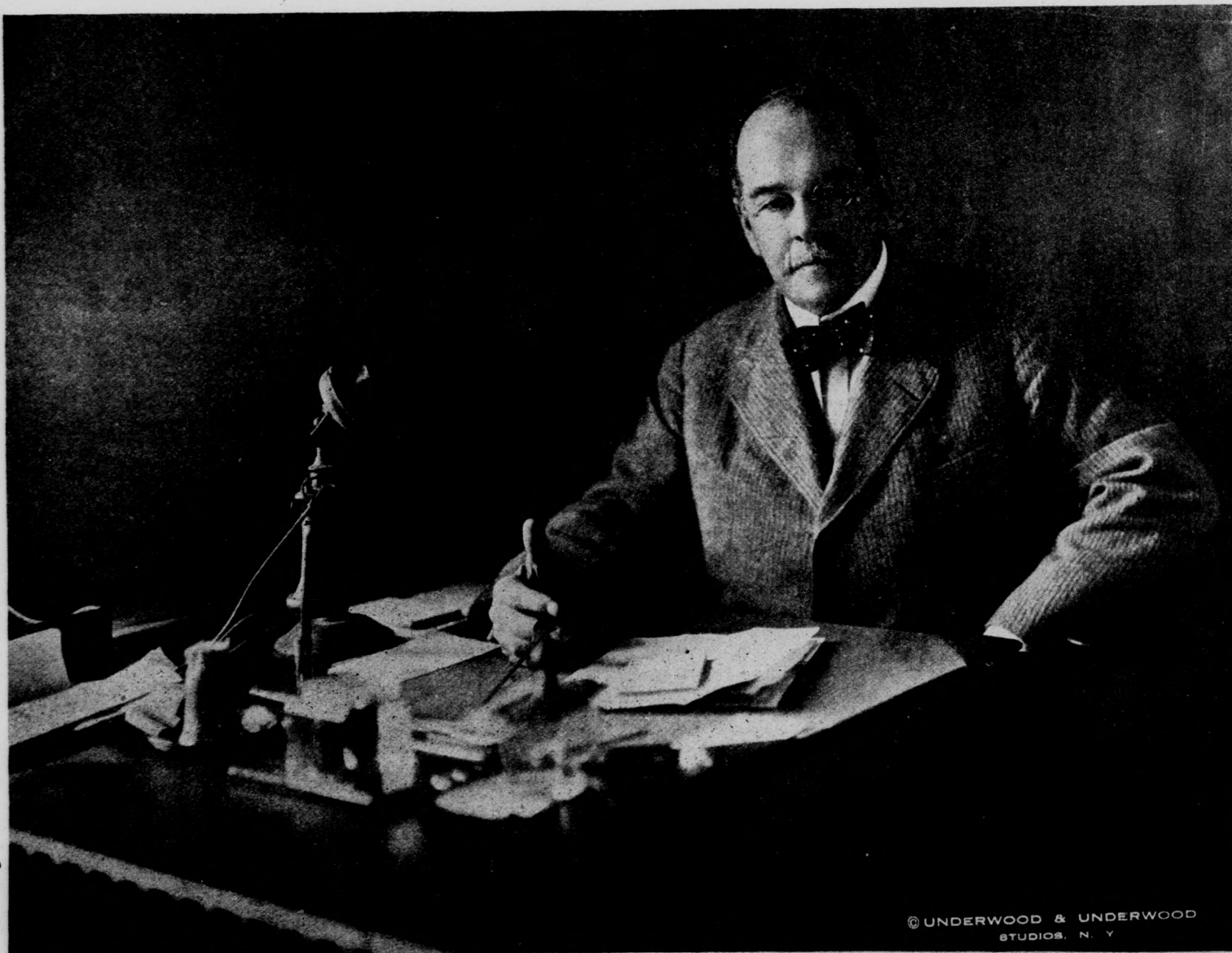
John C. Hunter.

Crusoe's Happy Successor.

Dr. Waldo L. Schmitt, of the Smithsonian Institution, Washington, D. C., is of the opinion that Robinson Crusoe was far more to be envied than pitied. He recently went to Juan Fernandez Island, on which Alexander Selkirk, who, according to the legend, was the original of Crusoe, lived over four years, and found it one of the most fruitful spots in South America. He says: "Every imaginable plant seems to grow there. One Frenchman was shipwrecked on the island forty years ago. He likes it so much he refuses to leave."

Collars Wanted on Pajamas.

Collar-attached styles in men's pajamas are meeting with increasing favor, manufacturers say, and are replacing to a considerable extent the types of garments which are closed at the neck. They have a "center plate" down the front which is equipped with button fastenings and are being shown in fancy stripe and check effects in broadcloth, rayon and printed sateen fabrics. The holiday sale of these garments is expected to be good.



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STUDIOS, N. Y.

MORE MARKETS NEEDED.**Distribution Is Now More Vital Than Production.**

For the first nine months of 1927 business failures were 7½ per cent. greater in liabilities than during the same period in 1926. The question which now confronts us is whether we shall charge all our troubles to overproduction and allow business to drift into what has been aptly termed "profitless prosperity," or whether we shall diagnose our business ailment as "underconsumption," which can be taken care of.

Now what we need to get into our heads here in America to-day is that we have a real marketing problem on our hands. Secondly, that there is nothing about this problem that we cannot overcome, if we will only apply to problems of distribution the same intensive thought which has been applied to problems of production in the last score of years.

Distribution is just as necessary to our finished product as production is to our raw material. Unless the things we make are carried to those who need them, we've merely taken a lot of "exercise"—we haven't performed what the economists call useful work. Now the manufacturer thinks most easily and naturally in terms of production. He watches his business grow and prosper. He takes his visitors through the works with conscious pride, but how few manufacturers give anything like the thought, the interest, the pride, to their system of distribution, reaching far out beyond the walls to all the waiting world. The far-flung ceaseless activities of distribution haven't been glorified to any great extent in the past, but their day of glory is coming. Economic pressure is attending to that. The "marketing era" is at hand.

Herbert Hoover has well said "There is waste due to enormous expenditure of effort and money without adequate information on which to build sales promotion." No manufacturer in this country can afford to ignore this plain warning as to a condition which is every day becoming more apparent.

Efficiency and economy must be persistently sought after and achieved in marketing methods as well as in manufacturing. Goods can no longer

be merely "offered for sale"—they must be "sold." The day of the order-taker has passed, not to come again until the world's consumer demand overtakes and outstrips its productive capacity, and that day appears to be well into the future. The race will go to the executive who can see six months to a year ahead—basing his estimates on facts, not hunches. Hunches were mistaken for wisdom in the days when the whole world was clamoring for the products of our factories, and production, to meet ever increasing demand, was the important and in some cases, the only problem worrying the manufacturer. But now production has outstripped demand, and the need of the hour is for merchandising minds to meet and master the increasing grave problem of marketing at a profit. James L. Walsh.

Invisible Costs Are Deadly To Retailers.

What are your invisible costs? Overweights? Forgotten charges? Shrinkage? Pilferings? It is estimated that many grocers suffer an invisible cost of over 3 per cent. Take the matter of overweight. If you are working on a net 3 per cent. basis, it takes only a half ounce overweight on a 15 cents per pound article to wipe out the entire profit of the sale.

Conning Herself.

A young girl came to the late Father Healey, of Dublin, and confessed that she feared she had incurred the sin of vanity. "What makes you think that?" asked her father confessor.

"Because every morning when I look into the mirror I think how beautiful I am."

"Never fear, my girl," was the reassuring reply. "That isn't a sin; it's only a mistake."

One day John Wesley was walking with a troubled man who expressed his doubt as to the goodness of God. He said, "I do not know what I shall do with all this worry and trouble." At that moment Wesley saw a cow looking over a stone wall. "Do you know," asked Wesley, "why that cow is looking over the wall?" "No," said the man. Wesley said, "The cow is looking over the wall because she cannot see through it. That is what you

must do with your wall of trouble—look over it and above it."

The trouble about pistol toting is that it keeps people looking for something to shoot at.

COCOA
DROSTE'S CHOCOLATE
Imported Canned Vegetables
Brussel Sprouts and French Beans
HARRY MEYER Distributor
816-820 Logan St., S. E.
GRAND RAPIDS, MICHIGAN

MICHIGAN BELL TELEPHONE CO.

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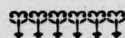
But an
Extension
Telephone
Is More
Convenient



An Extension
Telephone
Costs Only a
Few Cents
a Day



A fixed consumer-habit created by years of intelligent, consistent advertising means steady turnover and quick profit in



SHREDDDED WHEAT

MOVEMENTS OF MERCHANTS.

Lowell—The Hoyt Lumber Co. has opened a retail lumber yard.

Newaygo—L. Levinsohn has purchased the shoe stock of N. A. McDonald and removed it to Saginaw.

Martin—William Shepherd has sold his undertaking stock and residence to Grant Chaney, of Hesperia, who has taken possession.

Grand Rapids—L. Levinsohn has purchased the dry goods stock of R. Bosscher, 1471 Kalamazoo avenue and removed it to Saginaw.

Wayland—Cash Knight has leased the Allen building and is redecorating it and will occupy it with a stock of bazaar goods about Nov. 15.

Zeeland—Gerrit P. Rooks, recently of Holland, has engaged in business at 209 West Central avenue, under the style of the Rocks Electric Co.

Ewen—Harry Hankin, recently of Milwaukee, has purchased the bankrupt Dreier stock of general merchandise and will conduct a closing out sale.

L'Anse—The L'Anse Bay Fur Farm, has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and \$3,000 paid in in cash.

Detroit—The U. S. L. Battery & Electric Co., 44 Brady street, has changed its name to the Battery Warehouse Corporation and removed to 3211 Bellevue avenue.

Grand Rapids—The Citizens Industrial Bank, has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in cash.

Grand Rapids—L. Levinsohn, of Grand Rapids, has purchased the luggage stock of Groskopf Bros., 112 Monroe avenue and is conducting a closing out sale on the premises.

Constantine—Edward Esterman, recently of Vicksburg, has taken over the hotel Harvey, succeeding Robert Hassinger, who owned and conducted the hotel for the past ten years.

Zeeland—The Utility Hatchery & Farms Corporation, has been incorporated with an authorized capital stock of \$10,000, \$2,000 of which has been subscribed and paid in in cash.

Detroit—The Clay-Russell Drug Stores, 7750 Russell street, has been incorporated with an authorized capital stock of \$18,000, all of which has been subscribed and \$6,000 paid in in cash.

Detroit—Carroll, Inc., 11511 Woodward avenue, has been incorporated to deal in automobiles, parts, etc., with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Putnam—The Sand Lake Resort Co. has been incorporated to conduct a hotel, general store, pavilion, etc., with an authorized capital stock of \$150,000, \$55,000 of which has been subscribed and paid in in cash.

Muskegon—J. E. Marvin has closed out his grocery stock at 640 Ottawa street and will hereafter devote his entire attention to the wholesale grocery buying syndicate he was instrumental in organizing.

Big Bay—The Lake Independent Lumber Co., has merged its business into a stock company under the same style, with an authorized capital stock

of \$1,000, all of which has been subscribed and paid in in cash.

Owosso—W. E. Hall, pioneer merchant, has closed out his stock of clothing and removed to Imlay City, where he and his son, E. F. Hall have engaged in the clothing business under the style of W. E. Hall & Son.

Detroit—Astor Hats, Inc., 1510 Woodward avenue, has been incorporated to deal in women's and children's millinery at retail, with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in cash.

Sandusky—The Sandusky Milk Products has been incorporated to manufacture and sell dairy products, with an authorized capital stock of 25,000 shares at \$1 per share, of which amount \$10,000 has been subscribed and paid in in cash.

Detroit—Eugene's Style Stage, 315 West Grand River avenue, has been incorporated to deal in women's ready-to-wear apparel, with an authorized capital stock of \$15,000, all of which has been subscribed, \$3,000 paid in in cash and \$9,000 in property.

Detroit—The John Schlaff Creamery Co. has merged its business into a stock company under the style of the Highland Park-Schlaff-Wilson Creamery Co., 3925 Tillman avenue, with an authorized capital stock of 200,000 shares at \$10 per share and 200,000 shares at \$1 per share, of which amount \$51,000 has been subscribed and paid in in property.

Battle Creek—The city of Battle Creek, including the suburban area, boasts a population at the present time of 51,000. The growth of this municipality is shown by a comparison of the present figure with the 1920 Federal census which gave the Food City a population of 36,164. The school census and city directory of 1926 revealed a population of 45,600. It is pointed out that Battle Creek is an ultra-American community, for 92 per cent. of her citizens are native born.

Manufacturing Matters.

Detroit—The Cope-Swift Co., 247 McDougall avenue, pattern maker, machinist, etc., has increased its capital stock from \$200,000 to \$500,000.

Albion—The Decker Screw Products Co., 439 Mulberry street, has been incorporated with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and paid in in property.

Detroit—The Welker Seating Co., 650 Beaubien street, has been incorporated with an authorized capital stock of \$25,000, of which amount \$5,000 has been subscribed and paid in in cash.

Jackson—The Economy Iron & Metal Co., 600 South Water street, has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,070 has been subscribed and paid in, \$1,500 in cash and \$570 in property.

Detroit—Solomon & Lasky, manufacturer and vender of jewelry and of musical instruments, has merged its business into a stock company under the style of Solomon's, 9671 Gratiot avenue, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Saginaw—The John L. Herzog Co., Webber & Jefferson avenue, has been incorporated to manufacture and sell at wholesale and retail, machinery for reclaiming wood and to deal in metal and wood products, with an authorized capital stock of \$100,000, of which amount \$25,000 has been subscribed \$10,350 paid in in cash.

We Did Things Differently Fifty Years Ago.

Fifty years ago dealers in smoker's goods were known as tobacconists. They dealt in "segars," clay, cob briarwood and meerschaum pipes. Cigarettes were practically unknown. From \$5 to \$10 were the prices charged for pipes of meerschaum. When fully colored owners were as proud of their pipes as a woman is of a large fine diamond. Much time and care were required to color the pipe properly. Rules for the guidance of smokers were provided. The pipe should not be smoked rapidly. Too much heat would affect the material unfavorably and make the pipe worthless.

The men who made custom clothing advertised themselves as "drapers and tailors." Draping was considered of importance in the decoration of the man animal.

Barbers were "tonsorial artists." Butchers provided customers with liver and meat for days without cost. Monroe avenue was an oppressively "perfumed" thoroughfare during certain periods of the year. Farmers killed their hogs usually in November and December and brought them to Grand Rapids to be purchased by A. B. Wykes & Son, E. F. Huntley, John McGowan, Widoe & Morhardt, Pegler Brothers and other dealers in meats and provisions on the avenue. Lard, rendered in the basements of the markets, filled the atmosphere with peculiar pungent and not altogether pleasant perfume. Meats were not delivered at the homes of customers wrapped in paper, as at present. If a customer did not have a basket at hand in which to carry his purchase, the steak, chops or roasts were handed to him impaled on a long, pine skewer. It was rather amusing to witness such dignified gentlemen as R. C. Luce, E. S. Eggleston, John F. Godfrey, Theron H. Lyon, L. S. Hill, A. W. Pike and Noyes L. Avery marching up Fulton street with a beefsteak impaled on a stick, endeavoring with a loose hand to ward off the flies that followed.

Drinking of beer and stronger liquids was freely indulged in. The population of Grand Rapids numbered 30,000. More than one hundred bars were seemingly needed to quench the thirst of residents. Large drinking glasses, with handles on the side, were called "bootlegs." Small glasses were "ponies."

The Army of the Cumberland held an annual re-union in Grand Rapids. At a banquet over which Phil Sheridan presided, a bootleg, filled with champagne, was placed beside the doughty general, who emptied the glass without stopping to breathe. The act was loudly applauded.

Keepers of saloons served lunches free. Highly seasoned food was served. The salt, pepper, vinegar, mustard

and like condiments eaten created such violent thirst that many glasses of beer were needed to allay the irritation thus created.

One of the bus drivers, Barker, was formerly the landlord of the National Hotel, later the Morton House. Transportation, when not supplied by the street railway company, was afforded by owners of busses and hacks. Busses made the rounds of the hotels and transported passengers on outgoing trains to the depot and also received transients whose destinations were the hotels.

Hacks, driven by Ed. L. Gill, Andrew Taber, W. E. Bloxton, Jeff. Young, Clarence Marsh, Cyrille Perry and others, provided special service for those who needed it.

Warren W. Swetland served a banquet in Hartman's hall to 200 members of a fraternity and their guests. Among the speakers were Congressman M. H. Ford and Edwin F. Uhl, the mayor of the city. Swetland provided cocktails, sauterne and champagne abundantly. The waiters employed for the occasion helped themselves without stint to the drinks which were rejected by the banqueters who did not indulge in strong drink, and became drunk. The service became so slow that Swetland was obliged to call on a group of fraters for help in serving the food and liquids. The regular waiters were bounced. Arthur Scott White.

Wholesalers' Exhibit at Saginaw Big Success.

Saginaw, Nov. 1—No doubt you will be interested in learning a few facts about the fifth annual wholesalers' exhibit, which was staged in Saginaw by the Wholesale Merchants' Bureau, a department of the Board of Commerce, at the municipal auditorium, Oct. 25 and 26.

Approximately 1,800 dealers from Saginaw and the trade territory surrounding visited this affair and the unanimous opinion of all present was that it exceeded by far any previous attempt of the wholesalers, thirty-five of whom had their products on display for the inspection of the visitors. The total attendance was estimated at 3,000, many of the merchants being accompanied by their ladies.

Besides the attractions of the exhibit, various forms of entertainment were carried out. During the time of inspection, selections on the massive organ were given, a buffet dinner served at 6:30 on Tuesday evening, at which about 400 attended, and listened to a forceful talk on "Changing Conditions in Modern Business," by J. W. Griest, Secretary of the Retail Merchants' Institution of Chicago. On Wednesday, Fred P. Mann, of Devils Lake, North Dakota, spoke on "The Development and Needs of Retail Merchants," immediately following the dinner.

We are enclosing a picture of the Modern Store, which was part of the Lee & Cady exhibit and which, incidentally, carried off first honors for appearance and attractiveness of display. V. J. Byerlein.

E. A. Webb, dealer in drugs and sundries at Casnovia, renews his subscription to the Tradesman and writes: "I am enclosing check for \$3 for after nearly thirty-four years of the Tradesman it has become a habit and I think I would miss it more than my daily cigar."

"Our American superiority reminds one of an anecdote.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.45 and beet granulated at 6.25.

Tea—The market has shown no particular change since the last report. Business is fair and everything in desirable teas is about steady. China greens are perhaps a little weaker than the other lines, but there is very little demand for them. The demand for tea is just about routine. There is no snap to it anywhere. The market will undoubtedly ease off were it not that spot supplies of most things are low. Formosas being the only exception to this. Indias, Javas and Ceylons are still selling rather better than the other lines.

Coffee—The market for Rio and Santos coffee has had a very firm week and all grades of Rio and Santos probably show a full one cent advance over the week before. It looks as if the coffee manipulators in Brazil for the present, at least, had gotten the market under control and had eliminated the chance of the big crop breaking down the market. Certainly at present the situation is well settled, with the market probably 1½ cent higher than it was only a short time ago. Mild coffees have also advanced from 1 cent to 1½ cent a pound and are very firm. Scarcity has something to do with it and also the firmness in Brazils. The jobbing market for roasted coffee is firm, on account of the condition in green markets. Holders are advancing prices as they are able.

Canned Vegetables—The announcement of the short pea pack has been anticipated and discounted. Pea market continues just as firm as it was before. There is no pressure to sell corn, but some pressure to buy. The market is firm, therefore, in fact, corn is the strongest thing in the list. Tomatoes are an enigma, as they have often been before. In spite of a lot of talk about short pack, they are selling at the lowest range of the season.

Canned Fruits—Outside of peaches, California and Northwestern fruits are quiet, without incident.

Dried Fruits—The Sun-Maid raisin people have reduced prices during the past week, this being followed by some reduction on the part of independent packers. It was also announced that the balance of the California prune carryover had been cleaned up, and that this would be sold in European countries, so as not to disturb the market here. This undoubtedly is a strengthening element, particularly as the Oregon crop will surely be short. Peaches and apricots have been steady without incident during the week. Imported figs are firm and advancing. Dates are wanted and so are figs. Apples are about as firm as any domestic dried fruit.

Canned Fish—The Maine sardine situation is very firm, on account of scarcity and late pack. There is very little demand, however. California sardines are quiet. Shrimp is wanted. Alaska salmon is very firm on account of the announcement of the great shortage in this year's pack, and the other canned fish are unchanged.

Cheese—Cheese is steady, with offerings rather light. The demand is

only fair, but the situation remains steady to firm.

Rice—Hand-to-mouth buying characterizes the market and prevents any radical change in prices. Stocks here are uniformly light and, with moderate quantities bought for prompt and early shipment from the mill, there are excessive supplies in sight. Retailers are covering their needs, but in no branch of the trade is there a tendency to consider later wants in the volume which has been customary at this season in recent years.

Nuts—Although only three weeks are left for the distribution of the nut line for the Thanksgiving holiday, the distributing trade has been tempting providence by putting off until the last minute covering its essential wants. There has been an improvement in the demand during the week but there is not the snap to the demand which the light stocks in retail and wholesale markets indicated would develop as the result of underbuying during the late summer and early fall. Halloween has stimulated the consumer demand, but the trouble with the market is that retailers and wholesalers are carrying minimum stocks, with the idea that they can quickly add to them as occasion requires. Years ago the trade stocked up and toward the end of summer there was real buying in a volume way, but nowadays, the idea of quick turnovers and moderate holdings seems to have been generally practiced to the detriment of a free movement in wholesale circles. There is a movement in all nuts in the shell, to be sure, but it is not up to expectations, and it develops too close to the actual need of the merchandise to satisfy first hand distributors. They are afraid to stock up in a big way for fear of overplaying the game, and if they go short they run the chance of losing business by not having what their customers need at the psychological moment.

Syrup and Molasses—Syrup is selling very well. Sugar syrup seems to be wanted throughout the trade and prices are steady. Compound syrup has been a little duller during the past week than it was before. Prices, however, are unchanged. Molasses is selling right along, the whole country being in the market for moderate lots. The situation is strong, without change for the week. The high grades of grocery molasses are in demand, and it looks like a good season for them.

Beans and Peas—Marrow beans are scarce, meaning the old crop, and the new crop has not yet come forward. Pea beans are easy, meaning old crop. Other dried beans are unchanged and quiet. Dried peas, meaning particularly black-eyed peas, are scarce and firm, but outside of this the demand is light.

Salt Fish—Retailers report that the demand for mackerel has improved even though the weather has not been very seasonable. Mackerel is in firm statistical position, for both domestic and foreign grades.

Sentence Sermon.

All that we need to do,
Be we low or high,
Is to see that we grow
Nearer the sky.
Lizette Woodworth Reese.

Review of the Produce Market.

Apples—Shiawassee and Wolf River, \$1.75@2; Baldwins, \$2.25@2.50; Northern Spys, \$2.50@3; Western Jonathans, \$2.75 per bu.

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

Bananas—7½@8c per lb.

Beans—Butter, \$4 per bu.

Beets—\$1.50 per bu.

Butter—The market has had both ups and downs since the last report. At first there was an advance of ½c due to light offerings and good demand. Later the outside market began to report lower conditions and the market went off ½c. Low-grade butter is not wanted and is ruling at irregular prices. Jobbers hold June packed at 43c, fresh packed at 45c, prints at 47c. They pay 24c for No. 1 packing stock and 12c 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@60c per bunch according to size.

Cocoanuts—90c per doz. or \$7 a bag.

Cucumbers—Hot house, \$2 per doz.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$5.60

Light Red Kidney ----- 7.15

Dark Red Kidney ----- 7.00

Eggs—Fine fresh eggs continue scarce and firm and the market shows a further advance of 7c per dozen since the last report. Undergrades, in spite of their greater abundance, are quiet and sell only under pressure. Local jobbers pay 52c for strictly fresh. Cold storage operators are playing out their supplies as follows:

April firsts ----- 37c

May firsts ----- 34c

May seconds ----- 30c

Checks ----- 28c

Egg Plant—\$2.25 per doz.

Grapes—Calif. Emperors, \$1.75 per crate; home grown Concord, \$2.25 per doz. for 4 lb. baskets; Niagaras, \$2.50; Delawares, \$3.

Green Onions—Home grown silver skins, 20c 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

300 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 ----- 9.00

150 ----- 9.00

176 ----- 9.00

200 ----- 9.00

216 ----- 9.00

252 ----- 8.50

288 ----- 8.00

344 ----- 6.00

Red Ball, 75c cheaper.

Pears—\$2.50 per bu. for Bartlett's.

Peppers—Green, 40c per doz.

Potatoes—The market is fairly strong on a basis of \$1.40@1.50 per 100 lbs. at most Northern Michigan buying points.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 19c

Light fowls ----- 12c

Heavy Broilers ----- 20c

Light W. L. Broilers ----- 16c

Quinces—\$2.50 per bu.

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

Spinach—\$1.25 per bu.

Squash—Hubbard, 3c per lb.

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

Tomatoes—\$1.75 for 10 lb. basket of hot house.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 17c

Good ----- 15c

Medium ----- 14c

Poor ----- 11c

When Ham Must Be Called Ham.

Detroit, Nov. 1—Michigan meat merchants, representing practically every section of the State, met Sunday in Hotel Tuller and organized the Michigan State Association of Retail Meat Merchants.

Emil Schwartz, Detroit, president of the Retail Meat Dealers Association of America, who addressed the meeting urged co-operative effort and adoption of uniform description of meats in dealer advertising.

"The practice of misleading advertising by many meat dealers must be abolished," Schwartz said. "Some merchants are applying the term 'ham' to the front-quarters of hogs and selling them as such under the name of 'picnic' or 'cottage ham,' whereas this is not ham at all, but should be properly termed fresh shoulder or smoked shoulder. Ham, in the true sense of the word is only the two hind-quarters of hogs."

F. T. Purkiss, of Port Huron, was elected President of the Association, and R. J. Stahl, of Detroit, was named Vice-President. P. Goedecks, of Detroit, was chosen Treasurer and E. J. LaRose, of Detroit, Secretary. The other Vice-Presidents are R. A. Montgomery, Grand Rapids; F. H. Kuhlow, Bay City; B. L. Tripp, Bad Axe; Ora H. Bailey, Lansing, and Joseph DeLisle, of Flint.

On the board of directors are Fred Hench, of Mt. Clemens; Charles Binder, Battle Creek; E. A. Wolf, Benton Harbor; Morris Wall, Manistee; Frank B. Alexander, Iron Mountain; John Schroeder, Monroe; Frank Holloway, Pontiac; Frank Easterbrook, Three Rivers; Stanley Cislou, Detroit; A. P. Abbott, Flint; Harry Woodward, Port Huron; Floyd Fresno, Wayne; Louis Bigler, Wyandotte, and Valantino Kowalski, Detroit.

Six New Readers of the Tradesman.

The following new subscriptions have been received during the past week:

Farmers State Bank, Middleville.

C. Veldman, Freeport.

Freeport Cash Hardware, Freeport.

W. C. Hopson, Grand Rapids.

C. A. Burger, Irving.

F. J. Snyder, Edmore.

The Kling Dept. Store, dealer in general merchandise at Palo, renews its subscription to the Tradesman and writes: "Keep us on the subscription list. The Tradesman is good company and we need it more than ever."

CROSSED THE RIVER.

Thomas Friant, White Pine and Sugar Pine Pioneer.

Thomas Friant, the life long lumberman, died at San Francisco Monday. The funeral will be held in Grand Rapids on the arrival of the remains.

In Western Michigan when lumbermen were asked to point to a man whose success in life had been due to the possession of great ability they invariably suggested Thomas Friant, of Grand Rapids, as an example. Mr. Friant's name was interwoven with the history of the lumber industry of the Grand river valley and other sections of Michigan and in later years had become widely known among those interested in lumber investments. The prominence he thus achieved makes the story of his career of much interest. He had to do with almost every phase of the manufacture of lumber from the felling of the trees in the forest, through the processes of river driving and sawing, to ultimate use of the products of the forest.

The son of a lumberman, Mr. Friant was born Feb. 16, 1840, in a house that stood where the cemetery is now located, on the top of the hill above Plainfield village, ten miles north of Grand Rapids. His father, Cornelius Friant, was born in New York State in 1803 and in his youth helped to build the famous locks at Lockport, N. Y. In 1837, the year that Michigan was admitted to the Union, he migrated West and became a pioneer of this rapidly developing State. He settled on a homestead and shortly afterward built mills at Childs' Mills and Gibraltar, near the mouth of the Rouge river. It was amid such surroundings, which unquestionably were the inspiration in the shaping of his subsequent career, that Thomas Friant spent his boyhood. For sixteen years he played and worked around the mills and farm, incidentally acquiring education in the district school. One winter he taught the village school at Plainfield and the next winter he wielded the birch at the Carpenter school house, between Plainfield and Rockford.

In 1858 he began the serious business of life as book-keeper for Hopkins & Friant, a partnership existing between John W. Hopkins and George W. Friant, an elder brother. This firm was engaged in the forwarding and commission business in Grand Haven. His salary was \$25 a month, but the returns were much greater, for it was there that young Friant learned to inspect lumber and mastered the fundamentals of the great business in which for half a century he was a conspicuous figure.

In 1860 Galen Eastman, a vessel owner, tempted him with a salary of \$80 a month to make a change of base and he remained with Mr. Eastman for a season. For a time thereafter he bought shingles at Plainfield for a Chicago concern. In 1861 Mr. Friant left the lumber business and returned to the old home at Plainfield and for three years conducted a pharmacy. Then he returned to lumbering as a lumber inspector for Gilbert Young, at Muskegon. In 1865 he was

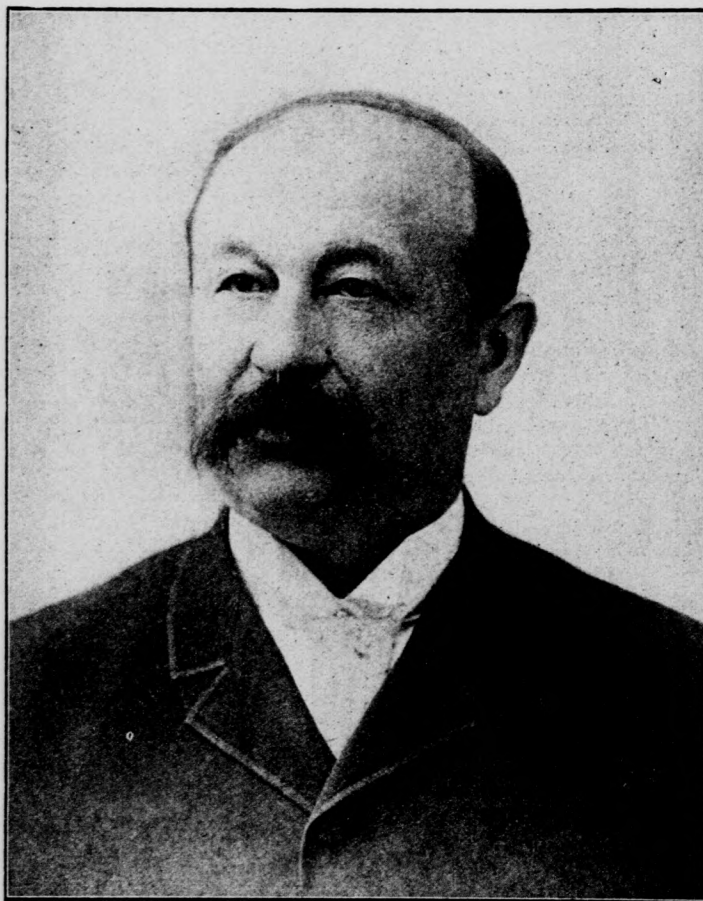
book-keeper for Nelson, Comstock & Co., manufacturers of furniture. In 1866 he became book-keeper for Comstock & Waters, composed of C. C. Comstock and Harry Waters.

At that time T. Stewart White, a man whose name was inseparably interwoven with Mr. Friant's subsequent biography, was engaged in work for the Government at Grand Haven. In 1868, when Mr. Friant desired to bid for the contract for driving the Grand river logs and assorting and delivering them, he formed a partnership with Mr. White under the name of White, Friant & Co. This connection existed nearly fifty years. They were entirely successful and in 1869 they took a two years' contract driving the Grand river, the firm changing its name to White & Friant. After that time the White

two circulars, increasing its capacity to 200,000 feet a day. There the timber from the Sands tract was turned into lumber during the next dozen years.

The White & Friant Lumber Co., a new concern composed of Messrs. White, Friant and Rugee had acquired considerable timber in the vicinity of Menominee and in 1885 it began the manufacture of lumber at that point, continuing in operation there about eight years. Incidentally they were concerned in hardwood manufacture in Grand Haven.

The first railroad mill in which Mr. Friant was interested was at Leroy. It was a band and circular mill of 125,000 feet daily capacity and it was operated by White, Friant & Letelier, composed of Mr. White, Mr. Friant and Francis Letelier, of Grand Rapids.



The Late Thomas Friant.

& Friant operations on the Grand river became an established fact and no future contracts were made or considered necessary. For twenty-five years the firm had complete charge of the driving of the Grand, or until the passing of the industry on that river.

As fast as Mr. White and Mr. Friant secured proceeds from their river work they put the money into timber lands on the Rouge and Flat rivers. Nov. 30, 1877, they paid \$105,000 for the Sands timber tract on the latter river—their first important purchase. In the same year they formed a partnership with John Rugee, of Milwaukee, Wis., and the name became John Rugee & Co., but a year later they assumed the old title of White & Friant. The partners bought the Seymour mill at Nortonville, near Spring Lake, rebuilt it and equipped it with a gang and

After five years the operations were discontinued and the mill was sold to the Cutler & Savage Lumber Co. Messrs. White and Friant were also interested with Mr. Letelier at that time in the interior finish factory which Mr. Letelier operated on Canal street in this city.

White, Friant & Co. bought a double band mill, a circular mill and a shingle mill at Manistee and operated it in the early '90s. After eight years these mills were sold to the Filer interests. Subsequently and until 1894 the F. & F. Lumber Co., which included Philo C. Fuller, of Grand Rapids, operated the Delta Lumber Co. mill at Thompson, six miles from Manistique, having a mill equipped with band, circular and gang with a capacity of 25,000,000 feet per year. This mill was operated under Mr. Friant's per-

sonal supervision and he lived at Thompson during the period of its operation. This was Mr. Friant's last active lumber interest in Michigan.

In later years Mr. Friant has been known chiefly as a holder and handler of Western timber. As early as the '80s Mr. Friant and his partners had begun to acquire sugar pine timber lands in California. Mr. Friant put in a year on horseback and afoot in personally cruising the timber of that region. They were pioneer Eastern investors in California sugar pine and owned nearly 25,000 acres of timber land which was conceded to be the finest tract of timber in the country. It was estimated that this tract would yield not less than a billion feet of timber.

Mr. Friant was also largely interested in Louisiana cypress in partnership with J. D. Lacey, of Chicago, and Mr. White. He was also a partner in the Tensas-Delta Lumber Co., of Chicago, owing hardwoods in Louisiana. Nearly all of the timber in which Mr. Friant and his partners were interested was bought only after his personal inspection.

Mr. Friant's interests were so varied, so extensive and so widely scattered that he relinquished his home in this city about a dozen years ago and made his headquarters in San Francisco. He put in his summers on Moosehead Lake, in Maine, where he owned a yacht, and there he erected one of the finest summer homes in the world. It occupied a commanding position on the lake and possessed every comfort and convenience which money could buy. He was fond of fishing, hunting, yachting and automobiling and he was an authority on all of these sports.

Personally, Mr. Friant was one of the most companionable of men. He was frank and outspoken in his methods and no one had to think twice to determine what he meant when he spoke. Alike big in person, brain, heart and soul, he, like most men of that type, was also a paragon of good nature as well as capability, stamina and dignity. His was a nature in which are happily blended all attributes the possession of which are best thought of as those of a man. Of commanding personal stature and mold, his big, sonorous voice and his stalwart physique were impressively suggestive of the antithesis of austerity or intolerance. Strong in argument and well sustained by what he knew, he gained his ends not by dogmatic assertion or fanaticism, but by the employment of a bearing and terms disarming controversy and enlisting sympathy and responsive support. He moved among men a veritable leader and inspired confidence wherever he went by his forceful and convincing personality.

The Meeting.

One day, in Paradise,
Two angels, beaming, strolled
Along the amber walk that lies
Beside the street of gold.

At last they met and gazed
Into each other's eyes,
Then dropped their harps, amazed,
And stood in mute surprise.

And other angels came,
And, as they lingered near,
Heard both at once exclaim:
"Say, how did you get here?"
S. E. Kiser.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Oct. 25—In the matter of Frank S. Schlicht, etc., Bankrupt No. 3157, the trustee has filed his report of the receipt of an offer of \$100 from O. L. Hoag, of Grand Rapids. The offer covers the remainder of the stock and fixtures of an approximate appraised value of \$600. The sale will be held at the referee's office, in Grand Rapids, Nov. 7. The property is a portion of the stock, furniture and fixtures and equipment of a garage and sales agency. An inventory and information as to the property for sale may be seen by application to Edward De Groot, trustee, 450 Houseman building, Grand Rapids. All interested should be present at the time and place indicated.

In the matter of LeRoy C. Andrews, Bankrupt No. 3220, the trustee has filed his report of the receipt of an offer of \$85, from Abe Jenson, of Kalamazoo, for certain of the fixtures of the meat market and grocery conducted by the bankrupt. The property covered by the offer is appraised at approximately \$260. An inventory is in the hands of M. N. Kennedy, trustee, 250 S. Burdick street, Kalamazoo, and who is authorized to show the property. All interested should be present for the sale at the office of the referee, in Grand Rapids at the date fixed. The sale will be held Nov. 7.

In the matter of J. Thomas Deacey, Bankrupt No. 3045, the trustee has filed in said court his report of the receipt of an offer from V. R. Davey, of Evart, of \$7,134.89, for the complete theater building, land occupied by such building, moving picture machine and equipment. The date fixed for sale is Nov. 7. The sale will be held at the office of the referee. The property is complete and ready to operate as a complete motion picture theater, auditorium, etc. The property has been continuously operated since the adjudication in bankruptcy and therefore no loss as to good will, patronage, etc. All interested should apply to Herbert A. Millard, trustee, Hersey. The property for sale is at Evart.

In the matter of Ransom W. Peavy, Bankrupt No. 3119, the trustee has filed his final report and account, and a final meeting of creditors has been called for Nov. 7. The trustee's final report and account will be considered and passed upon. Expenses of administration will be considered and ordered paid, as far as the funds on hand will permit. There will be no dividends for general creditors.

In the matter of Arthur C. Lambert, Bankrupt No. 2803, the trustee has filed his final report and account, and a final meeting of creditors has been called for Nov. 8. The report and account of the trustee will be considered and passed upon. Expenses will be ordered paid, as far as the funds on hand will permit. There will be no dividends for general creditors.

In the matter of Louis O. Hartzell, Bankrupt No. 2851, the trustee has filed his final report and account and a final

meeting of creditors will be held at the referee's office on Nov. 8. The account of the trustee will be considered and passed upon. Expenses will be paid and a final dividend to creditors declared and ordered paid.

In the matter of James A. Whittemore, Bankrupt No. 2757, the trustee has filed his final report and account and a final meeting of creditors has been called for Nov. 7. The report and account of the trustee will be considered. Expenses will be paid, and a first and final dividend to creditors declared and ordered paid.

In the matter of Homel Shirt Manufacturing Co., Bankrupt No. 2921, an order for the payment of expenses of administration to date has been entered.

In the matter of George C. Hesses, Bankrupt No. 3234, the funds for the first meeting have been received and such meeting has been called for Nov. 10.

In the matter of Roscoe R. Plaskett, Bankrupt No. 3253, the funds for the first meeting have been received and such meeting has been called for Nov. 10.

In the matter of Arnold C. Hanke, Bankrupt No. 3245, the funds for the first meeting have been received and such meeting has been called for Nov. 10.

In the matter of Joseph P. Costello, Bankrupt No. 2870, the trustee's final report and account is filed and a final meeting of creditors has been called for Nov. 11. The report and account will be passed upon and expenses of administration ordered paid, as far as the funds on hand will permit, there being no funds for dividends for general creditors.

In the matter of Feldt & Feldt, etc., Bankrupt No. 3034, the trustee's final report and account is filed and a final meeting of creditors has been called for Nov. 11. The report and account of the trustee will be considered and passed upon. Expenses of administration and tax claims will be paid as far as the funds on hand will permit. There will be no dividends to creditors generally.

In the matter of Andrew Nassiff, Bankrupt No. 3033, the trustee has filed his final report and account and a final meeting of creditors has been called for Nov. 11. Expenses will be considered and the trustee's report will be passed upon. There will be no funds on hand for general creditors.

In the matter of Rex-Robinson Furniture Co., Bankrupt No. 2993, the trustee has filed his final report and account and a final meeting of creditors has been called for Nov. 11. The report and account of the trustee will be considered and passed upon. Expenses of administration and preferred labor claims will be paid, as far as the funds on hand will permit.

In the matter of Thomas H. McNally, Bankrupt No. 2980, the trustee has filed his final report and account, and a final meeting of creditors has been called for Nov. 11. The report and account of the trustee will be passed upon. The bills for expenses of administration will be considered and passed upon. Expenses of administration will be ordered paid and a final dividend to creditors declared and ordered paid.

The Brand You Know by HART



Look for the Red Heart on the Can

LEE & CADY

Distributor

SELL
**Ge Bott's
Kream FrydKaKes**
DECIDEDLY BETTER
Grand Rapids Cream Fried Cake Co.
Grand Rapids, Mich.

VITAMINE FOODS MAKE VIGOROUS DOGS

Imperial Cod Liver Oil Foods for Dogs & Foxes are a balanced ration supplying the necessary Vitamins so essential to healthy growth and freedom from disease. Imperial Dog & Fox Biscuits are not hard. It is not necessary to soak them in liquids as they are readily broken up by small Dogs and Puppies. All Dogs and Foxes relish and thrive on these crisp tasty Biscuits. A trial will convince you.

You can Buy them at

Van Driele & Co.
GRAND RAPIDS, MICH.

Distributors

Putnam's

THE GOOD CANDY

AGENTS FOR
LOWNEY'S

NATIONAL CANDY CO., INC.
PUTNAM FACTORY

Five reasons why DEL MONTE FRUITS should be in your store

1. They're the easiest brand to sell.
2. Their quality is always the same.
3. They lend character to your store.
4. One brand name for a wide list of foods.
5. And the most intensive advertising campaign in the canned fruit field.

THIS YEAR, WHY NOT CONCENTRATE ON
DEL MONTE? IT'S THE SURE ROAD TO
FASTER SALES AND GROWING VOLUME



DEL MONTE Peaches

Also~ Sliced Peaches
Sliced Pineapple
Crushed Pineapple
Apricots, Pears
Plums, Berries
Fruits for Salad
Cherries, Etc.

PRESERVED FOOD TRADE.

There can be no question but what the production of canned foods as a whole has been smaller this season than the average of the past few years, and it is equally true that there has been a corresponding shrinkage in the amount of merchandise carried actually in stock and under contract for later delivery among the various factors in food distribution. Such a situation is favorable for a profitable liquidation of holdings, and on the face of it, those familiar with conditions are of the opinion that there will be a genuine need of many staples later on when there will be a healthy competition for replacements. It is impossible to judge now the extent of the shortages which seem possible as the amount of goods actually on hand for distribution cannot be gauged, and neither can consuming channels where they are affected by the prices which must be charged on the items which will doubtless be worked to higher levels if the present trend of the market continues unchecked. Substitution of brands and grades is likely. What the character of later buying will be is also obscure. The hand-to-mouth policy has become ingrained throughout the trade and if it is continued, even though there is widespread replacement, the price trend will be better controlled by buyers than where they operated along speculative lines or even in larger block for their known wants. There are many elements of uncertainty in the future, and that is the reason why the market has slowed down, but take it all in all, canned foods inspire confidence and it is generally believed that the trade will go into 1928 pack in better shape than in any year within the last half a dozen.

ONLY NINE PER CENT.

The Government report issued last week regarding the magnitude of the chain store business in this country is decidedly reassuring. Uncle Sam has made an exhaustive review of the business situation and finds that 9 per cent. of the total retail transactions in the United States are conducted by chain stores and 91 per cent. by independent merchants.

This disclosure, which is based on statistics which cannot be questioned, plainly shows that the anxiety of some people over the mercantile situation has not yet reached the critical stage and is not likely to for some years to come. While it is true that the chain store has had an abnormal growth in some cities, the aggregate transactions of the chain stores the country over are not sufficiently large in volume to warrant the panicky attitude of some persons on the subject.

What the future has in store for the independent merchant is not quite clear to some persons who are apprehensive that the chain store system is destined to deluge the country and submerge the independent merchant. The Tradesman does not share in that feeling, because it believes that the independent merchant who conducts his business along right lines and in accordance with the best thought of the age on retail distribution can survive any shock he may be subjected to by the

mushroom growths which are fundamentally wrong in principle and must necessarily suffer when the great buying public comes to understand that the ultimate triumph of chain store methods would be accompanied by a chaotic condition which would be a genuine menace to the growth and prosperity of the country.

ON BREWERY MONEY.

Sixty-five years ago Matthew Vassar, an earnest member of the Baptist church who amassed a fortune in a brewery, startled the country by establishing a "college for females." There were a great many seminaries and finishing schools for young women at the time, but higher education was regarded as something beyond their ken. There were a few persons who insisted that there should be no sex in education, but these were considered radical, sometimes unladylike. We have gone a long way up the road to higher education since then. While Mr. Vassar's business has become a crime, the movement he did so much to encourage has spread over the whole country. Of the total number of students now seeking higher education 37 per cent. are women, despite the fact that most of our philanthropists leave their money to endow colleges for males only. Seven presidents of women's colleges have united in a protest in the Atlantic Monthly against this discrimination. They point out that because of a lack of funds the women's colleges are unable to admit all applicants and that this condition is neither fair to the women nor good for the country. They are right. In the general interest the colleges for women should be as well endowed as those for men. By calling attention to the matter the seven presidents have made a start toward bringing about a change.

POLL ON PROHIBITION.

The second Nation-wide poll on prohibition conducted by the Church Temperance Society of the Protestant Episcopal church clearly indicates that the dissatisfaction with the present prohibition law is steadily on the increase. Those in charge of the survey call attention to the fact that, while many of those who favored the present law in the first poll have since changed their opinions, none who were formerly against the law as it stands have altered their views. The vote was fairly distributed over the whole country, so that the argument that the West and South are still overwhelmingly in favor of the law loses much of its force. About 65 per cent. of the voters declared that, regardless of their attitude toward liquor, they did not believe that the present law was the best solution of the problem. While 51 per cent. of the voters were against repealing the Volstead act, 63 per cent. favored modification and 60 per cent. thought that the law had been in existence long enough to have had a fair trial. The deliberate findings of such a body of clergymen cannot be lightly dismissed. The character of these men precludes the possibility of their being actuated by any but the highest motives. No body of men is more sincerely interested in temperance or law

and order. The poll is apparently a fair index to the opinion which prevails among our most thoughtful citizens.

The British public seems to be enjoying—or enduring—a series of newspaper sensations unusual for it. Within the past fortnight a young woman declared that she had swum the Channel in record-breaking time, was publicly acclaimed and then patronizingly admitted that she had hoaxed the public in the hope of reforming it. While the astonished Londoners were discussing the ethics of this performance they were shocked to learn that the Darwinian theory is as much of a question in London as it is in Tennessee, if not more so. The Tennesseans have not got beyond discussing evolution in court, while the British fundamentalists chose the nave of historic St. Paul's Cathedral and Sunday morning for their discussion. Newspaper sensations often come in threes. The third was furnished by Mr. Basil Stewart, who, at the request of a committee of distinguished Britons, including the Marquis of Londonberry and Lord Desborough, delivered an address on an impending great war. Mr. Stewart showed that it would begin on May 28, 1928, and continue until Sept. 10, 1938. He bases his sanguinary discovery on the symbolism of the Great Pyramid and various "prophecies" in the Bible. This new war, according to Mr. Stewart, will be far worse than the last one. It "will be accompanied by unprecedented convulsions of nature, floods and earthquakes." The British, or what is left of them, will emerge victorious, but Russia will be destroyed. Coming so close together, these sensations have excited London almost as much as a national cricket match.

Almost upon the heels of an announcement that the Spanish authorities are behind a movement to hunt for treasure buried in the sea since the mariners of Elizabeth raided the coast of Spain and sank the treasure fleets of the New World comes word that an expedition is to set out for Central America in quest of the booty stolen by Sir Henry Morgan when he sacked the City of Panama in 1671. We may worship the gods of business and efficiency, but there is still romance in the world when men seek hidden treasure and try to make the old dreams of golden doubloons and pieces of eight come true. In the present instance there are all the elements of mystery which should grace every treasure hunt. There is the story of buccaneers burying chests filled with gold and silver, the quarrel over division of the spoils, the murder of all but one of those who knew the fateful secret. There is, as there should be, the map traced on parchment which has been handed down through generations until to-day one of the descendants of Sir Henry is determined to dig on the spot marked by skull and crossbones. We are rather skeptical of the results of this twentieth century search for the ill-gotten gains of the seventeenth century pirate—

knighted for his depredations upon Spanish towns and capture of Spanish ships—but we welcome it as a reminder that the spirit of romance is still alive.

As statistics have been revealed of the number of banquets Colonel Lindbergh was forced to attend upon his aerial tour of the country admiration of the hero has become tinged with sympathy for the man. No one has ever gone so bravely through the terrifying ordeal of a popular adulation which has shown no signs of abatement since the day he returned to this country from his epochal flight to Paris. But what must have appeared to him as the final straw was the assault of sixteen chorus girls who happened upon him quite by chance as he was talking with friends at Curtiss Field. "There's Lindy!" these feminine admirers are reported to have shouted. Then they bore down upon him in a concerted rush. Fortunately, Lindy saw them coming and ducked to safety within a hanger. Is this modest young man never to be allowed to go his way in peace? Has he not paid his debt of fame by patiently allowing 30,000,000 persons to be thrilled by a glimpse of his plane and his engaging self? It would seem that now, at last, he should be allowed some freedom and that even chorus girls would let him alone. Certainly no one will censure him for slamming a door in the face of his fair but too eager admirers.

In an age in which voters often have to be hauled to the polls by main force a group of the considerably younger generation is setting an excellent example to its elders. The students of Princeton University who have attained their majority are demanding with a persistence somewhat embarrassing to the local authorities the privilege of voting in Princeton's Mayoralty campaign. So eager are these young men to register that, if we interpret rightly the reports from Princeton, they are neglecting their studies, and even football, to carry their campaign into the courts. The difficulty is a legal technicality over residence. In the past this has always been overlooked, as a student is certainly as much a resident of Princeton as of his actual home, and it is sometimes impossible and always expensive for him to return home to vote. Why the controversy has arisen this year is not quite clear. It has been denied that the political considerations of a campaign in which the university photographer is a candidate against a Princeton alumnus have entered into the situation. But, whatever the technicalities, we hope that these students will be allowed to vote. Such zeal should be encouraged.

Price cutting is the insane idea of trying to injure competition by scuttling your own ship.

Another need of the times is at least one more month between vacation and coal bills.

When a man has occasion to defend his actions he admits his weakness.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The fine weather which prevailed all last week was a Godsend to the farmers who were behind with their farm work. It enabled them to harvest their crops, dig their potatoes and complete their fall plowing and seeding.

Our week end trip Saturday took us out US 16 and M 39 to Freeport and Hastings and back home via M 37. The woodlands were still glorious in their fall colorings, but the reds were deepening into reddish browns and the yellows were not quite so brilliant as was the case a week earlier. The battle royal between Summer and Winter is now on, Summer seeking to perpetuate herself as long as possible and Winter demanding that Nature get her house in order for six months of stagnation and relaxation.

Approaching Freeport from the North the view of the half filled mill pond suggests the thought that if the level of the water could be raised above the ill-looking stumps and snags which are now in evidence, the appearance of the pond would be greatly enhanced, the power thus secured would be greatly increased and the value of the property would be correspondingly augmented. I commend this suggestion to the owner, who has struggled along under adverse conditions for some years, in the confident belief that the improvement I suggest would solve his problem for all time to come.

I found "Ike" Moore very happy over the possession of a home made radio which is the envy of the town and community round about. It "gets" stuff out of the air under adverse conditions when all other radios fail to function. It was not the handiwork of an amateur, by any means, but was the creation of a man who has given the subject of radio construction careful thought and study.

Hastings is always at her best on a Saturday afternoon, with her long and interesting business street lined with automobiles on both sides. I often wonder whether any other state has such a fine assortment of county seat towns as Michigan has. I refer, of course, to such towns as Hastings, Charlotte, Hillsdale, Adrian, Howell, St. Johns, Mt. Pleasant, Cadillac, Marshall, Coldwater, Paw Paw—but I must stop somewhere, although I have by no means exhausted the list. None of these cities are large, but they are all thoroughly representative of the spirit which has made Michigan great and given us the reputation of being one of the best states in the Union.

At Middleville I was pleased to find W. F. Thomas pleasantly situated on a farm about three miles from town. The arrangement is a temporary one, conducted in the hopes the country air will prove beneficial to an invalid son, who is already beginning to rally. Mr. Thomas retains his city residence in Grand Rapids and can never entirely separate himself from the meat trade, with which he has been identified for a lifetime. On the theory that health is a primary consideration, he is, of

course, doing the right thing in devoting almost his entire time and attention to the recovery of his son.

I found E. F. Blake busily engaged in rehabilitating the postoffice, over which he has presided with care and thoroughness for many years. Mr. Blake takes as much interest in handling Uncle Sam's mails as he formerly did in dealing out merchandise to his customers.

Going North of Kalamazoo avenue the traveler is forced to detour at Bowen Station, either to Eastern or South Division avenue on the West or the East Paris road on the East, on account of the construction of cement pavement from Burton street to Bowen Station. The East Paris road discloses several fine country homes recently completed or in process of construction. They are owned by city people who evidently experience the urge of the country which has become so pronounced of late. One great advantage of locating South of the city is the ability to secure an ample supply of good potable water by going down about fifty feet. This means the tapping of the subterranean river which runs from East to West through a wide extent of territory South of the city en route to Grand River. The most important adjunct to a country home is a constant supply of good water which is near enough the surface to be soft, without being susceptible to surface contamination. I am told that the same condition exists North of Grand Rapids for a considerable distance.

I have often stated that the frequency of automobile "accidents" does not surprise me. My only surprise is that there are not more, considering the way in which fatalities are invited by brainless persons. On our return home, between Caledonia and Dutton, we met a large, unwieldy touring car containing a woman and seven or eight children, driven by a lad who looked to be ten years old. He certainly was not more than twelve. The car was too heavy for him to manipulate and he made a sorry spectacle and piled up traffic in the effort to turn into the main road from a farmhouse. Noting the situation, I approached the car bearing Michigan license No. 517-831 and remonstrated against so small a child being permitted to drive, whereupon the woman in charge of the group asserted that she had a driver's license and that the lad was driving under her instruction. I cited the law on this point and informed the woman that if she ever permitted the child to drive again, and the matter was brought to my attention, I would cite her to appear before the sheriff. I ought to have been more severe and taken the lad to the sheriff, which would have forced the woman to follow him to town and settle with that official; but I always hesitate to act in a matter of that kind where there is no man along. In turning over the steering wheel to the child, the woman became a potential murderer. I do not understand how she can sleep nights, thinking of what must necessarily happen as the result of her action, if persisted in. This is by no means an uncommon occurrence. I observe child

drivers every time I make for the country. I cannot understand why the fatalities reported in the papers are so few, so long as this practice prevails—and is winked at by the officers of the law.

We had a distinguished guest with us Saturday in the person of Prof. Blumenthal, the psychologist, whose services are in active and continuous demand on the basis of \$500 per week by such large employers of labor as the General Motors Co. Prof. Blumenthal was born in Alsace about sixty years ago and received a liberal education. He early turned his attention to the science of psychometry and learned to read faces as easily and accurately as the average man reads books. He devoted many years to the practice of his profession in Europe and Australia and has now been a resident of the United States about a dozen years. He has probably influenced more men to change their occupations than any man who ever lived. He finds fully half the men in the world wrongly aligned and in a few words demonstrates to them that, in order to achieve the success of which they are capable, they must revise their ideas, abandon their present environment and espouse an entirely different business, profession or occupation. In many respects Prof. Blumenthal is the most remarkable man I have ever known. If I had his gift—he does not call it that, because it is an acquired talent—I think I could make \$5,000 per week just as easily as he makes \$500. He does not appear to care much for money, because his tastes are simple and his extravagances are nil. The good such a man can accomplish in the world is out of all proportion to the charges he makes for his services.

E. A. Stowe.

Atlantic & Pacific Chain Started as a Wagon Route.

Chain stores have been in existence for many years, it being claimed, in fact, that the Chinese merchants of centuries ago operated on a branch establishment plan similar in some respects to our modern chain store systems. This "chain store," or "multiple unit" system of retail merchandising probably persisted in one way or another throughout years. In our country the chain store system as we know it today probably had its earliest origin in the beginning of the Great Atlantic & Pacific Tea Co. when George Hartford in 1859 established the wagon route that later became the foundation of the Great Atlantic & Pacific Tea chain, which justifies its name by operating 15,000 grocery stores from coast to coast, with a recent overflow into Canada. It was 1872 before the second chain was established by Jones Bros. Tea Co., and was 1879 when F. W. Woolworth originated the 5-and-10c chain idea.

The real growth of the chain store field dates back only some ten to fifteen years. In 1914 there were estimated to be only 2,000 separate chain store systems in the United States, which operated a total of 20,000 unit stores. To-day there are more than 4,000 separate chain store systems,

whose total number of unit stores is in excess of 100,000.

Thirteen years ago the United Cigar Stores Co. had some 900 branches. To-day it has close to 2,000. In 1914 the F. W. Woolworth Co. operated 774 stores; to-day it operates more than 1,500 in this country, 250 in England, six in Cuba, and it has recently opened its first units in Germany.

The growth of the Great Atlantic & Pacific Tea Co. in the same period of time is phenomenal. This company has increased its number of unit stores from 800 in 1914 to more than 17,000 in actual operation to-day. The entire chain grocery field has seen remarkable expansion. The total number of chain grocery organizations operating in 1914 was estimated to be only 500, whose number of unit stores was 8,000. To-day there are 818 separate chain grocery systems, operating 57,000 stores. The grocery chains do over 30 per cent. of the country's total grocery business and in the metropolitan area do more than 50 per cent. of the grocery business. Thirteen years ago they did only 12 per cent. of the grocery business in New York City. To-day they do 65 per cent. of the business. The general merchandise field, which is the broad name for the "5 and 10s" as well as the "small department store" chains, such as J. C. Penney, has also had a remarkable growth. In 1914 there were only 180 such chains, operating 2,000 stores. To-day there are more than 1,100 separate chain store organizations in this field, operating 12,000 stores.

A recent compilation showed that 35 large chain store companies whose securities are publicly owned operate over 46,000 units and in 1926 had aggregate sales in excess of \$2,000,000,000. This did not include the department store chains. Five department store chains would add an aggregate of \$500,000,000 to the total. Despite this enormous volume of business, it makes up only a small proportion of the total retail trade volume of the country, thus indicating that there still is ample room for growth of the chains.—New York Journal of Commerce.

An Infant Industry.

The rayon industry of the United States has grown astonishingly in the last five years and now is one of the basic industries of the country. Several hundred thousand workers are employed. Textile mills, department stores and rayon producers find it necessary to meet foreign competition. The strength of this competition is indicated by the announcement of the Department of Commerce that France in the last year produced nearly 10,000,000 pounds of this artificial silk.

Merely Sniffed Them.

She was a very young housekeeper, and endeavored to keep things in the approved hygienic manner. While in the bakeshop one day, she saw a huge cat jump up into the show window among the cakes.

"Oh, look!" she exclaimed to the woman in charge, "your cat!"

"Dot is all right," she was reassured. "Dot is Henry. He will not eat anything. He schust sniffs 'em."

SHOE MARKET

Shoe Men To Discuss Spring Style Trends.

New York, Nov. 1—Models for men's shoes for business, sport and dress wear next Spring will be featured at the National Joint Style Conference of the shoe and leather trades at the Hotel Astor here to-day. Leading American manufacturers, in compliance with a request from President Henry W. Cook of the National Boot and Shoe Manufacturers' Association, will exhibit at the conference one of their leading styles of each of the three types.

Tanners, manufacturers, wholesalers, retailers and salesmen will attend the conference, at which footwear fashions for the coming season will be determined. Men's, women's and children's styles will be discussed in detail, and such matters as lasts, patterns, materials, etc., will all receive the attention of experts.

Colors to be emphasized in Spring and Summer footwear have already been selected. There are seven of them, and they include white jade, honey beige, rose blush, shell gray, plaza gray, stroller tan and marron glace. These will be issued in card form by the Textile Color Card Association, the Tanners' Council and other trade organizations.

Silk Mufflers Are Favored.

While a substantial advance business has been placed for men's mufflers, records have not developed to any great extent as yet. As in other lines of merchandise, continued warm weather is retarding retail turnover, but it is confidently expected that holiday sales of these items will be good. Fancy patterned silk squares in two and three tone color combinations lead and are credited with almost entirely replacing the woolen type of muffler. In the latter the cashmere kind is practically the only variety that still meets with wide favor.

Unusual Scarfs Seen.

Two new styles of scarfs in designs that are directly opposed to each other are selling very well to department stores and specialty shops. Long, narrow scarfs measuring 72 by 20 inches are featured in Japanese scenes in a number of unusual colors. The other type of scarf is square and is available in five color combinations. Its unique pattern is a photographic reproduction of Fifty-seventh street on a busy day. Scarfs of this type wholesale at \$48 per dozen, while the Japanese effects retail for \$12 each.

Leather Garments in High Favor.

An active consumer demand for leather and leatherette coats and windbreakers is reported. While intended for boys and men, the garments are also finding wide favor among girls. They are lined in most instances and many of them are reversible. In windbreakers the suede types are in most favor. They are offered in the natural color. It is expected that cold weather will bring with it a greatly increased demand for the merchandise, and manufacturers are preparing themselves to meet such a call.

Crystal Jewelry in Demand.

Wholesalers are showing the Chanel crystal necklaces and bracelets in several styles, and there is an excellent demand for them. Some of the neck-

laces are made with open strands and finished with a brooch effect in which synthetic emeralds are used. They are selling well at prices starting at \$2.75. Bracelets made of large pieces of crystal, with each stone set individually and faceted, make use of emeralds in the clasps only. These sell at \$10 each.

Sees Return of Norfolk Styles.

A revival of interest in Norfolk styles in boys' suits has taken place, according to a buyer for a large retail store. In his opinion consumer buying of these types has been gaining because mothers are tired of clothing their sons in suits which so closely resemble those worn by adults. The suits this buyer mentioned have the regulation Norfolk jacket, but the trousers are of the popular English "shorts" type. They are wanted in staple blue fabrics as well as in tweeds and other novelty woolens.

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

Benjamin Franklin Predicts.

Benjamin Franklin was one of the few farsighted men who, instead of ridiculing the conquest of the air, saw for aeronautics a promising future. In 1783 he wrote the following to Sir Joseph Banks of the Royal Society of London:

"The improvement in the construction and management of balloons has already made rapid progress, and one cannot say how far it may go. A few months since, the idea of witches riding through the air upon a broomstick and that of philosophers upon a bag of smoke would have appeared equally impossible and ridiculous. These machines must always be subject to be driven by the winds. Perhaps mechanic art may find easy means to give them progressive motion in a calm and to slant them a little in the wind."

He ascribes the backwardness of Englishmen, in matters of the air, to their deep-rooted fear of appearing foolish. Thus:

"I am sorry this experiment is totally neglected in England, where mechanic genius is so strong. . . . Your philosophy seems to be too bashful. In this country we are not so much afraid of being laughed at. It does not seem a good reason to me to decline prosecuting a new experiment, which apparently increases the power of man over matter, until we can see to what use that power may be applied. When we have learned to manage it, we may hope some time or other to find uses for it, as men have done for magnetism and electricity, of which the first experiments were mere matters of amusement. This experiment is by no means

a trifling one. It may be attended with important consequences that no one can foresee. We should not suffer pride to prevent our progress in science."

Pearl Jewelry Holds Favor.

Pearl effects in rope necklaces and chokers continue to be outstanding items in the novelty jewelry business. While some attention has been given to gold and pastel colorings in pearl merchandise recently, the natural flesh tint still leads. Rope necklaces are favored most in the sixty-inch length, while both straight and graduated effects are wanted in the chokers. Many orders to take care of the holiday demand are expected within the next few weeks.



MAN TO MAN

Old National customers never hesitate to bring in their personal and business problems.

Our time, experience and services are always at their free disposal.

The OLD NATIONAL BANK

MONROE at PEARL

A Bank for Everybody

YOUR FALL TRADE IS IN full swing. Have you a complete stock on your Findings such as Laces, Insoles, Polish, Buckles, Shoe Horns, Button Hooks, etc. Your order will have our careful attention.

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

"Over night Service"

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Manufacturers of Quality Footwear since 1892.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY LANSING, MICHIGAN

Prompt Adjustments

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

GEM OF LAKE HURON.

Crowning Glory of a Glorious Summer Region.

If scenery were money every Drummond Islander would be a millionaire.

Drummond comes rightfully by its popular title—"The Gem of Lake Huron." In the course of several trips across the continent, I have never seen so much scenic loveliness compressed into a space ten miles by twenty as there is here. I do not speak of the grandeur of the Ozarks or the Rockies, which smacks you in the eye and shouts at you with a mighty tumult. I mean rather the quiet and extraordinary blending of landscape and waterscape on every hand. The play of color over rounded hills; miles of roads crowded with many-hued wild flowers; long ranks of healthy Northern hardwoods nodding in the Northern sun.

Drummond in October! It would be hard to visualize anything more lovely than the island of Drummond in this glorious fall month. Coming up from the old mill dock through the limestone quarry, from which the blocks for the first Soo locks were taken, one is amazed at the beauty of the place.

The town of Drummond—the site was called "O-Mah-Me-Kong" by the Indians—is an old, old settlement. Away back in the hey-day of King Strang and the Beavers, farmers and fishermen were here. Espinore, across the island, is almost as old. And if you are looking for real antiquity, consider Old Fort Drummond, the British post established at the mouth of St. Mary's over one hundred years ago. Here the fort chimneys still keep their sentinel watch, and many a British soldier sleeps in the fort cemetery near by, guarded by Lombardy poplars transplanted from the British Isles. The drill ground is unique with its naturally level limestone floor, a formation made to order for parades.

Off the settlement dock is Harbor Island, a veritable freak. You can heave a stone across the mouth of its inland waters, which are a mile long and half a mile wide, flanked with hills of living green. Harbor Island is a gigantic horseshoe within whose points a navy might ride.

Then there is Pilot Cove, on the East shore. You never could find it if you didn't know where to look, just under the shoulder of Marblehead's great cliff. Once your ship has entered you hardly know the way out. So crooked is the entrance that one's craft faces all the directions of the compass before coming to anchor inside.

Nor would you dream that Scammon's Cove, tranquil and serene, was once the abode of bloodthirsty pirates who preyed on passing commerce and reeked no law. It is as romantic a background for murder and arson as the world can show.

Maxton with its Indian mounds, and the Potagannising river, are going to be discovered by a delighted world some day. This will be too bad, of course, but it seems a pity that such surpassing beauty should remain under a bushel indefinitely. You can

canoe up the Potagannising for miles and miles and miles, a winding, watery street with the trees meeting overhead.

Sailing among the islands is a large part of the business of life at O-Mah-Me-Kong. Most of the cottagers—their number is increasing yearly—have boats, and how they do enjoy the sheltered waters of the bay—fishing, bathing, loafing, exploring the channels and picnicking on the islands all day long.

We are finding that scenery does have a money value after all. The first resort on the North shore—Seastone, named for two of the oldest families on the island, the Seamans and the Johnstones—has long since been outgrown. Now our visitors return year after year to O-Mah-Me-Kong, bringing their friends with them. There are more cottages on the bay shore this year than ever, and there will be others next year. The hunting season is always a busy one, for there are plenty of deer on Drummond.

Many people tell us that the view from O-Mah-Me-Kong and Bide-a-Wee is worth a million dollars to the beholder. We haven't cashed in on this to the full extent as yet, but the interest—sentimental and pecuniary—is mounting right along.

We are hoping that Mr. Rogers will extend M-48 on Drummond Island shortly, taking over for the State that part of the route now known as the channel county road, and that our new auto ferry on St. Mary's river will adopt a regular schedule. With the completion of a through State pike many others will be encouraged to come over and make a million dollars on the front porch of O-Mah-Me-Kong. We are ready to help them get rich comfortably, and we look for a largely increased influx of (scenic) gold-diggers in 1928.—Leila Seaman in Development Bureau News.

It Made a Difference.

A lady had advertised for a girl for general housework, and was showing an applicant over the house. She had been very liberal in her promises of privileges — afternoons off, evenings out, and so on—and it looked as though the two were about to come to some agreement when the girl suddenly asked: "Do you do your own stretchin'?"

"Do we do our own what?" asked the puzzled mistress.

"Stretchin'," repeated the new girl.

"I don't understand."

"Stretchin'," repeated the girl a second time. "Do you put all the food on the table at dinner and stretch for it, or do I have to shufffle it around?"

A Friendly "Bee-Hive."

There's a hive of friendly bees at the Frong Store, Pine Bluff, Ark., that has done a great deal to create goodwill among the establishment's clientele. The hive is pictured on a card, which is posted up prominently, and from it are shown emerging a number of bees, bearing the names:

Bee Happy
Bee Alert
Bee Helpful
Bee Courteous
Bee Considerate

You

should feature Royal, the cream of tartar baking powder, as it means orders for more flour, shortening, eggs and other baking materials for you.



You will increase your sales and profits by pushing Royal—a household word in millions of homes for more than three generations.

**Royal Contains No Alum—
Leaves No Bitter Taste!**

Suggest--

Mueller's Spaghetti

Mueller's Elbow Macaroni

Mueller's Egg Noodles

Mueller's Alphabets

Mueller's Vermicelli

Mueller's Ready-to-serve Spaghetti

They mean profit for the grocer and satisfaction for the customer. They are so good and so uniform, they sell quickly and easily, and satisfy the most exacting customer.



In a Sauce of Luscious
Ingredients

FINANCIAL

Government's Big Job Is To Solve Business Problems.

Dr. Julius Klein, Director of the Bureau of Foreign and Domestic Commerce, has discovered that millions of American dollars each year are being squandered in inefficient selling efforts and he wants to do something to stop the waste.

In his campaign Dr. Klein undoubtedly will have the support of the main body of business men of this country who are ready to admit that trade has outgrown present methods of handling it.

Dr. Klein thinks that the Government, supplementing the work of private agencies, can play a big part in market research. He says that assisting business in solving present day problems of distribution is one of the most important functions which now confront the economic service units at Washington. It is the Government's big job.

The Bureau of Foreign and Domestic Commerce, announces Dr. Klein, is about to release the first of a series of regional commercial surveys which attempt to determine the basic commercial attributes, the factors affecting distribution and the actual status of the buying power of the various economic areas of the country.

For this purpose the country has been divided into nine large regions and the survey covering five South-eastern states will be available for distribution before the holidays. Those on the New England area and the Pacific Southwest are well under way and it is hoped that Congress will authorize the completion of all nine of these surveys within the next three years.

Speaking recently before the American Association of Advertising Agencies in Washington Dr. Klein declared that the science of distribution has failed to keep pace with improved manufacturing methods. Efficient manufacturing has not had a counterpart in that other great phase of business distribution. We have no yardstick by which we can measure progress in distribution as we can in manufacturing because no fundamental census of the distributive agencies has been compiled.

We are lacking, said Dr. Klein, in an accurate, comprehensive information as to the largest single item in our whole commercial activity—namely, the volume of wholesale or retail trade, or as to the character of the outlets through which various commodities are handled.

With some minor deductions approximately the whole of the sum of \$89,000,000,000 was spent last year in the United States for commodities and services, and just how or where the money went no one knows.

Dr. Klein said: "Millions are squandered in chasing the mirage of a National market for commodities whose best trade is inside the city limits or in following the phantom of the full order books at all costs."

He added that "at present we are trying all sorts of schemes, attempting to grope our way in this direction and

that without many clear principles to guide us.

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Diamonds Altogether Too Plentiful.

Action by the South African Parliament on the Precious Stones Bill is anxiously awaited in the diamond market. It is believed that the bill, which aims to regulate diamond digging, may be passed during the October session.

The Precious Stones Bill was introduced in Parliament early in the year and the diamond industry became hopeful that something would be done to prevent a glut of the market. Opposition developed because of certain confiscatory clauses and because it seemed to favor the large companies. After much debate and some amendment the Senate finally rejected the bill at the close of the session.

The opening in 1926 of the new alluvial deposits in the Transvaal has greatly influenced the diamond market, according to an article in Commerce Monthly, issued by the National Bank of Commerce in New York.

The bank says: "The discovery of new deposits of alluvial diamonds in South Africa during the last year and a half has greatly affected the gem market. The production of diamonds largely in excess of consumption caused a break in prices of stones. The diamond syndicate which had virtually controlled the market since the close of the last century was unable to limit production but it was successful in preventing a collapse of the market.

"Then in April a new alluvial deposit was discovered at Swartplaats in the Transvaal. In August the Lichtenburg field, which has proved all too productive, was opened. By the end of 1926 six diggings had been declared and seven more in 1927.

"The announcement of these new diamond fields open to the public precipitated the greatest rush South Africa had ever known. More than 25,000 claims were pegged in the first Lichtenburg digging. The population of the district has increased from a few hundred to about 50,000."

The importance of the new diggings was not rated very high by the big producers and by mining experts. Nevertheless, says the National Bank of Commerce, production from these new sources more than doubled the output of alluvial diamonds in the Union of South Africa in 1926 with a total value of \$20,000,000. The output for the current year has been put at \$35,000,000, which is only about \$6,000,000 under the value of all pit stones produced in 1926.

Total production of diamonds in South Africa during 1926 came to \$60,000,000, which was considerably in excess of consumption.

The syndicate made every effort to prevent a glut of the market. It offered to buy all alluvial diamonds produced, on condition the Union Government would agree to declare no more diggings. Under the existing law this could not be done. The next step was to buy up as many of these diamonds as possible and hold them off the market.

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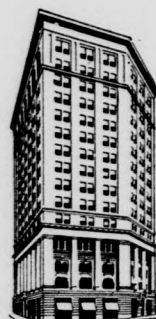
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Banking by Mail Made Easy.

Automobile Trade Is in Its Infancy.

The market for American automobiles is only at the beginning of its development, declares a writer in a review issued by Dominick & Dominick.

Export of American automobiles last year was nearly equal to the entire European production. Of the 27,650,000 motor vehicles in the world to-day over 95 per cent. are of American manufacture. In every market the United States sells more automobiles than any other foreign country.

So far, only three foreign manufacturers have been able to compete with this industry: Citroen in France, Fiat in Italy and Morris in England.

Despite the higher cost of labor and the higher cost of materials the United States has been able to develop by mass production a product which can compete in Europe with the cheaper European manufacturer.

Current figures show a steady progress in this great American export. For the eight months of the year export of cars increased 24 per cent. over the figure for the corresponding period of 1926.

The export of automobiles now ranks third in the value of the exports from this country. "Considering the fact," says the review, "that the two leading exports, raw cotton and oil, do not pass through the hands of American factory labor, the automobile export is easily the most valuable of our manufactures."

The records of the Department of Commerce show the amazing extent of American automobile sales, reaching into remote corners of the world. In such places as Aden, a British military outpost on the Arabian Peninsula with a population, chiefly illiterate, of over 50,000, and two modern roads, there are 755 automobiles of which 90 per cent. are of American manufacture.

The inland empire of Ethiopia, formerly known as Abyssinia, completely cut off from any outlet on the sea, with only a few miles of navigable road, has 100 automobiles, 80 per cent. of which are American. The Island of Dahrein, which lives almost entirely by pearl fishing, with an export of pearls amounting to \$15,000,000 a year, owns 60 automobiles, practically all of which comprise three of the popular lower priced American cars.

An Indian rajah recently gave an order for an American car with a special body to be decorated with Oriental upholstery and hangings.

South America is one of the most likely markets for American cars, continues the writer, and since most of these countries are building new roads, the purchase of American automobiles should steadily increase.

[Copyrighted, 1927.]

France on a Sound Financial Basis.

Reviewing the progress in France, the New York Trust Co., in the latest issue of the Index, declares that the financial situation in that country today is on a sound and stable basis.

The improvement in the French fiscal position, the trust company says, has resulted in a return of world confidence in French credit.

Investors from a number of coun-

tries, including the United States, have recently been heavy buyers of French internal securities and it is estimated that of the \$1,500,000,000 of French funds which went abroad in 1924, 1925 and 1926 about one-half is now returned.

New issues of French securities are now being offered in Holland and Switzerland with a 6 per cent. coupon rate instead of 7 or 7½ per cent. on former external loans.

"For some nine months," says the New York Trust Co., "the French franc has been held at a fixed level. It was natural to expect that the rise of the franc to this level would increase the price of French goods to the foreign purchaser, resulting in a temporary decline in trade.

"Unemployment, however, reached a maximum of approximately 82,000 on March 10 of this year and diminished steadily until on July 16 it was 19,100.

"The foreign trade of France was adversely affected by the stability of the franc at a higher level, and for the first few months of this year the balance of trade declined until in May it was unfavorable to the extent of 700,000,000 francs.

"Since then, however, trade has improved, and the total trade for the first eight months of 1927 shows a favorable balance.

"The trade balance of France is generally favorable. In addition, France derives a substantial income from foreign investments exceeding the amounts payable by her on her external debt, not including the debt owed to foreign governments.

"With the exception of the inter-allied debt problem, no adverse factors appear to threaten the economic improvement achieved on the basis of the stabilization of French government finances."

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They Don't Pass 'Em Twice on This Merchant.

Cold checks have been quite numerous of late; so a retailer of footwear in Morristown, N. J., has been compelled to put a stop to them by a means that is rather public. On the short side of his window, the side that faces the entrance way, he pastes up all N. G. checks that have been returned from the bank. The people whose names are signed to these checks naturally don't like the idea of displaying them and they hasten to make good.

Fair Industrial Weather.

The Department of Labor declares that signs point to a substantial improvement in industrial employment. This stand is of the utmost significance to business men everywhere since it tends to confirm the impression that the prosperity which has spread over the country throughout 1927 so far, will continue throughout the fall to the benefit of various lines of commerce.

Science has done its best, but still the only thing that will cause rain is a freshly pressed suit.

When the muzzled dog wags his tail it is not on account of the muzzle.

Second Liberties

You now have left only a very short time to attend to your holdings in the above issue.

Assistance in cashing them will gladly be given without obligation. Or, if you wish, suggestions will be made for safe reinvestments.

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Model Law Which Reduced Arson Losses By Half.

The year 1927 promises to make a new record in the war against arson. Already there has been introduced in the legislatures of West Virginia, Iowa, Alabama, Tennessee, Maine, New Hampshire, Connecticut, Ohio, Indiana and Arkansas the new Model Arson Law of the Fire Marshals' Association, with the solid backing of the United States Chamber of Commerce, the National Association of Credit men and many other influential organizations.

Within the next few days the bill is to be introduced in ten or a dozen other state legislatures under similar auspices. As no opposition has yet appeared, and as it is difficult to see on what grounds it could be opposed by any honest persons, the proponents of the law are confident of its passage.

Incidentally, this is probably the most impressive effort thus far made to obtain unified state laws on any subject. The Model Arson Law has already proved its efficacy in New Jersey and Georgia, where it has been in operation for four years and two years respectively. It is authoritatively stated that the annual losses from arson have been cut down by at least 50 per cent. in each of these states. Similar results in the states wherein passage is expected would mean a saving of many millions of dollars to the American public and doubtless would also effect a large saving of human life.

The new law is the result of a widespread feeling that the operations of that despicable type of criminal, the incendiary, have passed beyond all sufferance. It is based upon long experience with the ineffective provisions of the old Common Law, whose glaring errors it is designed to correct. The old law had its origin far back in history prior to the insurance period. Deliberate burnings in those days were apt to be crimes of spite, not profit. So seriously were they regarded, that arson was ranked with treason and murder, as one of three crimes punishable by death, and was a crime to which the Statute of Limitations did not apply. It is interesting to note that the death penalty still prevails in some parts of the United States and some states do not even have an imprisonment alternative, although it is safe to say that the death penalty is never imposed for arson alone.

The first glaring error that is corrected by the new law is the result of the old concept of arson; namely, that it must be a crime committed against the habitation of another person. With the wide extension of fire insurance it has come about that certain unscrupulous persons have endeavored to make illegitimate profit through the burning of their own property, after it has been covered by insurance. This phase is the largest factor in criminal fires of to-day.

Under the old law the court had to be shown that the building burned was that of another. Therefore, the tenant could not be prosecuted because it was his building through tenancy, and the owner could not be indicted because

it was his building through ownership. Such a law was an inducement to incendiarism and so operated in innumerable cases. There were even cases in which it was not possible to introduce the subject of insurance to show motive. It might be proved that a man had taken out \$50,000 in insurance on \$6,000 worth of merchandise prior to having a fire; and yet the court would say that this had "nothing to do with the case."

However, in New Jersey and Georgia, and hopefully soon in many other states, the definition of arson is extended to cover the burning of buildings regardless of ownership or habitation. In other words, there is to be protection for the habitation rights, the property interests, and the interests of society as a whole in the taxable assets. There will also be protection against the possibility of exposure to danger of the property of others, because every fire will spread if it has a chance.

By itself, this provision constitutes an important advantage but the new law accomplishes another important reform. In most arson statutes the crime is now defined as the act of "any person who burns or sets fire to certain buildings," but frequently it is a physical impossibility for the man who actually is responsible for the fire to have set it himself. He may have planned the fire; he may be the one who will profit from it; he may have hired the actual "torch" and yet may have been many miles away at the time the fire was set.

Suppose, for example, that a man has a stock of goods in a building on which he has carried a reasonable amount of insurance for a number of years; suppose that he suddenly increases the insurance on his stock far beyond any necessity therefor; suppose that, after insurance, he surreptitiously moves most of his goods out of the building to some other location; suppose that he purchases gasoline, bolts of cheese cloth and candles and himself takes them into the building which later burns. Suppose that all of these facts can be shown by unquestionable evidence; suppose, moreover, that it can be proved that the materials purchased by the owner were used in setting the fire. This would seem to be a pretty complete case of circumstantial evidence against the man who alone would profit through the insurance indemnity. Nevertheless, if in his defense, he could prove that he was far away from the scene at the time of the actual setting of the fire, it would be difficult, under present law, for the authorities to bring about a successful prosecution. Morally, he set the fire; physically, he did not and an antiquated law recognizes the distinction.

"Yes, but," some one will say, "in view of the evidence cited, he may be arrested as an accessory before the fact." True, but the accessory must have a principal, and if the principal is unknown and unavailable, the accessory is automatically protected. Incidentally, this is a curious inversion in the use of terms whereby the real principal, morally speaking, is adjudged the accessory, and the one who is mere-

ly employed to set the fire in which he has no direct interest is viewed by law as the principal.

Such a statement has an almost grotesque sound. Unfortunately, the condition exists and permits the en-

couragement of arson and the protection of the guilty.

Under the proposed Model Arson Law, the man indicated can be indicted and successfully prosecuted on circumstantial evidence. He would be charg-



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ed with procuring a person unknown to set the fire. Thus, he himself would be recognized as a principal.

It is interesting to note that every point of the suggested law which might be subject to attack has already been passed on by the Supreme Court of New Jersey. In every instance the law has been upheld.

In one case, wherein a man was convicted upon the charge of burning his own dwelling, the case was appealed and the court, in confirming the sentence, stated that while this law was drastic the indictment followed the wording of the statute in that it accused him of burning the building. Proof of this was sufficient. Furthermore, under the new law, it is necessary for the state only to prove that there was some charring or burning of the building; a very slight damage is regarded as due to arson because there was arson in intent. Even where the building itself is not damaged, but there is some charring of the insured goods, the definition of arson under Section IV of the new statute still applies.

Thus it will be seen that the Model Arson Law is a sincere attempt to protect society from a crime that has grown to be one of serious menace, by freeing prosecution from absurd restrictions inherited from an earlier generation, and bringing the morally guilty within the reach of the law.

As already stated, where it has had a chance to operate the new law has already proved its value. To take a single instance. A prosecutor of Essex county, New Jersey, in four years obtained fourteen convictions out of seventeen arson cases. This is a phenomenal proportion, as any prosecutor will recognize. Furthermore, it included many people who could not have been indicted under the old law.

There can be no doubt that every organization or agency which believes in the enforcement of law, the protection of society and the prosecution of criminals should support the new measure wherever introduced, for incendiaryism is rampant, and the people are paying the bills. E. W. West.

Adaptation of Power Mergers To Agricultural Needs.

It is probable that the next session of Congress will witness the enactment of some farm-aid measure which, coupled with the effect of the abandonment of a number of farms in recent years and general crop improvement, will alleviate the situation to some extent.

The ultimate solution of the problem might very well be around the corner.

We have witnessed the integration of various industries in this country, and the trend toward further integration is plainly discernible. Only in the business of farming is this tendency reversed. If it is economic to gather great groups of public service corporations together, and thus co-ordinate the management and control—and it would be difficult to find any one conversant with the results of public utility integration who would belittle the economic benefits to the public and the business that have so far accrued and are still accruing—why will it not

be to the advantage of all concerned to proceed with the integration of the industry of agriculture?

Under proper stimulus there could be developed large-scale corporations—not co-operative associations—formed for the purpose of doing a farming business. They would acquire large acreages in different sections of the country, so that a slump in one major crop could be absorbed by the prosperity of one or more other crops. They could afford the best technical advice and could see to it that such advice was followed. They could have the best equipment and take care of it, not allowing it to lie in the open when not in use, where the elements can do more damage than the wear and tear of normal operation. They could have experts watch market tendencies both here and abroad, and thus enable their respective corporations to take advantage of favorable situations wherever they might exist. They could have the advantage of proper accounting practice and established financial positions. In short, there could be applied to the business of agriculture the same type of guidance the great industrial and utility corporations now have.

T. W. D. Duke.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Maiden Lane Jewelry Co., Detroit. America Bond Corporation, Detroit. Fenton Co., Detroit. Vaporized Oil Burner Co., Detroit. Utility Corporation, Zeeland. Peoples Department Store, Detroit. Jackson Heating Co., Jackson. Sign of the Mermaid, Detroit. Harry M. Bloomberg & Son, Detroit. Barnes-Mehnert Co., Detroit. Minty Cigar Co., Battle Creek. Buffet Products Co., Pleasant Ridge. Truman Moss State Bank, Sandusky. Zix Co., Wyandotte. Carl Hendicksen Co., Inc., Detroit. E. Ferrand and Sons Co., Detroit. Idlewild Summer Resort Development Co., Idlewild. John W. Cowper Co., Detroit. Michigan Roofing & Supply Co., Detroit. Asbestone Co., Detroit. Drieverless Co., Lansing. L. A. Freeman Co., Limited, Carson City.

Champion Corset Co., Ypsilanti. Western Michigan Transportation Co., Jackson. Niles Amusement Co., Niles. William C. Austin Co., Detroit. Wolverine Athletic Club, Detroit. Pontiac Strain Furs, Inc., Detroit. Co-operative Holding Co., Beulah. Shady Nook Frog Farm Co., Highland Park. Hutners', Inc., Grand Rapids. Mason County Improvement Co., Ludington. Palmer Plan Homes, Inc., Detroit. Michigan Mutual Life Insurance Co., Detroit. Joseph A. Quinn, Inc., Detroit. Boyne Falls Light & Power Co., Boyne Falls.

Catering To Last Minute Shoppers.

Plan for a "Last Minute Sale of Last Minute Gifts." There are always people who find that their list of purchases is incomplete, and such a sale will attract those, save energy for the public, and bring business to the store. The sale of Last Minute Gifts should include a variety of different prices to suit purses of whatever length.

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BROWN SEED CO. VS. BROWN.**Supreme Court Decision Revises Kent Circuit Court Decision.**

The decision of the Kent Circuit Court in the case of Alfred J. Brown Seed Co. vs. Alfred J. Brown, T. Herschel Brown, Alfred J. Brown & Son, Inc., and Brown Seed Co., was published in full in the Tradesman at the time it was handed down. The decision was appealed to the Supreme Court by the plaintiff and argued at the June term. The case was heard by the full bench. Justice Fellows wrote the opinion, which was handed down last Thursday. The full text of the opinion is as follows:

In 1885 Alfred J. Brown started in a small way in the business of selling seeds in the city of Grand Rapids. The business was successful and slowly and continuously developed until he had a large number of customers to whom he sold seeds at wholesale throughout the country. His son, T. Herschel Brown, when he grew old enough became associated with him in the business. On Oct. 21, 1913, the Alfred J. Brown Seed Co., a corporation, was organized and took over the business. One hundred thousand dollars of common and \$100,000 of preferred were authorized. The par value of each share was \$100. The common stock was all issued, 989 shares to Alfred J. Brown, 10 shares to T. Herschel Brown and 1 share to Edward B. Seymour, book-keeper of the company. They were elected directors of the company. Six hundred shares of the preferred was issued to Alfred J. Brown and he gave his note in payment therefor. He sold 100 shares of the preferred and the money received was applied on his note. Some of Alfred J. Brown's stock was transferred to his son, Herschel, and some of the employees also acquired a few shares from him. In 1918, due to war conditions, and the increased cost of seeds, more money was needed in the business and it was planned to increase the common stock to \$500,000 and the preferred to \$200,000. On June 25, 1918, the board of directors, consisting of the two Browns and the book-keeper declared a 20 per cent. cash dividend and a 100 per cent. stock dividend upon the common stock. There was some delay in perfecting their plans, some of which was attributable to the creation of the Capital Issues Committee by the Act of Congress of April 5, 1918 (40 U. S. Stat. at Large, p. 506, 512). We shall go more into detail presently. The \$200,000 of preferred stock was sold to the public. Under normal conditions it had no voting power and the board of directors remained the same. Dividends were paid on the preferred and from time to time on the common. The company borrowed large sums of money from various banks. The bank indebtedness having reached something in excess of half a million, the banks became somewhat perturbed and in December, 1922, they were given and assumed control over the affairs of the company for the purpose of liquidating their indebtedness which was accomplished by converting the assets, including some real estate, into cash and the furnishing of some money by the preferred stock-

holders. This result was reached in October, 1923. The preferred stockholders also became interested in the affairs of the company and in March, 1923, the articles of association were amended by increasing the number of directors to seven, and Alfred J. Brown and six of the holders of the preferred stock were made directors. They did not assume the management of company affairs until after the banks had been paid. The bill seeks an accounting from the individual defendants by reason of claimed unlawful and fraudulent acts and conduct on their part in the manipulation of corporate assets and affairs. Upon the hearing in the court below and here the case resolves itself into an enquiry of these questions, the relief against the A. J. Brown & Son, Inc., not being insisted upon. This involves a consideration of various transactions and more of detail than is usually necessary, as the case must be largely disposed of as one of fact. The record is voluminous consisting of two volumes and the exhibits, many of which are audits, and has required much time and attention. In disposing of the case we shall follow the order pursued by both counsel.

1. When the company re-organized and authorized the sale of \$200,000 of preferred, it also increased its common to \$500,000. Alfred J. Brown subscribed for 1612 shares of the common and gave his note to the company for \$161,200. T. Herschel Brown subscribed for 264 shares and gave his note to the company for \$26,400. As appears by the records of the company, this was subject to the approval of the Capital Issues Committee, then recently created by the act above cited. The Committee disapproved of this plan and the stock was recalled and the notes given up and cancelled. It is insisted that the individual defendants should now account to the company for these notes—should pay them. This contention can not be sustained. These subscriptions were made under a plan of re-organization expressly stated to be subject to the approval of the Capital Issues Committee. This Committee disapproved the plan, as it had a right to do under this wartime measure. Having disapproved the plan proposed, it became necessary for the company to make other plans. This it did. The stock was returned to the treasury, the notes were cancelled, and with the approval of the Committee the preferred stock only was sold.

2. There was a cash dividend of 20 per cent. declared and paid on the common in the summer of 1918, and at the same time there was a stock dividend of 100 per cent. declared on the common and it was issued to the Browns, who thereafter held it and drew dividends on it. In the summer of 1919, a 10 per cent. cash dividend was declared and paid on the common, and in the summer of 1920 a 7 per cent. cash dividend was declared and paid. The Browns received in cash dividends on the common stock \$50,616, besides their stock dividend. Counsel do not agree as to the applicable law. It is thus stated in 6 Fletcher Ency. Corporations, sec. 3658;

"It is a well-settled principle that, as between the stockholders of a cor-

poration and its creditors, the assets of the corporation are, in a sense, a trust fund for the payment of its debts, and they cannot lawfully be distributed among the stockholders, even in part, to the prejudice of creditors. Furthermore, the amount of the capital stock of corporations is very generally fixed by their charters or by a general law, and both the state and each stockholder of the corporation, as well as its creditors, have the right to insist that it shall not be reduced or impaired by any distribution among the stockholders. It is a settled rule, therefore, even in the absence of any statutory provision, that a corporation cannot lawfully declare dividends out of its capital stock, and thereby reduce the same, or out of assets which are needed to pay the corporate debts. They can be declared only out of surplus profits."

Counsel for plaintiff insists that the condition of the company, as disclosed by all the audits, did not justify the declaration of these dividends or any of them and points to the fact that a deficit existed at the end of each fiscal year, which in 1918 was made the calendar year, while counsel for defendants insist that the condition of the business when the dividends were declared about the middle of the year justified their declaration and points to the fact that the audits show a surplus as of June 30 of each year. The business of the company was a seasonal one. In the first half of the year, money was coming in and in the last half of the year it was going out. Counsel for defendants thus states the situation:

"During the last six months of the year less than one-fifth of the annual sales were made, and during this period an operating loss usually exceeding \$100,000 was sustained. During the first six months of the year more than four-fifths of the sales were made and all of the profits of the company were realized."

It is doubtful if the loss in the last half of every year reached the figures stated: Dec. 31, 1918, the deficit was \$38,733.90. In other years the last half of the year showed losses of upwards of \$100,000. Defendants' counsel blame this condition to the system of book-keeping used by the company under the management of the Browns. There is considerable force in these suggestions. It would probably have been better had the expenses of the new crop been put in a deferred account or added to the inventory. But the condition at the end of the fiscal year, covering the full year's business would include the "fat" as well as the "lean" periods of the year and more truly reflect the condition of the company than would the condition as of June 30, which admittedly was the peak of the company's condition. On the 30th of June of each year the officers of the company knew they had facing them six months of loss, sometimes running over a hundred thousand dollars which was as much of a fixed charge on the business as any other known expense. That this fixed charge would deplete the assets of the business they also knew, the extent of it being the only uncertainty.

As of June 30, 1918, the company was in a prosperous condition. Its financial condition justified the declaration of the cash dividend of 20 per cent. Counsel for defendants makes much of the condition of company at this time, but does not take into account in fixing the surplus the fact that the Federal taxes estimated at \$25,000, were not deducted. Deducting this amount, together with the cash dividend, the condition of the company did not authorize the declaration of the stock dividend, even if we take into consideration the figures as of this date alone. But in addition to this fact is the further fact that the company was then facing a deficit during the succeeding months of the year, which would deplete its assets as certainly as any fixed charge could deplete them. While we hold that the cash dividend was validly declared, we also hold that the stock dividend was not.

On Dec. 31, 1919, the deficit was \$44,561.61; on Dec. 31, 1920, it was \$70,447.08. This covered the full year, both fat and lean portions. In reaching this figure, however, the capital account took into consideration the \$100,000 stock dividend. Eliminating this stock dividend as we have, the deficit in each of these years would be turned into a surplus. This would justify the payment of the dividend declared upon the original holdings of the Browns and to that extent it is sustained, but they must account for dividends received on the stock issued to them as a stock dividend.

3. The company owned and operated a retail store. Both before and after the transaction here involved it made very substantial profits. In 1921, the net profits were \$5,673.73. This did not take into account the overheads, which were furnished by the company. The books were kept at the office of the company, some deliveries were made by the company's employees and there was supervision by the officers of the company. It seems that the defendants were in a position to furnish definite information from which the amount of these overheads could be computed or at least approximated. They preferred, however, in their testimony to deal in generalities. On Aug. 21, 1922, at a meeting of the board of directors, by the votes of Alfred J. Brown and T. Herschel Brown, this retail store was sold to Alfred J. Brown and T. Herschel Brown for \$6,156.71, the other director, Mr. Seymour voting against the sale. This amount appears to have been ascertained by an inventory of stock and fixtures on hand. It did not cover cash attributable to the store for working capital which was not turned over, nor was anything allowed for value as a going concern, good will or its capacity as a money-maker for the company. That the Browns had for some time contemplated the taking over to themselves of this valuable adjunct to the company's business is demonstrated by the record. Shortly before this action was taken Herschel wrote his father, who was away from home, a letter about it and in this letter he fixed the value of the business at \$19,000. In his testimony he denies that

it was worth this amount and further insists that he and his father did not get the cash attributed to the store for working capital, which should be a large amount. But again he deals in generalities as to what that amount should be. Defendants' counsel, however, points to the fact that on Dec. 31, 1921, the store had in cash, war savings stamps, notes and accounts receivable, \$7,963.61. But the record discloses that the retail store at Christmas time did a large business in Christmas trees and holly, requiring \$5,000 to finance. The amount of cash on hand following this Christmas trade is scarcely a safe guide for the requirements at other seasons of the year. While defendants have not by their testimony given us definite figures as to the amount of money attributable to this branch of the business for working capital, we think it may be fixed definitely from this record. After the Browns had acquired the store they organized a corporation to which the retail store was transferred and \$4,000 was put in by them for working capital; it has been a money maker ever since. We think this sufficient to fix the sum of \$4,000 as the amount required for working capital.

It does not require the citation of authorities to demonstrate that this transaction, by which the Browns, purporting to represent the company, sold to themselves individually this valuable property calls for the most careful scrutiny. Innocent stockholders have since become interested in the retail store property and equitable considerations do not require us to attempt an unscrambling of the situation by decreeing a return of the property and an accounting covering five years' operation. The ends of equity will be served by requiring the defendants Brown to pay the fair value of the property at the time they took it over. It will be doing them no injustice to fix the value of the retail store at the value fixed by Herschel in his letter to his father. He was more familiar with it and its value than his father was, and if we capitalize its earnings as a basis of value, it would exceed this amount. This amount, of course, would include necessary cash for working capital which we have fixed at \$4,000. The Browns did not receive this working capital from the company and the fair value of the retail business at the time they took it over without such working capital is, therefore, fixed at \$15,000. They will account for the difference between this value and the amount paid.

4 and 5. We shall treat the surrender of the insurance policies and the increase of the salaries together. Both occurred at the same meeting. Alfred J. Brown testified the insurance policies were cancelled because the company could not afford to carry them and that the earnings were increased because they were earned. When the preferred stock was issued insurance on the lives of the two Browns was taken out in the sum of \$200,000. The company was made the beneficiary and paid the premiums. We are not persuaded that it was good business to take out this insurance, nor that it was bad business to surrender it when it

was given up. A ruling of the Treasury Department as to taxes collectable by the Government if loss occurred had materially minimized their value, and the insurance was not worth what the company was paying for it. The cash surrender value of it was paid by the Browns to the company and they took it over. We do not think the company suffered by this transaction, but, on the contrary, it profited by it. But on the same day by the votes of Alfred J. and Herschel their salaries were increased, that of Alfred J. to \$15,000 a year and that of Herschel to \$12,000 a year. This was more than they had ever received before or have since. Later Alfred J. Brown served as President at \$4,800 a year and Herschel's services were dispensed with entirely. This increase of salaries went far towards paying the paying the premiums on the policies that day taken over by them and we are not persuaded that their services were worth the sum fixed by themselves. They should account for the money received as increased salaries. See *McKey vs. Swenson*, 232 Mich. 505.

6. On July 1, 1916, Herschel gave his note to the company for \$8,000. It is said that this was given to pay for his stock. It is somewhat difficult to follow this suggestion. The company at that time had no treasury stock to issue and the record discloses that as Herschel's holdings increased those of his father correspondingly decreased. But be that as it may the note was given as stated, it was part of the assets of the company, and he held stock in the company upon which he had drawn \$7,128 in cash dividends, no part of which, however, was applied on his debt, nor had any of his salary been so applied. On Nov. 30, 1920, his note was cancelled upon the surrender of stock of the company in this amount. He also owed the company \$4,307 on overdrafts. On July 15, 1921, he was given the check of the company for \$4,500 upon surrender of stock for this amount. The check was used to pay the overdraft. At this time the company was not sailing on any too tranquil seas. In discussing another branch of the case defendant's counsel thus tersely describes the situation:

"The greatly increased level of seed prices continued until the latter part of November, 1920, when a sharp slump in the price of peas and beans followed in the wake of similar slumps in other commodities, which had occurred in the early autumn of 1920. This slump in prices necessitated the writing off of between \$150,000 and \$200,000 of the value of the company's peas and beans in its inventory of Dec. 31, 1920."

No one was better prepared to foresee the conditions liable to arise in the seed business than were defendants. No one could read the handwriting on the wall better than they. Alfred J. Brown had been in the business around thirty-five years. Herschel had been in the business all his life. It is quite true that this record discloses a slump in the seed business beginning in the fall of 1920. It was sharp and persistent. It cut the value of the common stock and foretold a cession of divi-

dends. On the 30th day of November of this year, Herschel turned over stock which was daily growing less valuable and his note was given up and cancelled. On Dec. 31, 1920, there was a deficit of \$70,447.08, at the end of the next year it was \$159,475.55, and at the end of the succeeding year it had reached \$320,076.28. In July, 1921, he surrendered more of the stock of the company to pay his overdrafts. He had received thousands of dollars as dividends and added thousands of dollars for salary, but made no attempt to pay or reduce his indebtedness, nor was any attempt made by the directors of the company to compel payment. The company had a lien on all his stock for this indebtedness. See 9032 C. L. 1915. We need not discuss when and under what circumstances a corporation may retire its corporate stock. This transaction does not bear the earmarks of good faith. The defendant, T. Herschel Brown, will be decreed to pay this indebtedness to the company.

7. It is further insisted on behalf of defendants that plaintiff has been guilty of laches and is estopped from now asserting its claim. Nothing is claimed for the statute of limitations. We have pointed out that until the spring of 1923, the two Browns and their book-keeper made up the board of directors. In March of that year a new board was chosen, but did not function until the banks were paid off the following fall. Gradually the transactions here involved came to light. Counsel for defendants invoke the rule in cases involving rescission for fraud that one must proceed promptly on discovering the fraud. But counsel does not differentiate between actions for or based on rescission and actions for fraud directly. One who seeks to rescind a contract for fraud must act promptly upon discovering the fraud and place the other party in statu quo. But one suing for fraud, or seeking an accounting for fraudulent transactions without rescission, may do so within the period fixed by the statute of limitations, which here is not pleaded or insisted upon.

Alfred J. Brown entered into an agreement with one Charles B. Norton, representing the board, whereby he agreed to place his common stock in the hands of the Grand Rapids Trust Co. as trustee to vote with the preferred stock, that stock having become entitled to vote by reason of default in payment of dividends on it. Mr. Brown did not carry out this agreement and Norton filed a bill solely for specific performance of this agreement. A consent decree granting such relief was entered on stipulation of counsel that recited that the parties "had adjusted their differences." Mr. Brown and his attorney testify that they understood that they were settling everything, but all agree that none of the matters here involved were ever discussed by any of the parties. Counsel for plaintiff calls attention to the fact that Alfred J. Brown owned a majority of the stock outstanding and could therefore control the action of the company at any stockholders' meeting and that, as a precautionary measure, it was proper to have the stock in the hands of the Trust Co. before launching this

suit. The pleadings in that case in no way referred to any of the transactions here involved; the difference there involved and the only difference there involved grew out of the refusal of Brown to place the stock in the hands of the Trust Co. and by the consent decree Mr. Brown was only required to live up to his contract. We are not persuaded that plaintiff is guilty of laches precluding recovery or that it is estopped from asserting the claims here involved.

The decree appealed from will be reversed and one here entered in accordance with this opinion.

Plaintiff will recover costs of both courts against Alfred J. Brown and T. Herschel Brown.

Justice Steere took no part in this decision.

The late Justice Snow took no part in this decision.

If you have given a matter thought, your ideas deserve consideration.

Postma Biscuit Co.
QUALITY
RUSKS and COOKIES

Grand Rapids, Mich.

MR. MERCHANT

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

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

A Grand Rapids Product.

Smith Flavoring Extract Co.

Phone 61343
Prompt Service



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

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

DRY GOODS

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

Ties For Riding Have Soft Tone.

Many attractive accessories for riding and driving are shown in the shops. A new riding crop, for example, is made of rare wood, tipped with an expensive handle. Ties are made of soft silk, crepe de chine or pongee, the best patterns being modest and the colors quiet. They seldom contrast sharply with the rest of the suit. Pins, when a stock or Ascot tie is worn, are fashioned in appropriate designs with stirrups, whips, heads of dogs and horses, or scenes done in enamel under glass.

Bags for women to carry in the gallery at horse shows are smart this year. Most of them are of envelope shape, made in plain or fancy designs and large enough to hold fresh gloves and handkerchiefs, as well as to serve as vanity cases. One of the latest novelties appears in a showy geometric case made of two leathers in contrasting colors. It is put together to form stripes, squares or triangular sections. This design is shown in several color schemes, so that one may have a bag to fit almost any sports ensemble. Brown and beige, brown and tan, green and beige, black and white, and black and scarlet are among the favorite combinations. A larger bag of the kind that opens and closes at the top is of good size and has two leather handles attached at the sides a bit below the opening. These and other larger envelope purse-bags are made of plain, glaze kid. Some have their edges finished in a blanket stitch done with heavy linen thread of dark color, so as to make a distinct line.

Though there is no place for baubles in the costumes worn in the tan-bark or gallery, a number of chic bits are considered suitable. Among these are the pretty belt buckles of wrought gold and silver, the pins that are used to ornament felt hats and the barbaric collars and bracelets of gilt patterned after the Aztec motives. The old exception made in favor of a string of pearls with the various sorts of dresses is more appropriately done now with the new gun metal pearls, which are among the latest novelties in daytime jewelry.

The "shooting stick," which is a far-fetched name for the cane with a metal saddle that opens like a pair of stirrups and serves as a seat on which to rest during a breathing space between events, is very much in evidence with the sports outfits.—N. Y. Times.

Dry Goods House a Century Old.

The celebration of the one hundredth anniversary of Arnold, Constable & Co. is a reminder of other landmarks in New York's mercantile history. Alexander T. Stewart began business in a modest little store at 283 Broadway more than a hundred years ago. His name is still displayed prominently

under that of John Wanamaker. It is within the memory of the present generation that A. T. Stewart & Co. erected the building at Broadway, Fourth avenue, Ninth and Tenth streets. A half-century ago, besides Stewart's and Arnold, Constable & Co., the principal dry goods stores were those of Lord & Taylor, at Broadway and Twentieth street, and James McCreery & Co., at Broadway and Eleventh street. The latter firm was noted at that time for the ball and wedding dresses it imported, "which were the richest ever seen in New York." The salespeople also have entered a new era. Formerly their day began at 7 a. m. and closed at 7 p. m., half of the force being dismissed at 6 o'clock each evening. Not a few of New York's prominent men can hark back to the days when they were cash boys at \$3 per week—unless they began their business careers by selling newspapers.

Linen Trade Is Worried.

The flax market is making every one anxious this year, according to a letter that has just been received from a prominent European linen house. At the end of the 1925 season, the letter says, there was an estimated carry-over of 30,000 tons, but the estimate is that from last season there have been carried over only about 4,000 tons. All the figures point to the fact that we shall not receive from Soviet Russia any more flax than we got last year. From Latvia we will get about the same quantity, from Esthonia a few hundred tons more than last year, and a good deal more from Lithuania and Poland. The latter grades, however, are low-class flax.

"Last year at this time," the letter goes on, "the price of good flax was about £65 a ton. To-day it is £120, whereas yarns and goods have never got up to more than the value of about £80 to £90 a ton, and barely that. The statistical position is all in favor of the high price being maintained, unless in the course of the year it becomes evident that the consumption of the goods is to decline materially in view of their value. That has still to be proved. It is a very difficult position, indeed, and any stocks of flax goods are certain to be profitable.

New Tea Aprons Attractive.

Rubberized tea aprons are shown in a new series of patterns and color combinations which can stand comparison with those seen in the best quality silks. The business being done in them is far exceeding anything that had been expected, and at present manufacturers are two weeks behind on their orders. The styling of these aprons shows considerable detail in revere treatment, deep ovals, squares and V shapes piped with a contrasting color being seen. Several models made of mercerized silk, with a touch of gold or silver in the designs to follow the trend for metallic effects seen in wraps and blouses, are also shown. The rubberized aprons sell from \$7.50 a dozen up.

Not doing more than the average is what keeps the average down.

When Does An Article Become An Institution?



WHEN production has always been on the highest plane of quality. And when that standard has been maintained over many decades.

"UTICA - KNIT" Underwear for generations, has served the nation's families as a consistently superior article. That quality of dependable service explains its wide spread popularity. You, as a retailer, know the value of carrying a line like "UTICA - KNIT" Underwear.



Lambsdown

Springtex
UNDERWEAR

VELLASTIC
UNDERWEAR

PAUL STEKETEE & SONS
Wholesale Dry Goods Grand Rapids, Mich.

Safety or Chance?

WHILE A MAN LIVES, THE PROPERTY which he has accumulated is protected by his judgment and experience and the exercise of restraint over unwise expenditures, while being increased by the results of his own activities.

But when he is gone, all these are missing and the heirs and the Estate are subject to all the pressure and temptations from which they had been safeguarded.

It doesn't take long to dissipate an unprotected Estate.

Let us go over with you the ways in which The Michigan Trust Company can co-operate to conserve and manage your Estate so that the fruits of your labors may provide for your dependents in the years to come.

The cost is very small and the protection is invaluable.

THE MICHIGAN TRUST COMPANY

The first Trust Company in Michigan

Varied Furs Used in Winter Wraps.

In the latest fur novelties are gray gazelle, golden seal, gray mole, dyed kid and shaved lamb. One also that is particularly good for sports wear is an all-over mottled skin called ocelot. Natural broadtail, antelope dyed a deeper-than-natural shade; unborn calf skin, the new Breistchwanz, or more mature broadtail, nutria, rabbit and astrachan are the favorites in sports coats. Chinchilla is an old favorite that holds its own and badger is the newest among the season's furs used especially for trimming.

Next in importance to the all-fur wrap is that trimmed with fur. The new coats are almost invariably trimmed with it. For this use fox still holds the lead. All colors are fashionable in it, but the best designers in furs are using most of the natural shades. Black fox is always chic, especially on black cloth. The new golden seal is used effectively on a straight, dark seal coat for formal daytime wear. Darker fur is used for deep cuffs, which flare slightly at the upper edge.

There is a distinctly marked difference between the designs of wraps for daytime and evening, the one being made on long, straight, simple lines, the other with diverse treatments.—N. Y. Times.

Scarfs Now Essential.

Scarfs have passed from fads to essential accessories, reports a leading manufacturer. Of the several types in favor, he said yesterday, the square is most popular for sports wear, as it gives a suggestion of the masculine. Other favored shapes are triangular or oblong. The best patterns are hand-blocked, the process calling for a high degree of mechanical skill and a fine sense of design and color combination.

The essential value of the scarf is its decorative quality, the manufacturer further said. It must appeal on the score of beauty or it will not sell. Adornment of the neck has been practiced by women from time immemorial and to-day the average woman has a well-developed sense of what actually becomes her. Ugly patterns and harsh colors meet with little response at retail counters. The American woman, concluded the manufacturer, is no longer a novice when it comes to buying scarfs.

Lower Priced Lighters Offered.

Consumer interest in cigarette lighters continues strong, and the indications are that a big holiday business will be done in them. With the promise that a larger production will be absorbed, manufacturers are bringing out models to retail for much lower prices than last Fall. One of the newest is designed to retail for \$2.50 in metal finish and \$3.50 in the leather covered style. It is of the usual conventional lighter design, with a mechanism that is described as simple and efficient.

Topcoats Lead Clothing Sales.

Ideal topcoat weather has been productive of a fair volume of re-orders for this merchandise. Garments of novelty woollens, tweeds and camel's hair fabrics are finding most favor,

manufacturers say. Interest in the camel's hair styles is much stronger than in previous seasons. The consumer demand for suits has yet to reach the active stage. Retailers have been trying to stimulate the demand by means of special offerings, and they are credited with achieving fair success. Lower-priced suits are said to be selling relatively better than the medium and higher grade garments. In a few retail centers there has been some turnover of overcoats, but general activity in those garments waits upon lower temperatures.

Seek Novel Effects in Scarfs.

The continued vogue for scarfs has placed them among the staple accessories. At present the call is for silk squares and long chiffon scarfs in hand-blocked and hand-painted effects. Color is strongly accented in the merchandise, combinations of two and three shades being the rule. A good call for shawls of both the Spanish and the new Chanel square types is also reported. The Spanish style is embroidered and features long fringes. In the Chanel squares metal brocade cloths and border effects are stressed. A new item is the "limousine shawl," which has large hand-blocked designs and is trimmed with narrow satin edges.

Has Novel Boudoir Lamp Sets.

Among the attractive holiday gift sets now offered is one made up of boudoir lamp, shade and bed light that wholesales for \$10 complete. The boudoir lamp is made of china, and is set off with fancy figures usually seen on more expensive ware. The shade is made of georgette in a harmonizing hue and has little shirrings of lace. The bed light has a georgette shade which matches that of the lamp. The frames of the set are bound with silk tape, and good materials are used throughout. The set may be had in different colors, and comes in an attractive box of green and gold cardboard.

Home-Made Bouquets Are Popular.

A strong demand for felt and wool flower bouquets which consumers make up themselves is reported. Both types come in package form to retail at 29 to 35 cents for the felt and at 25 cents for the wool outfits. The parts of the felt flowers are cut to shape and require only simple assembling of the pieces to complete. The wool flowers are made of varicolored yarns that are easily fashioned into "buds" to form a bouquet for coat or dress decoration. A leading manufacturer is said to have sold a million of the wool flower packages during the past two months.

Bulk of Daily Work Is Done in Morning.

A recent Nation-wide investigation in schools and colleges, in business institutions and factories, as well as in 25,000 average American homes, proves that a majority, probably 70 per cent. of the world's work is done before noon. Dieticians point out the need of a hot breakfast in the American diet properly to prepare the body for this extra drain.

PERSONAL SERVICE

Gives you better results. Our moving and storage rates are very reasonable. Every load insured.

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Expert Chemical Service
Products Analyzed and Duplicated
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TER MOLEN & HART
SPRINGS; Office Chair, Coil, Baby
Jumper, General Assortment.
Successors to
Foster Stevens Tin Shop,
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GRAND RAPIDS, MICHIGAN

Ship By
Associated Truck
GRAND RAPIDS, LANSING and
DETROIT.
Every Load Insured. Phone 55505

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.

BIXBY
OFFICE SUPPLY COMPANY
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INVESTMENT BANKERS
Listed and Unlisted Securities.
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GRAND RAPIDS, MICHIGAN

MARTIN DOWD & COMPANY

Audits-Systems-Tax Service

Grand Rapids National Bank Bldg.

Grand Rapids, Michigan

Hodenpyl Hardy
Securities
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Getting the most out of your investments requires a broad knowledge of securities and how to use them best for your own purposes.

Our service, based on long experience, is yours for the asking. We handle only the best in investments.

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New York Jackson
Grand Rapids



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

Michigan Bond & Investment Company

Investment Securities
1020 Grand Rapids National Bank Building
Grand Rapids

Link, Petter & Company

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

RETAIL GROCER

Retail Grocers and General Merchants Association.

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

One Way By Which Merchants Can Become Big.

Let us look at a merchant who has a large business, enjoying the trade of the "best" people. Most of us smile, or maybe sigh, remark "What a fine trade that man has," and let it go at that. A few of us say to ourselves, "What that man has done, I can do. Let me find out how he did it, for, of course, he was not big in the beginning." And that is the right idea, because the fact of a man's size and prosperity is not nearly so important as the question of how he became big and prosperous.

When I first saw the palatial stores of Slack and Jevne, in Chicago, I realized that there were literally thousands of items in the grocery business of which I had no knowledge whatever—not even a bowing acquaintance, in fact. Mi Fins peas were beyond my ken, but later study revealed that Mi Fins were the largest, coarsest of "French" peas, yet they had seemed luxurious to me. Still later I learned that these were merely called French, for, in fact, they were Belgian.

The first time I undertook to sell candy in Jevne's I could not grasp such a price as 55 cents a pound and I sold a two-pound box for 55 cents. But I felt bound to learn and the crucial fact that came to me with the years—and remains to-day—is that the successful merchant always trades up. This is true in all lines. The Boston Store in any town always indicated a bargain, cheap sort of place—that is, up to comparatively recently. Then the Chicago Boston store took great strides toward higher grade trade and to-day it is among the fine stores of the city, doing a bigger business than it ever did in its days of much goods for little money.

Men who contemplate an upward trend for their own business are apt to think the task is big to the point of impossibility and discouragement. But such is not the case. All growth is gradual. To put pressure on fine lines is not to abandon old lines of staples all at once. We transfer attention and effort by degrees, a little to-day, a little to-morrow. First thing we know all our time, effort and attention is devoted to the finer lines. From then onward the work becomes easier—and vastly more interesting, largely because more profitable.

I feel like this every time I see a circular issued by Henry May & Co., Honolulu. May's is managed by George Bustard, who has held his job for many years, beginning literally at the bottom. Every bit of printed matter that comes from May's indicates growth and evinces constant upward work toward better and bigger trade.

The latest circular is a neat folder called May's What's What, this issue being for October. It is only eight pages, 3½ by 8½ inches, good quality white stock with yellow card cover. Appropriately, the cover is printed with black ink, having a jack-o-lantern.

black cat and bat device on it. No attempt is made to fill the inside with "offerings." The chat is easy, breezy, good natured and suggestions to trade are frankly advanced with confidence born of conviction that all offerings are worth every cent asked for them.

Whoever writes May's advertising thinks it out carefully in advance. The introduction to this circular is a fable quoted from Eesop, thus:

"One fine day it occurred to the members of the Body that they were doing all the work and the Stomach was having all the food. So they held a meeting and, after a long discussion, decided to strike work until the Stomach consented to take its proper share of the work. So for a day or two the Hands refused to take the food, the Mouth refused to receive it, and the Teeth had no work to do. But after a day or two the Members began to find that they themselves were not in a very active condition. The Hands could hardly move and the Mouth was all parched and dry, while the Legs were unable to support the rest. So thus they found that even the Stomach, in its dull, quiet way, was doing necessary work for the Body and that all must work together or the Body will go to pieces. Food is the basis of all activity and achievement."

There now, is something beautifully appropriate to the grocery business, culled from real literature, stuff that is familiar in tone and through association to all people who have read or been read to as men, women or children. No better introduction to a grocery circular could be imagined, yet the amateur advertiser not only will not think it worth while to put in the work needful to produce such an introduction, but he is apt to think that one story is as good as another and his advertising is filled with inappropriate, weak material which gains no attention.

The next page is devoted to a talk on "What's What at May's" and a sketch of May's service, especially the telephone.

The third page carries the caption, Raffetto & Co.'s Fine Products, with this talk:

"We have recently been appointed Hawaiian agents for Raffetto's excellent fancy groceries. We take pleasure in offering the following: "Brandijel Peaches, pints, \$1.90; Minced Bread Fruit Salad, 22-oz., \$2.50; Sweet Pickled Cantaloupe, pints, \$1.40." There are thirty-four items, the low price being 60 cents for 12½ oz. and up to \$2.50, as indicated.

Page 4 carries a list of Huntley & Palmer's biscuits, just in from London, with a low price of 65 cents and up to \$1.25 for pound tins. Then there is a nice talk on Halloween apples, suggestion of Gruyere Swiss cheese at 65 cents for a box of six portions, Premiere Salad Dressing, surely modest at 25 cents a bottle, and a fine talk on the telephone, "the sensible way to conserve energy."

On page 5 there is a recipe for date and nut pudding, followed by quotations, at regular figures, on Dromedary dates.

(Continued on page 31)

Don't Say Bread

— Say

HOLSUM

HEKMAN'S

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

COOKIE CAKES AND CRACKERS ARE MOST DELICIOUS AND WHOLESOME.

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

MASTERPIECES

of the Bakers Art



Hekman Biscuit Co.
Grand Rapids, Mich.

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST - FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

WHAT IS FLEISCHMANN'S YEAST?

Fleischmann's Yeast is a food—a fresh vegetable food—that will eliminate constipation, relieve indigestion, clear the skin and tone up the system.

Yeast-for-Health advertising is adding Fleischmann's Yeast to the diet of thousands daily—to the betterment of their health. And remember, you are no exception to the rule, it will improve your own health, too.

And, in recommending it, do not lose sight of the fact that you are doing a service that can gain you many customers, regular customers, healthy customers who will come to your store regularly for their Yeast-for-Health when you can sell them all the groceries they need.

FLEISCHMANN'S YEAST

Service

MEAT DEALER

How To Be Sure of Ham Quality.

A lady told us the other day that she has listened in on several occasions on radio talks on meat at which time quality was discussed. She said she was anxious to always secure the best, but does not know just how to be sure she is to get it when she orders. She said, among other things, "How may I be sure I am to get a nice, mild slice of ham when I order it?" Well, as we have often said before, considerable dependence must be reposed in the honesty of the meat dealer, but if experience shows that things do not always come up to expectations some other plan should be adopted. There are many manufacturers of ham who put mild cured meat on the market under their brand names. Usually such manufacturers keep their products uniform in quality and variance from their adopted standard is seldom great enough to be noticed by average consumers. The flavors of all of these products are not exactly the same, and while they all may be very good one consumer may like one brand best, while another consumer may prefer another. A good way to become familiar with the different flavors and general qualities is to order a Choice slice of ham and get the name of the brand at the same time. If it suits, it might be well to ask for this brand whenever sliced ham is wanted. It is not necessary to confine all purchases to one brand, however, for experiments may be made the same way until several brands are known. This should give any consumer who follows the plan an opportunity to buy her sliced ham in any shop she cares to without feeling that she is taking much of a chance when she places an order. Mildness of ham is important as well as the flavor, and one person may like ham less salty than another. A good test on ham is to broil the slice without soaking in water or par-boiling. If the meat is salty it will surely show it when cooked this way. Choice, mild-cured ham should not require par-boiling. The taste will be better if it is not done. Besides, some of the extractives are sure to be lost when soaked or par-boiled. Of course there are thousands of consumer-buyers who become familiar with different brands and order by name, but there are more who just go in a meat market and order a slice of ham and then complain if it does not suit them. Progressive manufacturers try to cure hams as mildly as they can without running danger of having the meat spoil. Some are so fearful of losing meat that they use much salt for a mild product. Salt is a preserving agent, as most people know. The ideal product is one cured just mild enough to satisfy, and yet with enough salt to keep the meat sound.

Stew Made With Beef Shin Meat and Bone.

The use of tough and low-priced meat so that the dish made with it is good and flavorful, as well as easy to masticate, require some knowledge of the principles of cookery, at least. Shin meat is the toughest kind in the car-

cass and the fibers are long and stringy unless properly handled. Tough meat should be cooked in moist heat, of course, and it should be understood that it is never to be boiled longer than enough to bring the meat to that point, but the heat should be immediately reduced. It is not particularly difficult to keep meat from boiling. If the cooking is done on a gas stove provided with a small burner the heat from this small flame is sufficient to keep the meat near the boiling point without getting hotter. Of course, the same result can be obtained by keeping the flame very low on the ordinary burner. The trick in this connection is to bring the meat fully up to the boiling point and then reduce the flame rather than attempt to start the flame low enough in the beginning. Double cookers give very good results because they are not likely to cook dry because of the condensation of steam. Placing meat after reaching the boiling point into a fireless cooker has its merits from a point of gas economy as well as providing an automatic process. More fireless cookers per capita are used in the country than in large cities, but there is just as much need for them in one place as another. Electric cookers insulated and provided with moderately tight covers are very handy, because the food does not have to be removed after it has reached the boiling point. The switch may be snapped off instead. Here is a recipe for a stew with shin meat and bone—what we started to talk about. The ingredients are four pounds of shin meat with bone in; one medium-sized onion; a clove and a bay leaf; a sprig of parsley; one and one-half tablespoonsful of flour; a small slice of carrot; salt and pepper, two quarts of water and one and one-half tablespoonsful butter. Have the shin cut in small pieces. Put in all the ingredients but the butter and flour and bring to a boil. Let simmer for six hours, or boil for a few minutes, and then place in fireless cooker to remain for eight to nine hours. Remove fat from liquid. Use one-half cupful of the clear liquid with the flour and butter, and make a brown sauce in a large frying pan. Add the meat after removing from the bone. The liquid not used for brown sauce may be used for soup. This provides a very tender and economical dish.

Reindeer Round-Up Due.

Preparations are being made at Akiak, Alaska, for the first round-up of the estimated 30,000 reindeer in the Kuskokwim River herds. Reindeer owned by Eskimos and whites alike will be driven to Akiak next month for counting and marketing. The round-up will mark the first attempt by the Government to determine the exact rate of increase in the herds.

Since reindeer were introduced into Alaska from Siberia thirty-five years ago, the animals have increased at a rate estimated at 30 per cent. a year. Government officials have predicted that Alaskan ranges will be fully stocked in ten years.

It is a funny land in which 90 per cent. of those who howl about law violation are speed law violators.



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

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

Uncle Jake says-



"Let's do all the business we can honestly, have all the fun we can reasonably, do all the good we can willingly and save our digestion by thinking pleasantly."

We honestly believe that our

KVP DELICATESSEN PAPER

is the best made, and this without boasting. We get a lot of fun out of our paper business because we are doing good by making it, and our digestion is always in good working order because we think well of everybody.

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

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.

Giving the Christmas Campaign an Early Start.

There was a time when, for the hardware dealer, the Christmas trade had practically no significance. The gift trade, following the lines of least resistance, went to the toy shop and the dry goods and jewelry stores. If a set of carvers, a razor or some similar article were needed, the shopper sought the hardware store. Otherwise his holiday purchases were made elsewhere.

It is largely within the past twenty years that the Christmas trade has become a large and significant factor for the hardware store. More and more, people are forming the habit of including the hardware store in their Christmas gift itinerary. There are a good many people who never go anywhere else for gifts; recognizing that the gift lines stocked by the hardware store meet the growing demand for practical gifts.

The Christmas trade was first attracted to the hardware store by straightforward business-getting methods. Christmas lines were intelligently stocked and aggressively advertised. A stage has now been reached where the hardware dealers concern is not so much to get his share of the trade as to induce Christmas shoppers to buy early.

Early November is none too early for the hardware dealer to consider his Christmas plans.

In the first place, the sooner his Christmas lines are ordered, the better the chance of getting the most attractive lines on the market. In Christmas demand, novelty exerts a considerable influence. Something entirely new naturally attracts customers; for the simple reason that most people are eagerly looking for a change from the time-honored routine of gifts.

The customer, attracted by the novelty, may, on second thought, decide to buy some article more conventional. Yet even at that the novelty has served a useful purpose in business getting.

Now, a novelty is often launched on the market in merely tentative fashion. The supply may be limited. So that the dealer who wants to stock attractive new lines should order early. Again, lines get more or less broken as other merchants make their selections, and the dealer who leaves his buying until the last minute may not be able to get the comprehensive selection he desires.

In buying the merchant should not allow himself to be guided solely by price. It is a mistake to stock up with articles merely because they are low-priced. The dealer should study the probable demand? Will these goods sell readily? Unless there is a ready, assured demand for the goods, the dealer should buy very carefully. Here is where it pays for a dealer to study his customers and to learn to approximate their probable demands with a fair degree of accuracy.

Having attended to his Christmas stock, the dealer will do well to make some other preparations in advance.

One of the first essentials in preparing for the Christmas trade is to educate the public to the advisability of shopping early. Every dealer knows that the inclination of the average Christmas shopper is to leave everything until the last minute. Some even neglect to make important and perfectly obvious Christmas purchases until the very last day. Every dealer likewise knows that the late buyer gets only partial satisfaction, and that the last few days before the holiday the store is going to be crowded so that it will be impossible for the salespeople to render satisfactory service. Thus both merchant and customer lose by late buying.

On the other hand, a longer period of holiday activity means that the trade can be handled more satisfactorily. People will have time to look over the stock and make unhurried selections.

I recall one town where fairly concerted efforts by a majority of the merchants resulted in an appreciable extension of the Christmas buying season. Originally the active buying covered the last ten days. The merchants, by showing and advertising their Christmas lines well in advance, were able after a few years of steady effort, to get the Christmas buying nicely under way by December 1 and spread it more evenly over the period between then and Christmas Eve. In addition to that, they did a far bigger business.

And the first essential was to start selling earlier. Immediately following the Thanksgiving holiday the dealers began to show their Christmas lines and to introduce Christmas colors into their window and interior decorations.

In this connection it is worth remembering that the public response to any form of advertising is rarely immediate. You have to advertise, to show your goods, to talk them up, for, say, a week before you can look for the slow-moving public to get into action.

Thus, to start Christmas buying early in December, the selling—that is, the advertising and display—should commence the last week in November. Start to show your holiday lines then. Work the Christmas accessories into your display. Introduce Santa Claus into your advertisements, and begin to suggest the advisability of early purchases of Christmas gifts.

One dealer tackles the subject before the Thanksgiving holiday. In connection with a Thanksgiving advertisement of cutlery, roasting pans and other Thanksgiving dinner accessories, he says in his advertisement: After Thanksgiving Comes Christmas. You'll need these things for your Christmas dinner. Why not get them now?

AND REMEMBER

Right now we've got waiting for you the finest selection of Christmas gift lines you ever saw. Come in right after the Thanksgiving holiday—or right before, if you prefer—and see our goods and get our Christmas Gift list.

Years ago, the time-honored method of stimulating early Christmas buying

AUDITS-SYSTEMS-TAX SERVICE

LAWRENCE SCUDDER & Co.
ACCOUNTANTS AND AUDITORS

924-927 GRAND RAPIDS NAT'L BANK BUILDING, GRAND RAPIDS, MICH.
313 PECK BUILDING, KALAMAZOO, MICHIGAN
452 W. WESTERN AVE., MUSKEGON, MICH.
New York - Chicago - St. Louis - Washington - Philadelphia - Boston

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

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.

BROWN & SEHLER COMPANY

Automobile Tires and Tubes	Farm Machinery and Garden Tools
Automobile Accessories	Saddlery Hardware
Garage Equipment	Blankets, Robes
Radio Sets	Sheep lined and
Radio Equipment	Blanket - Lined Coats
Harness, Horse Collars	Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting Goods and

Fishing Tackle

was to get the editor of the local newspaper to run some sort of sob-story about the poor, overworked clerks tottering beneath the burden of the last awful week.

I doubt if that appeal to human sympathy, repeated until it was worn threadbare, induced many people to do their Christmas shopping early. I doubt if enough people in any community were swayed by that line of talk, to justify the trouble of putting it in print. The average individual, not necessarily selfish, but largely engrossed with his own concerns, was apt to reflect: "They're paid for the work. If they don't like it, they don't need to do it."

What will interest the average individual is the result he, personally, is going to get from early shopping.

Thus one enterprising dealer every year gets out a personal letter to his mailing list of customers and prospects. He points out why it pays the customer to shop early. The customer can take time to look around, can make a better selection from goods that have not been picked over, can get better attention from the salespeople, and can save himself or herself 90 per cent. of the worry that always accompanies late Christmas shopping. And, finally, as a clincher—any article on the accompanying gift list, if purchased now, will if desired be held for delivery on Christmas Eve.

A talk by personal or mimeographed letter along these lines, or a series of such arguments in your newspaper advertising, reiterated by means of show cards in your windows, will do a lot to induce some quiet and resultful thinking on the part of holiday shoppers.

It is not enough, however, to say, "Do your Christmas Shopping Early." Back the appeal by sound argument, tersely put.

In your regular advertising, run a series of these suggestions. "The early shopper saves worry," and so forth. Also, from day to day, revise the popular line, "Only 20 more shopping days until Christmas."

This constant reiteration of an idea in a small way is more effective than a single advertisement on the same topic that takes up a great deal of space.

At the same time, the Christmas campaign in any community can be effectively launched by a concerted publicity effort on the part of all merchants handling Christmas lines. The most effective media are the local newspaper and simultaneous window displays. The custom is growing for the local daily to issue advertising numbers for special occasions in which all local dealers are solicited to take extra space and in which the "pure reading matter" carries out the general idea of the issue.

While I am dubious about the results of some of these "special numbers" there can be no question that an "Early Christmas Buying" number issued the Saturday after Thanksgiving or the first Saturday in December and in which every dealer in such lines offered practical gift suggestions, would give a promising start to the Christmas trade. These special issues, I may add, usually receive a general house-

to-house distribution in addition to the copies that go to regular subscribers. In such a "Christmas buying" issue, the dealers should see to it that the reading matter is calculated to strongly help the idea of early Christmas buying.

Although the best publicity mediums are the show windows and the daily newspaper, some dealers secure good results by the distribution through the mails and otherwise of small catalogs and booklets. One small town dealer in November got out a neat little Christmas catalog and sent a copy to every householder in his district. Besides listing timely goods, he embodied a few pointed suggestions regarding early shopping, such as:

"The shopper who puts everything off until the last day finds that the best stock has been taken.

"The early buyer gets better attention between December 1 and 20 than the late buyer can hope to get between December 20 and 24."

The dealer who desires his customers to buy early must, of course, be ready to sell early. Goods should be ordered and arranged in plenty of time. The dealer just referred to emphasized this point:

"Our stock is all ready right now, and we want you to come early and see everything."

It is a good idea to have compiled beforehand a printed or mimeographed list of gift suggestions. The list should suggest gifts for all classes of people, preferably with a few helpful words of description for each line, and a range of prices. Most people find the selection of Christmas gifts perplexing, and welcome assistance of this sort.

Now is the time to make your final preparations for the holiday selling. Map out your window displays and newspaper advertising, plan your interior arrangements, secure your decorative accessories, and engage and train your extra salespeople.

Victor Lauriston.

Must Tell Trade What They Need.

The great percentage of the American people do not know what they want, Dr. H. H. Maynard, professor of business organization at Ohio State University told members of the St. Louis Advertising Club at a recent meeting.

"They need to be told the articles that are the best articles for them to buy," he said. "Modern life is so complex that the average citizen cannot know all things which he should buy for his own welfare and for the good of the family."

Widening Pools.

The United States is taking a leaf from Canada's book in the marketing of the wheat crop. More wheat was handled this season by the nine active wheat pools in the United States than ever before, according to the Department of Agriculture. This method of marketing had a wide effect on the prosperity of the farmer and the sales records of the merchant in rural communities.

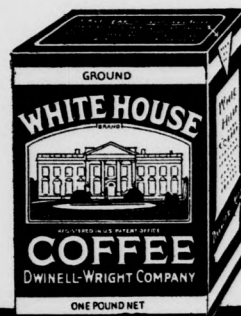
Success may sometimes be an accident, but failure is always a habit.

WHITE HOUSE COFFEE

National Distribution for Over
40 Years

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

The Flavor Is Roasted In!



DWINELL-WRIGHT COMPANY

Michigan Distributors—LEE & CADY

Boston - Chicago
Portsmouth, Va.

WORDEN GROCER COMPANY

The Prompt Shippers

Keep this in Mind

QUAKER FOOD PRODUCTS
ARE BETTER

BEST VALUE FOR THE PRICE

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

And Many Customers Know It

WORDEN GROCER COMPANY

Wholesalers for Fifty-nine Years

OTTAWA at WESTON

GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

COMMERCIAL TRAVELER

Another Instance of Pullman Greed and Chicanery.

Los Angeles, Oct. 28.—Obligation to protect passengers from robbery was imposed upon sleeping car companies by Federal Judge McCormick, of Los Angeles, the other day. A woman passenger on a Southern Pacific train was robbed of her purse containing valuable jewels during the night and the Pullman Co. disclaimed all responsibility for same. In his decision the judge had this to say: "It seems to me it is the duty of the sleeping car company so to arrange the hours of duty of its employees that while passengers are asleep in their berths a continuous and careful watch of the interior of the car shall be maintained."

This seems like a perfectly just and equitable decision. There is, in the first place, no valid reason why the Pullman Co. should not provide the same protection for passengers as is enjoyed by guests of hotels, who are protected by stringent laws in every state in the Union. Some rail lines, operating their own sleepers furnish this protection and there is no reason why such protection should not be universal.

Come to think about it, can you suggest any changes in the Pullman service, over the primeval methods of half a century ago? The equipment is more elegant and ornate, but the conveniences are about as antiquated as they can be. You are shelved nightly in an uncomfortable berth, poorly ventilated, and about the time you are ready to retire, the porter turns on a full head of steam, so that you are thoroughly grilled on all sides when you report in the morning, if you are still alive. The heat is averaged up by a viciously cool period during the daytime, when heat is really required by all the rules of health. The Pullman people are amply recompensed for everything they supply their patrons and they ought not to go scot-free from responsibility by printing a clause on their tickets, which might be read with the use of a microscope, denying such responsibility. Maybe the all-powerful Interstate Commerce Commission could be appealed to successfully to compel them to see the error of their ways, and supply employees with thermometers as well.

Thomas Edison, himself a pioneer in the field of purposeful invention, the other day, when someone asked him what he thought of recent trans-oceanic flights replied: "Stunts, which always follow pioneering in new things." Quite likely Mr. Edison did not intend his observation to embrace such enterprises as the Byrd and Lindbergh type.

It is, of course, difficult for the layman always to draw a correct line of demarcation between the scientific and the merely spectacular in unusual flying achievements, but in the two instances I have mentioned there seemed to have been an example of pure pioneering, rather than daring. The Hawaiian episode, to a certain degree, may have come under the head of pioneering, but all subsequent stunts were purposely attempted to secure notoriety and did not pretend to have any real scientific end to serve. The objects which some of these flights are designed to promote may be all right, and not necessarily bad, but the majority have been for the one purpose of getting into print, followed by a lot of cheap hero worshipping of which we have all been overfed.

There exists among travelers an organization known as the Six-Footers Club, made up of individuals who want to create a revolution in the length of beds and bedding furnished for the guests of hotels and public conveyances. In this club qualifications of a

height of 6 feet and one inch are required.

Our own Fred. Pantling may be said to have carried out an original idea when he had constructed and presented to Edward R. Swett, of the Hotel Occidental, Muskegon, a bed eight feet in length, with the complete outfit of box-spring, mattress, linen and blankets. After the receipt of which Mr. Swett enjoyed his first real night's rest since childhood days. Later on when the recent addition was made to the Pantling Hotel, a number of rooms were similarly equipped.

There are not so many real Colossuses in existence, but when the "sand man" puts in his nightly appearance, there are a few who feel they have graduated from the "trundle bed" period and want to slumber without the necessity of resting their chins upon their knees.

When Miss Annie Nichols first offered her play "Abie's Irish Rose," for the consideration of Broadway producers, it was called "stupid, silly and without merit." It has just closed a run of five years, or 2327 performances in one New York playhouse and has made for its author upwards of five millions of dollars. It certainly appealed to the hearts of humanity wherever shown by the original and a score of road companies.

Every day a million barrels of crude oil in excess of the country's needs and ability to use beneficially are taken from the ground. Along with the oil an untold volume of gas is released, and most of it is wasted. The oil industry is absolutely beyond control.

The Federal Government waited in patience for the oil men to take action on their own initiative to put a stop to wasteful overproduction and no action resulted. President Coolidge then created a conservation board, from his cabinet, which, after much study of the conditions of the industry from time to time, has made recommendation to the oil men, intended to aid them to the discovery of a plan of self-government in their field, but results have been unsatisfactory. Either the oil men lack capacity or the task is beyond the powers of voluntary performance. Instead of control and restriction of output, overproduction, with consequent waste, has grown greater. The oil men give no evidence of ability to get together on any workable plan or program of conservation.

The Government has shown no desire to interfere. The patience with which it has looked on and encouraged all self-governing moves by the oil men has been proof of this. But as Secretary of the Interior Work recently warned, something must be done now to save the oil or it will be too late. And as the oil men have nothing to offer, the Government, it seems, is being forced to take control and provide a plan which will put a stop to a woeful waste of one of the country's greatest and most valuable resources. Congress will be in session in a few weeks, and there is hardly a doubt but what recommendation will be made by President Coolidge, of legislation intended to accomplish the thing the oil men seem unable to do, to save the oil and gas in the ground until it is needed.

It seems passing strange that the oil men, who in the past have been able, through combinations and otherwise, to control the prices on refined products, to the extent that their profits have been prodigious, are not willing, if able to do so, to prevent a condition more serious than has ever before faced humanity. Most of us are opposed to Government interference in industrial affairs, but here is a problem which may, in a very short time, threaten the very existence of the human race, and not a finger is being raised to prevent a greater calamity.



Warm Friend Tavern Holland, Mich.

140 comfortable and clean rooms. Popular Dutch Grill with reasonable prices. Always a room for the Commercial traveler.

E. L. LELAND, Mgr.

In Detroit
It is the Tuller
For Value

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

HOTEL TULLER

"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.



CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

RATES

\$1.50 up without bath

\$2.50 up with bath

CODY CAFETERIA IN CONNECTION

Wolverine Hotel

BOYNE CITY, MICHIGAN

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

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

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

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

Columbia Hotel

KALAMAZOO

Good Place To Tie To

Four Flags Hotel

Niles, Michigan

80 Rooms—50 Baths

30 Rooms with Private Toilets

N. P. MOWATT, Mgr.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

HOTEL GARY

GARY, IND.

Holden operated

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

HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.

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

WILL F. JENKINS, Manager

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER, Manager.

In a case like this war measures are certainly warranted and it must receive prompt treatment as soon as Congress convenes or they will be everlastingly too late.

It was my good fortune, the other day, on invitation of an official of the Los Angeles Steamship Co., to visit their new giant liner, the City of Honolulu, in berth at Wilmington harbor, and I am going to write about it next week, but what inspires this article is a letter from a Michigan friend, who is talking about going to Hawaii this coming winter and wants to know all about it.

Why bless my soul, I last winter wrote about a very small portion of what I learned there about the Islands and it made volumes of copy. The great trouble about America is that she knows so little about this most valuable of all our insular possessions in the Pacific. Of course, the half has never been told or will ever be. The recent aviation accomplishment helped some, but the real difficulty appears to be that when once in Hawaii you forget about the world and satisfy yourself with rolling in luxury, forgetting to tell the home folks all about it.

We are only 2,500 miles from this Paradise of the Pacific, six days by steamship and possibly only one day by air transit, and yet so very few of us have ever visited there and the number increases but slowly. I will say that America can afford to be more proud than she consciously is of the Hawaiian territory, and now, with the demonstrated fact that before long Diamond Head will be but a night's ride from the Pacific coast, it behooves us all to brush up on our geography and history, and discover where we are at.

Economically the Hawaiian Islands are productive of great crops of pineapples and cane sugar. There are other crops, to mention only kona coffee, a fine specimen of the coffee berry. Tropical fruits abound—the exotic water lemon, the mango, papaya (the melon which grows on trees) bananas, bread fruit and coconuts. There are fish in the waters about the islands—everything from the mullet (delicious, though scorned by haughty palates) to other meaty fish with strange Hawaiian names.

Sometimes labor problems beset the plantation owners on the Islands, because pineapple crops cannot easily be worked by white men, but a dream of the future, some dream, I will admit, sees the truck farmer raising his crops with the aid of oriental help and marketing same on the mainland via the air route.

But really one goes to Hawaii to see scenery, enjoy the climate and observe the different types of humanity.

Scenically the Islands are masterpieces of nature. Volcanic in origin, they offer great variety, from the snowy tops of Mauna Kea and Mauna Loa to the active, fascinating, terrifying Kilauea volcano on the island of Hawaii; from the crystal waters of island beaches to inland gardens filled with exquisite flowers.

The climate is ideal at every period of the year; never too hot, never too cold. It rains frequently, but this fact disturbs nobody, not even strangers. The rainbows following the showers in quick succession easily repay the observer for any trifling personal discomfort.

The Islands are peopled by a mixture of races. Americans of the sturdiest New England stock went there more than a century ago as missionaries. Their descendants form the white aristocracy, shared with representatives of the army and navy which garrison the forts of Oahu, of which Honolulu is the port. There are many Japanese there and there are some who worry about the yellow peril, but from a careful personal survey I made there

last winter, I would rather take my chances with the Japanese than with the habitues of pugilistic carnivals. They do work and they are at least wholesome in their habits. There are Portuguese, Chinese, Filipinos—every Oriental imaginable, along with the delightful but fast-dying native Hawaiian with whom all these others have intermarried until the race has almost lost about all of its pure stock.

Above all else there are no crimes of any importance committed, hence no criminals to cope with.

As I have before written volumes on this very subject, I am going to sign off. The American knows very little about his own possessions and it may be years before the knowledge of their conditions and attractions are brought to him. He scarcely appreciates the fact that the position of these possessions is a basis for our principal defense on the mighty Pacific.

I can wish my Michigan friends no greater joy than a visit to these islands concurrent with the possession of faculties for appreciating what they contain.

Los Angeles has just had her first rainfall of the season—1-10th of an inch—and everyone has something to talk about. And yet beautiful foliage, with myriads of flowers are in evidence everywhere.

Every day someone invents—or tries to invent—a brand new way of gyping the hotel man. Altogether too many of these are successful. A local hotel paper speaks of a couple of new ones which have been discovered in this city. In one instance a bright young fellow, after getting his check cashed, acted in a suspicious manner with the intention of getting himself suspected and arrested. The check proved to be perfectly good, of course, and the sharper immediately filed a suit for damages against the hotel. This is in line with the couple who entered the hotel and after registering, acted so suspiciously that they were reported by the house detective and brought before the manager who, assuming them not married, asked them to leave the establishment. They protested that they were married, but were invited to tell it to the marines. Of course, they were able to produce the proper credentials in court when the suit was brought. Like to be a hotel operator?

Out here the hotels and merchants have an arrangement with laundry operators whereby the latter supply table linen of every description to the former and simply make an equitable charge for the service. It obviates a big investment in such supplies and entirely does away with depreciation through wear and losses. The practice has been in vogue for some time and is proving satisfactory.

The strike of coal miners in Colorado, whereby several thousand of them are out of work for an indefinite period, and a hard winter approaching, is deplorable. It is one of those impossible moves made by the I. W. W., the officials of which thrive only when there is labor agitation. With petroleum going to waste in almost every section of the country, coal workers and coal miners are surely approaching Old Man Trouble at a rapid pace. Very little coal is used for any purpose along the Pacific coast. Oil is now used exclusively on steam ships, most locomotives, heating plants and in many industrial institutions. It comes out of the ground without any handicaps of strikes and such. It looks like a gloomy period ahead for the I. W. W.

The governor of Arizona is accused of being a member of the I. W. W., an anarchist and about everything else. From my observation the majority of

Arizona's citizenship need fixing. When Arizona assumed statehood she accepted a constitution agreeable to Congress and afterwards proceeded to amend it beyond recognition, so that now there is talk of putting her back into the territorial class and giving her a chance to do penance. She has denied the colored man his constitutional rights by enacting a law prohibiting his employment in any official capacity. As soon as you reach the Arizona line, the combination colored porter and brakeman is relieved and a white man takes his place, to the positive discomfort of the train passengers. Cooperation with other states is taboo. All she lacks is a high board fence around her domain and no one to play in her back yard.

Frank S. Verbeck.

Secret Trade Practices.

American manufacturers and exporters are commencing to realize that there is a definite program to oppose their entry in the foreign markets being carried out by foreign manufacturers. Confirmation of this fact was contained in the announcement of the Department of commerce that British steel producers were offering rebates to home consumers.

The Giver.

Our life is a gift, and the Giver
Can withhold Himself from none;
The fount gives itself to the river,—
The fount and the stream are one.
Charles Gordon Ames.



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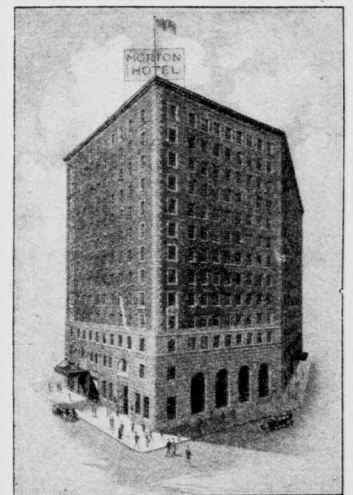
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DRUGS

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Michigan State Pharmaceutical Association.

President—J. Howard Hurd, Flint.
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Secretary—R. A. Turrell, Croswell.
Treasurer—L. V. Middleton, Grand Rapids.

Banquet Programme at Port Huron Convention.

President Houser: I am at this time privileged to turn this meeting over to Stanley Stewart, who will act as toastmaster, and if Mr. Stewart is as good a toastmaster as he is good looking, I will say he will be some toastmaster and I know the girls will like him.

Mr. Stewart: Mr. President, I would like to suggest a rising vote of the ladies on the last motion. I hear no opposition, so the motion is unanimously carried. You know, in order to speak in this hall, you have to be one of those fellows who is used to this after dinner stuff. I am only a utility man. They had to go into the bushes to get a toastmaster to-night. The pitcher for this evening was to be Louis A. Wile, editor of our newspaper, but he got mixed up on the Gratiot Road with another automobile, so I am filling his place. However, I can assure you that I think I am at least that type that you put a nickle in the slot and a speech comes out. I suppose, in addressing a gathering like this, if I were well up on the subject, I would say, "Dealers in radios, victrolas, sewing machines" or what have you? I have a friend here in Port Huron who is doing a wonderful business. I said the other day, "How's business?" and he says, "Great; never so good in the history of the drug business. If it keeps on I don't know where in the world I am going to put my drugs." You notice I am waving my hands. I am trying to cure myself of that habit. It is a bad habit. A fellow said to me, "Every time you see a public speaker wave his hand, there is one thing you know about it." He says I was doing it and I couldn't stop it. I even went to my doctor and he couldn't stop me. I finally made an investigation and what do you think I found out? Before I was born my mother was scared by a windmill. If anybody thinks I shouldn't have said that, I want to announce that I got permission from my wife to use that. Speaking, if I may again, on the drug question, I think it is most marvelous that the drug business has survived. Personally, I don't see how you do it. Of course, I suppose if I did I would be awfully mad because I patronize the drug stores a very great deal. Where is the old fashioned druggist? Is he extinct? Is there anybody left in this world who used to give you a little prescription over the counter and a little shot in the back room? It is absolutely heart rending when you think what's happened to some of these professions. I heard just the other day of what happened to show you how business has deteriorated. They got a bootlegger down in De-

troit and they threatened him with Marquette prison. They said, you got to tell us where you got this stuff. It is going too far if you can stretch your imagination trying to find out where anybody got this booze. They gave him the third degree, held him for weeks and finally he broke down and wept. He was advised to buy it of Sears, Roebuck & Co. But speaking of the drug business from a local standpoint, up in the metropolitan city of Croswell, something happened the other day. An illustrious representative of the drug business sold a young man something in a green bottle and about an hour afterward his father called up and said, "Bob, was that stuff you sold Jimmy hair tonic?" Bob said, "No, mucilage." The father said, "Send something up I can get my cap off with."

I would like to announce before I go any further that there are not going to be any long speeches. Dean Krause says he doesn't want any. I think the only long speeches will be made by the toastmaster and if anybody doesn't like that, just throw the toastmaster out. I am reminded of the story of the man who had the longest beard in the world. He was very proud of it. It never bothered him. One day his granddaughter looked at him and said, "What do you do with that beard at night when you go to bed?" He said, "I don't know." She said, "You must do something with it. Do you put it under the bed clothes or on the outside?" He said, "I never thought of that." The granddaughter said, "You find out and tell me." He dismissed the thought from his mind until he went to bed that night. He got in the old fashioned bed, then all of a sudden he thought what to do with his beard. For years nobody had ever asked him that question. He wasn't worried. He got into bed and finally decided he would put it under the bed clothes. He got it all twisted up and he couldn't turn over and so then he put it outside and then it got in his face and after half or three-quarters of an hour he tucked it back inside again. He couldn't stand that. He got up and walked around and tried to remember what he had done with it before. He tried tying it behind his ears and finally he got up and paced the floor all night long and tried to think what he had done with that beard, and at 6 o'clock the next morning he shaved it off.

Now I want to announce, after this most intelligent and highly instructive speech, we are really going to have a short program—the ayes have it. We have been represented by the Arctic Ice Cream Co. here to-night. Now it is nice to have a trust. That's a fine thing. The Detroit Creamery Co. is also represented here. Roy Wilson is here. Roy is the leading wet of Port Huron. I call that gratitude. That fellow made all his money out of prohibition, yet he is wet. You know these guilds are beginning to develop all over the State. Mrs. Truman Newberr has organized those guilds all over the State of Michigan. My thirteen year old daughter is organizing one and I am the financial representative of that and we are making diddies

and it's a nice job. The other day she said, "Don't you think we had better send the first one to Roy Wilson? He is wet."

Lest you think I am going to make all the speeches I just want to prove as a pinch hitter I at least had a lot of nerve and I am going to call on the Detroit Creamery Co., Eddie McCrath, to entertain us.

(Songs rendered by Mr. McCrath; also Mr. MacDonald.)

Toastmaster: It is wonderful to be able to sing like that and I am thinking Harry's wife ought to come along with him on these visits, he has such wonderful success. A fellow like that—well, you fellows know what I mean anyway. I think Eddie is all right—a wonderful voice and fine personality. One criticism, you know they always say we Scotch are tight. Well, it isn't true. One of the modern scientists has found out that the Scotchman is a high grade man. A Scotchman has been proven to be conclusively a strong character, one who has perfect control of his generous impulse.

Now we are going to call on the girls. I want to tell you these girls are absolutely a hundred per cent. real American girls.

(Songs by group of girls.)

Toastmaster: A friend asked me the other day if I thought it was unlucky to get married on Friday. Another fellow spoke up and said, "Sure, but why pick Friday?" You know, they say the toastmaster knows how to introduce the big man of the evening. Unfortunately, we have to put the big man on first. There are two or three other speeches that are going to be made. They say you should never tell a funny story about the big speaker of the evening. You should engage in fulsome compliments. He is known in his world and he needs no introduction from the toastmaster, but it is a great pleasure for me to introduce the Dean of Pharmacy of my own college, the University of Michigan. Dean Krause, I know your friends are going to be very glad to hear from you.

Dean Krause: Our toastmaster has told you he was a utility man, that the officers had picked him out of the bushes. After hearing him I have come to the conclusion he must be a professional, because he talks in terms I cannot quite understand. I am accustomed, in the environment of the University, to a different type of language. I am afraid that I can't tell stories here to-night, because my stories have been censored. When under Harry MacDonald's leadership, you were singing "Hail, hail the gang's all here," and I was wondering whether you had forgotten that the Governor wasn't here and then I happened to think that, perhaps, he didn't belong to this gang. Of course, I am pinch hitting for the Governor and I have had a splendid time with my good friend Hoffman here, because I think he and I can discuss pharmacy more sympathetically than the man who was scheduled to speak here to-night.

I came over here this morning with one of my good colleagues, Mr. Bowers, and I came over in a very happy frame of mind, because I thought this

would be one time when I could come to the association meeting and enjoy myself, but shortly after my arrival I was singled out by your President and he said you must pinch hit to-night. Well, of course I realize that in a group like this, when everyone is keyed up to have someone talk to them, whether they know anything about the subject or not, why somebody must fill in. But I am reminded of the story of the well-known preacher who used to be in Detroit who was a great deal in the headlines of the Detroit papers when he was there. I refer to the man who was commonly called Bill Stedges who, several years ago, went to Detroit, afterwards went West to Kansas City and was speaking to a conference of Methodists. He was on the platform and raving about the poor timber that was occupying the bishop's office in the Methodist church and referring to the presiding bishop, who happened to be a very vigorous man, Lou Waldorf, formerly of Cleveland. He said, "Do you know, bishop, there are men in the bishop's office who are old fogies—they allow the birds to build nests in their hair," and Waldorf immediately snapped back, "Only a woodpecker could build a nest in yours Bill."

After hearing our toastmaster and after hearing the two Macs sing, I am afraid only a woodpecker could get something out of my head to-night. Do you know that Houser and Webster—they said "It is up to you to speak to-night; you will be able to get away at 9 o'clock to-night." They told me the story of Mike and Pat. Mike was painting his house on a hot day and Pat came along and noticed that Mike had three coats on, although the thermometer was way up. Pat said, "What are you doing with three coats on, painting the house?" and Mike said, "My dear fellow, don't you see from the directions it says to get the best results put on three coats." They said to me to take off your coat and go over there and sit under the tree and figure out something that you can give us to-night, so I had my coat off and the woodpecker went to work and we will try and talk to you a little while on pharmacy.

I think it was seven years ago that pharmacy was left on my door steps the same as Skeeze was left on the door step of Walt. In these days we know that Walt has been perfectly willing to go into court in defense of his claim on Skeeze, so we will try and defend pharmacy here to-night.

Now in a more serious vein you have heard this morning and you have heard it again this evening that pharmacy is changing. You have heard of the Charters report, sometimes referred to as the Commonwealth report, and to my mind that report marks a tremendous advance in pharmacy. That report has been discussed in considerable detail. Prof. Monel pointed out how Prof. Charters, dean of a school, was called in as an outsider to study pharmacy and, after a very conscientious investigation, over a period of years, it was an educator, a man from the outside who said to the pharmacists of this country that pharmacy is a profession. To my mind that is mos-

reassuring. There have been many among you who have been debating as to whether pharmacy is actually a profession. Charters pointed out that in any community there must be a man of the type of the pharmacist in order to serve the community in order to give citizens information of a scientific nature; information concerning health. Charters, in discussing this with me, said that, of course, he didn't know how long there would be a man whom we call a pharmacist serving the community, but he was sure for at least a century there must be some one who will serve the community as the pharmacist does to-day. Pharmacy is a very important factor in the conservation of health and I think that you men ought to appreciate that fact and, in order to conserve the health of the State or the Nation, you must not only have the physician, you must not only have the dentist and the nurse, but you must have the pharmacist. These four, working together in close co-operation will make for health and by the four professions co-operating intimately and systematically, longevity, which we all hope for may in due time become a reality for many more than is the case at present. The fact that representatives of the United States Government appreciate the position the pharmacist occupies in the community to-day is shown by the willingness with which the Surgeon General of our Federal Public Health Service Dr. H. S. Cummings, responded last year to the invitation to speak to the American Association of Colleges of Pharmacy at their annual convention in Philadelphia. Through my colleague at the University and Dr. John -----, who is Professor of Hygiene and Public Health, an invitation was extended to Dr. Cummings to speak to that group. He complied with our request at once and said it was a priv-

ilege and an opportunity to speak to a group which played such a very important part in public health. So we say, as I have indicated, that pharmacy is changing. You have pharmacy now rated by high standards as a profession. You have medical men as represented by our National Health Service recognizing the important part that pharmacy is playing in public health and then, aside from that, we find that pharmacy, from the standpoint of the educational preparation which is being required, is also advancing. Only a short time ago in our College of Pharmacy students were admitted with two years of high school preparation and the College course was only two years in length. We have seen this change within the last few years. All colleges which are members of the National organization of colleges of pharmacy now require high school graduation for admission and the minimum college course is now three years in length. It is well that these advances have been made, because we know that in this country large sums of money—sums that simply amaze—are spent on every hand for education. A year ago I was privileged to spend several months in Europe. I made the rounds of a considerable number of universities. I was interested to see the changed attitude on the part of the citizens, especially in Central Europe, toward the United States, to see how they are to-day studying us in every respect and especially in Germany, because you know our system of high education, our universities are modeled to a very large extent upon the German system and to-day we find that the trend is in the opposite direction—they are studying us. We have made advances here which they are interested in. They are writing to us a good deal. They are sending delegations here to study not

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Acids			Cotton Seed	1 35@1 50	Belladonna	----	71 44
Boric (Powd.)	12 1/2@	20	Cubebs	6 50@6 75	Benzoin	----	22 28
Boric (Xtal)	15 @	25	Eigeron	7 50@7 75	Benzoin Comp'd.	----	22 40
Carbonic	38 @	44	Eucalyptus	1 25@1 50	Buchu	----	22 16
Citric	53 @	70	Hemlock, pure.	2 00@2 25	Cantharides	----	22 52
Muriatic	3 1/2@	8	Juniper Berries.	4 50@4 75	Capsicum	----	22 28
Nitric	9 @	15	Juniper Wood	1 50@1 75	Catechu	----	21 44
Oxalic	16 1/2@	25	Lard, extra	1 55@1 65	Cinchona	----	22 16
Sulphuric	3 1/2@	8	Lard, No. 1	1 25@1 40	Colchicum	----	21 80
Tartaric	50 @	60	Lavender Flow.	6 00@6 25	Cubebs	----	22 76
Ammonia			Lavender Gar'n.	85@1 20	Digitalis	----	22 04
Water, 28 deg.	06 @	16	Lemon	4 50@4 75	Gentian	----	21 35
Water, 18 deg.	05 1/2@	13	Linseed, raw, bbl.	@ 80	Gualac	----	22 28
Water, 14 deg.	04 1/2@	11	Linseed, boiled, bbl.	@ 83	Gualac, Ammon.	----	22 04
Carbonate	20 @	25	Linseed, bld, less	90@1 03	Iodine	----	21 25
Chloride (Gran.)	09 @	20	Linseed, raw, less	87@1 09	Iodine, Colorless.	----	21 50
Balsams			Mustard, artifi. oz.	@ 35	Iron, Clo.	----	21 56
Copaiba	1 00@1 25		Neatsfoot	1 25@1 35	Kino	----	21 44
Fir (Canada)	2 75@3 00		Olive, pure	4 00@5 00	Myrrh	----	22 52
Fir (Oregon)	65@1 00		Olive, Malaga,	2 85@3 25	Nux Vomica	----	21 80
Peru	2 00@2 25		yellow	2 85@3 25	Opium	----	25 40
Tolu	2 00@2 25		Olive, Malaga,	2 85@3 25	Opium, Camp.	----	21 44
Barks			green	2 85@3 25	Opium, Deodor'd	----	25 40
Cassia (ordinary)	25@ 30		Orange, Sweet	5 00@5 25	Rhubarb	----	21 92
Cassia (Saigon)	50@ 60		Organum, pure.	@ 25	Paints		
Sassafras (pw. 50c)	@ 50		Origanum, com'l	1 00@1 20	Lead, red dry	13 1/2@	14 1/2
Soap Cut (powd.)	35c	20@ 30	Pennyroyal	3 25@3 50	Lead, white dry	13 1/2@	14 1/2
Berries			Peppermint	5 50@5 70	Lead, white oil.	13 1/2@	14 1/2
Cubeb	@1 00		Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 1/2	
Fish	@ 25		Rosemary Flows	1 25@1 50	Ochre, yellow less	3 @ 6	
Juniper	11@ 20		Sandelwood, E.	10 50@10 75	Red Venet'n Am.	3 1/2@	7
Prickly Ash	@ 75		Sassafras, true	1 75@2 00	Red Venet'n Eng.	4 @ 8	
Extracts			Sassafras, art'l	75@1 00	Putty	5 @ 8	
Licorice	60@ 65		Spearment	3 00@3 25	Whiting, bbl.	@ 4 1/2	
Licorice, powd.	60@ 70		Sperm	1 50@1 75	Whiting	5 1/2@	7
Flowers			Tany	9 00@9 25	L. H. P. Prep.	2 90@3 00	
Arnica	@1 50		Tar USP	65@ 75	Rogers Prep.	2 90@3 00	
Chamomile (Ged.)	@ 60		Turpentine, bbl.	@ 58	Miscellaneous		
Chamomile Rom.	@ 50		Turpentine, less	65@ 78	Acetanalid	57@	75
Gums			Wintergreen,	6 00@6 25	Alum	08@	12
Acacia, 1st	50@ 55		leaf	6 00@6 25	Alum, powd. and	09@	15
Acacia, 2nd	45@ 50		Wintergreen, sweet	3 00@3 25	ground	09@	15
Acacia, Sorts	20@ 25		birch	3 00@3 25	Bismuth, Subni-	2 83@3 03	
Acacia, Powdered	35@ 40		Wintergreen, art	75@1 00	trate	2 83@3 03	
Aloes (Barb Pow)	25@ 35		Worm Seed	6 00@6 25	Borax xtal or	6 1/2@	15
Aloes (Cape Pow)	25@ 35		Wormwood	10 00@10 25	powdered	6 1/2@	15
Aloes (Soc. Pow.)	65@ 70		Potassium				
Asafoetida	50@ 60		Bicarbonate	35@ 40	Cantharades, po.	1 50@2 00	
Pow.	75@1 00		Bichromate	15@ 25	Calomel	2 72@2 82	
Camphor	85@ 90		Bromide	69@ 85	Capsicum, pow'd	35@ 40	
Guaiac	@ 80		Bromide	54@ 71	Carmine	7 00@7 50	
Guaiac, pow'd	@ 90		Chlorate, gran'd	23@ 30	Cassia Buds	35@ 40	
Kino	@1 10		Chlorate, powd.	23@ 30	Cloves	50@ 55	
Kino, powdered	@1 20		or Xtal	16@ 25	Chalk Prepared	14@ 16	
Myrrh	@ 60		Cyanide	30@ 90	Chloroform	53@ 60	
Myrrh, powdered	@ 65		Iodide	4 36@4 55	Chloral Hydrate	1 20@1 50	
Opium, powd.	19 65@19 92		Permanganate	20@ 30	Cocaine	12 10@12 80	
Opium, gran.	19 65@19 92		Prussiate, yellow	40@ 50	Cocoa Butter	70@ 90	
Shellac	65@ 80		Prussiate, red	@ 70	Corks, list, less.	40-10%	
Shellac	75@ 90		Sulphate	35@ 40	Copperas	2 1/2@ 10	
Tragacanth, pow.	@1 75		Roots				
Tragacanth	1 75@2 25		Alkanet	30@ 35	Corrosive Sublm	2 25@2 30	
Turpentine	@ 30		Blood, powdered	35@ 40	Cream Tartar	35@ 45	
Insecticides			Calamus	35@ 75	Cuttle bone	40@ 50	
Arsenic	03@ 20		Elecampane, pwd.	25@ 30	Dextrine	60@ 65	
Blue Vitriol, bbl.	@ 07		Gentian, powd.	20@ 30	Dover's Powder	4 00@4 50	
Blue Vitriol, less	08@ 15		Ginger, African,	30@ 35	Emery, All Nos.	10@ 15	
Bordea, Mix Dry	13@ 22		powdered	60@ 65	Emery, Powdered	@ 15	
Hellebore, White	18@ 30		Ginger, Jamaica,	45@ 50	Epsom Salts, bbls.	@ 3 1/2	
powdered	18@ 30		powdered	@ 50	Epsom Salts, less 3 1/2	@ 10	
Insect Powder	35@ 45		Golden seal, pow.	@ 80	Ergot, powdered	@ 2 50	
Lead Arsenate Po.	14 1/2@26		Ipecac, powd.	@ 60	Flake, White	15@ 20	
Lime and Sulphur	@ 23		Licorice	35@ 40	Formaldehyde, lb.	12 1/2@30	
Dry	@ 23		Licorice, powd.	20@ 30	Gelatine	80@ 90	
Paris Green	22@ 32		Orris, powdered	30@ 40	Glassware, less 55%.		
Leaves			Poke, powdered	35@ 40	Glassware, full case 60%.		
Buchu	@1 00		Rhubarb, powd.	@1 00	Glauber Salts, bbl.	@2 1/2	
Buchu, powdered	@1 10		Rosinwood, powd.	@ 40	Glauber Salts less	04@ 10	
Sage, Bulk	25@ 30		Sarsaparilla, Hond.	@1 10	Glue, Brown	21@ 30	
Sage, 1/4 loose	@ 40		ground	@1 10	Glue, Brown Grd	15@ 20	
Sage, powdered	@ 35		Sarsaparilla Mexican,	32@ 52	Glue, White	27 1/2@ 35	
Senna, Alex.	50@ 75		Glycerine	35@ 40	Glue, white grd.	25@ 35	
Senna, Tinn. pow.	30@ 35		Squills	70@ 80	Glycerine	30@ 50	
Uva, Ursi	20@ 25		Squills, powdered	70@ 80	Hops	75@ 95	
Oils			Tumeric, powd.	20@ 25	Iodine	6 45@7 00	
Almonds, Bitter,	7 50@7 75		Valerian, powd.	@1 00	Iodoform	8 00@8 30	
true	7 50@7 75		Seeds				
Almonds, Bitter,	3 00@3 25		Anise	@ 35	Lead Acetate	20@ 30	
artificial	3 00@3 25		Anise, powdered	35@ 40	Mace	@1 50	
Almonds, Sweet,	1 50@1 80		Bird, 1s	13@ 17	Mace, powdered	@1 60	
true	1 50@1 80		Canary	10@ 16	Menthol	7 50@8 00	
Almonds, Sweet,	1 00@1 25		Caraway, Po. .30	25@ 30	Morphine	12 83@13 98	
imitation	1 00@1 25		Cardamon	3 25@3 50	Nux Vomica	@ 30	
Amber, crude	1 25@1 50		Coriander pow. .30	20@ 25	Nux Vomica, pow.	15@ 25	
Amber, rectified	1 50@1 75		Dill	15@ 20	Pepper, black, pow	50@ 60	
Anise	1 40@1 60		Fennel	25@ 50	Pepper, White, pw.	65@ 75	
Bergamont	9 50@9 75		Flax	7@ 15	Pitch, Burgudry	20@ 25	
Cajeput	1 50@1 75		Flax, ground	7@ 15	Quassia	12@ 15	
Cassia	3 50@3 75		Foenugreek, pwd.	15@ 25	Quinine, 5 oz. cans	@ 59	
Castor	1 45@1 70		Hemp	8@ 15	Rochelle Salts	31@ 40	
Cedar Leaf	2 00@2 25		Lobelia, powd.	@1 60	Sacharine	2 60@2 75	
Citronella	1 25@1 50		Mustard, yellow	17@ 25	Salt Peter	11@ 22	
Cloves	2 50@2 75		Mustard, black	20@ 25	Selditz Mixture	30@ 40	
Cocoonut	25@ 35		Poppy	15@ 30	Soap, green	15@ 30	
Cod Liver	2 00@2 50		Quince	1 25@1 50	Soap mott cast.	@ 25	
Croton	2 00@2 25		Rape	15@ 20	Soap, white castile	@15 00	
Tinctures			Sabadilla	60@ 70	case	@15 00	
Aconite	@1 80		Sunflower	11 1/2@ 15	Soap, white castile	@1 60	
Aloes	@1 50		Worm, American	30@ 40	less, per bar	@ 1 60	
Arnica	@1 44		Worm, Levant	5 25@5 40	Soda Ash	3@ 10	
Asafoetida	@2 23		Tinctures				
			Aconite	@1 80	Soda Bicarbonate	3 1/2@	10
			Aloes	@1 50	Soda, Sal	02 1/2@	03
			Arnica	@1 44	Spirits Camphor	@1 20	
			Asafoetida	@2 23	Sulphur, roll	3 1/2@	10
					Sulphur, Subl.	4 1/2@	10
					Tamarinds	20@	25
					Tartar Emetic	70@	75
					Turpentine, Ven.	50@	75
					Vanilla Ex. pure	1 50@2 00	
					Vanilla Ex. pure	2 25@2 50	
					Zinc Sulphate	06@	10

GROCERY PRICE CURRENT

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

ADVANCED

Coffee

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. Fey. Parlor 26 lb.	10 00
Toy	1 75
Whisk, No. 3	2 75

BRUSHES

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

DECLINED

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
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CANDLES

Electric Light, 40 lbs.	12 1
Mumber, 40 lbs.	12 8
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

CANNED FRUIT

Apples, 3 lb. Standard	1 50
Apples, No. 10	4 50@5 75
Apple Sauce, No. 10	8 00
Apricots, No. 1	1 75@2 00
Apricots, No. 2	3 00
Apricots, No. 2 1/2	3 40@3 90
Apricots, No. 10	8 50@11 00
Blackberries, No. 10	8 50
Blueberries, No. 2	2 00@2 75
Blueberries, No. 10	14 00
Cherries, No. 2	2 75
Cherries, No. 2 1/2	4 25
Cherries, No. 10	14 00
Loganberries, No. 2	3 00
Loganberries, No. 10	10 00
Peaches, No. 1	1 50@2 10
Peaches, No. 1, sliced	1 25
Peaches, No. 2	2 75
Peaches, No. 2 1/2	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, sl.	3 00
Pineapple, 2, cru.	2 60
Pineapple, 10 cru.	9 00
Pears, No. 2	2 15
Pears, No. 2 1/2	3 50
Plums, No. 2	2 40@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	3 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 35
Cove Oysters, 5 oz.	1 65
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 25
Sard's, 1/4 Oil, Key	6 10
Sardines, 1/4 Oil, k'less	5 50
Sardines, 1/4 Smoked	6 75
Salmon, Warrens, 1/2	2 80
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink Alaska	1 85
Sardines, Im. 1/4, ea.	10@28
Sardines, Im., 1/2, ea.	25
Sardines, Cal. 1/2	1 65@1 80
Tuna, 1/2, Albocore	95
Tuna, 1/4s, Curtis, doz.	2 20
Tuna, 1/4s, Curtis, doz.	3 50
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT

Bacon, Med. Beechnut	3 30
Bacon, Lge. Beechnut	5 40
Beef, No. 1, Corned	3 10
Beef, No. 1, Roast	3 10
Beef, No. 2 1/2, Qua. sli.	1 35
Beef, 3 1/2 oz. Qua. sli.	2 00
Beef, 4 oz., Qua. sli.	2 25
Beef, No. 1, B'nut, sli.	4 50
Beefsteak & Onions, s.	3 45
Chili Con Ca., 1s	1 35@1 45
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/2s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52 1/2
Potted Meat, 1/2 Libby	92 1/2
Potted Meat, 1/4 Qua.	90
Potted Ham, Gen. 1/4	1 85
Vienna Saus., No. 1/4	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 65

Baked Beans

Campbell's, 1c free	5 1 15
Quaker, 13 oz.	95
Fremont, No. 2	1 10
Snider, No. 1	95
Snider, No. 2	1 25
Van Camp, small	85
Van Camp, Med.	1 15

CANNED VEGETABLES.

Asparagus.

No. 1, Green tips	3 75
No. 2 1/2, Large Green	4 50
W. Beans, cut 2 1/4	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. 3	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	25
Mushrooms, Choice, 8 oz.	40
Mushrooms, Sur Extra	60
Peas, No. 2, B. J.	1 65
Peas, No. 2, Sift.	1 85
Peas, No. 2, Ex. Sift.	2 25
E. J.	2 25
Peas, Ex. Fine, French	25
Pumpkin, No. 8	1 35@1 60
Pumpkin, No. 10	4 00@4 75
Pimientos, 1/4, each	12@14
Pimientos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	2 25
Sauerkraut, No. 3	1 35@1 50
Succotash, No. 2	1 65@2 50
Succotash, No. 2, glass	2 80
Spinach, No. 1	1 25
Spinach, No. 2	1 60@1 90
Spinach, No. 3	2 25@2 50
Spinach, No. 10	6 50@7 00
Tomatoes, No. 2	1 20@1 30
Tomatoes, No. 3	1 90@2 25
Tomatoes, No. 10	8 00

CATSUP.

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

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE.

Roquefort	65
Kraft, small items	1 65
Kraft, American	1 65
Chili, small tins	1 65
Pimento, small tins	1 65
Roquefort, sm. tins	2 25
Camembert, sm. tins	2 25
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 35
Droste's Dutch, 5 lb.	60
Chocolate Apples	4 50
Pastilles, No. 1	12 60
Pastilles, 1/2 lb.	6 60
Falms De Cafe	3 00
Droste's Bars, 1 doz.	2 00
Delft Pastilles	2 15
1 lb. Rose Tin Bon	00
Bons	00
7 oz. Rose Tin Bon	9 00
Bons	9 00
13 oz. Creme De Cara-	13 20
que	13 20
12 oz. Rosaces	10 80
1/2 lb. Rosaces	7 80
1/4 lb. Pastilles	3 40
Langues De Chats	4 80

CHOCOLATE.

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

COCOANUT

Dunham's	
15 lb. case, 1/4s and 1/2s	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	33
Liberty	25
Quaker	39
Nedrow	37
Morton House	44
Reno	34
Royal Club	38

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	47
3 lb. tins	1 39

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz.	4 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 80
Van Camp, Baby	3 75

CIGARS

G. J. Johnson's Brand

G. J. Johnson Cigar.

10c ----- 75 00

Worden Grocer Co. Brands

Master Piece, 50 Tin. 35 00

Masterp'ce, 10, Perf. 70 00

Masterp'ce, 10, Spec. 70 00

Mas'p., 2 for 25, Apollo 95 00

In Betweens, 5 for 25 37 50

GELATINE



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

JELLY AND PRESERVES

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

JELLY GLASSES

8 oz., per doz.	37
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OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



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

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

Safety Matches

Quaker, 5 gro. case	4 25
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MOLASSES

Molasses in Cans

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

NUTS—Whole

Almonds, Tarragona	27
Brazil, New	27
Fancy Mixed	23
Filberts, Sicily	22
New York New 1926	33
Peanuts, Vir. roasted	12 1/2
Peanuts, Jumbo, rst.	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	12 1/2
125 lb. bags	32
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. do.	4 25
3 oz. Jar, Stuffed, doz.	1 35
6 oz. Jar, Stuffed, doz.	2 50
9 oz. Jar, Stuffed, doz.	3 50
12 oz. Jar, Stuffed, doz.	4 50@4 75
20 oz. Jar, Stuffed, doz.	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

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



Semsdac, 12 pt. cans	2.75
Semsdac, 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
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PIPES

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

Battle Axe, per doz.	2 75
Bicycle	4 75

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef

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

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 3/4
10 lb. pails	advance 7/8
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	28 00@30 00
Rump, new	29 00@32 00

RICE

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

ROLLED OATS

Silver Flake, 12 New	
Process	2 25
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 70
Mothers, 12s, M'mum	3 25
Nedrow, 12s, China	3 25
Sacks, 90 lb. Jute	3 50

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	16 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
Mixed, half bbls.	10 00
Mixed, bbls.	18 00
Milkers, Kegs	1 10
Milkers, half bbls.	11 00
Milkers, bbls.	20 00
K K K K, Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 65
Romex, 10 lb. boxes	15

Lake Herring

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

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

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

STOVE POLISH

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

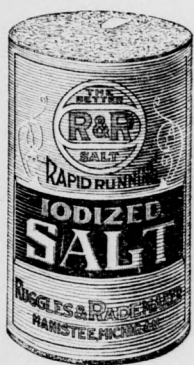
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	2 00
Med. No. 1 Bbls.	2 60
Med. No. 1, 100 lb. 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
30 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked, 6-10 lb.	4 50



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



SOAP

Am. Family, 100 box	6 30
Crystal White, 100	3 95
Export, 100 box	4 00
Big Jack, 60s	4 50
Fels Naptha, 100 box	5 50
Flake White, 10 box	3 90
Grma White Na. 10s	4 00
Swift Classic, 100 box	4 40
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	11 00
Lava, 100 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



30 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 30
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
Rinsol, 40s	3 20
Rinsol, 24s	5 25
Rub No More, 100, 10 oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 80
Snowboy, 24 Large	7 20
Speedee, 3 doz.	4 00
Sunbrite, 72 doz.	4 75
Wyandotte, 48	4 75

SPICES

Whole Spices

Allspice, Jamaica	@26
Cloves, Zanzibar	@26
Cassia, Canton	@22
Cassia, 5c pkg., doz.	@40
Ginger, African	@19

only our educational system, but to study our industries and our laboratories, and when they go back they immediately write books about what they have seen and learned over here and in one of these books entitled "America and Europe," by a very distinguished author, Arthur Filer, I find a whole chapter is given over to education in the United States. Filer was amazed as I have said, at the large sums of money which are being spent for education in this country for elementary schools, for high schools, for colleges and universities. He was amazed to see large numbers attending these institutions and he said apparently in America there is an intense passion for education. In fact, he says education is really a religion in the United States. Apparently parents all over the United States are very much concerned that their children have as good and in most instances a better education than they were privileged to enjoy. So we find throughout the country persons going to colleges in larger numbers than ever before. There are over 700,000 attending our colleges and universities to-day and not only are they attending them during the regular year from September through to June, the passion for education is so great that over 350,000 are studying during the hot summer months of July and August, so that in all professions it is necessary to see to it that the records are better prepared than they were twenty to twenty-five years ago. It is absolutely necessary that educational standards be advanced. Only this afternoon one of our very prominent members said with a great deal of pleasure and pride, "A year from this fall I hope to have my son enrolled with you at the University of Michigan." I said to him, "Will he take a three-year course?" "Oh, no; it must be the four-year course; the best is none too good for him; in fact, I would be glad to see him go on and take post graduate work."

Now, that is the spirit you will find all over, so that, as I have said, the requirements of our colleges of pharmacy have advanced materially. Four years of high school instruction as a preparation for admission and three years the minimum requirement to graduate. Michigan is to be congratulated upon its pharmacy laws. I am told that the regulatory laws in this State are as good as to be found in any state in the Union and, as you know, two years ago the Legislature enacted a law which is sometimes called the pre-requisite law, which places Michigan now, from an educational standpoint, in the group of pre-requisite states. The pre-requisite law will become effective Jan. 1, 1929, whereby it will be necessary for all candidates for examination as registered pharmacists to show credentials that they have attended some college of pharmacy, an accredited college of pharmacy, for at least two years. Your board has been very sensitive with respect to its responsibilities in this matter. Your Board has given this new legislation most careful thought. Your Board has appointed a special committee to draft regulations for the accrediting of col-

leges of pharmacy and, if I remember correctly, this committee consisted of Mr. Koon, of Muskegon, Mr. Weisel of Monroe, and Mr. Gorenflo, of Detroit. This committee spent countless hours studying the situation and your Board had the benefit of the findings of this committee. This committee, of course, counseled with the pharmaceutical educators in the State and recently the Board has adopted regulations relative to the accrediting of schools and colleges of pharmacy. I want to assure this group that your board is going to carry out the spirit and the letter of the law. Of course, board members see the problem from their standpoint. Pharmaceutical educators see it from a different relationship existing between these two groups. The group of teachers who are endeavoring to train the young men and women who desire to practice pharmacy in this State and the members of the Board, the examining body; the group that is charged with the responsibility of carrying the laws into effect. As I said, a very sympathetic relationship exists between the two and, aside from that, it is quite obvious, inasmuch as this group here is willing to listen as carefully as you are to-night to me talking upon this question of education, that the Association, the members of the Association, the rank and file of the pharmacists in the State, are also taking, not only a sympathetic, but a very thoughtful attitude towards this whole problem. In the case of any profession where you can have these three groups working in harmony, one with another, the educator on the one side, the board members, the examining body on the other side, and the rank and file of the profession, the future of that profession in any commonwealth is certainly assured.

It has been with a great deal of satisfaction to some of us to see the way the pharmacists have been engaging in recent years in civic affairs—in the affairs of the State. You know for a great many years the very responsible positions in the city have been taken by the physician and the lawyer. I refer to positions connected with public education. I refer to memberships on common councils and the like. I refer to representation in the Legislature and, as I said a moment ago, it has been a source of satisfaction to a great many of us to see how the pharmacist in recent years has been associated with these great problems and has been changing his policy. You have here a number among you who are distinguished in this regard. We have over here a Webster, who at present is occupying a very responsible position as a member of the school board in the city of Detroit. He isn't only a member of the board, but he is president of that board. And I know, somewhat second handedly, what it means to serve as a member of a school board, for a number of years ago I ran for that office in the city of Ann Arbor and was defeated. Two years later my good wife ran for the office and was elected and she served something like two terms and I know from association with her what it means for anyone who wishes to do

a conscientious job as a member of the school board. I know what it means in time and thought and this group should feel proud that the affairs of public education in a city like Detroit—that great metropolis of a million and a half—is in the hands and being guided by a brother pharmacist. There's Arthur Crippen, in Ann Arbor, serving in a similar capacity. Take our Legislature—if I remember 132 members, 100 in the House and thirty-two in the Senate—and during the past year about twelve of the 132 were pharmacists or interested in pharmacy. That is a very good representation and I hope that when the next Legislature convenes, instead of having about 5 per cent. pharmacists, we have 15 per cent. pharmacists, because Mr. Hoffman tells me that it helps the cause of pharmacy to have a very considerable number of the Legislature sympathetic with what the Association and the members of the Board and the educators in the State are endeavoring to do. It helps legislation tremendously to have on our important committees men to whom you can go and discuss matters who are not only sympathetic, but are intelligent concerning the measures which are under consideration. Now in the Legislature we all know of the splendid service that Mr. Look has rendered. We at the University appreciate that very much, because Mr. Look for a period of years has been a member of very important committees, committees to which the University has been pledged to look for appropriations, and then we have other members, Mr. Barnard, Mr. Reid, of Detroit, and so on. Those are men who have been in the Legislature and are active in pharmacy and aside from that, we have men who have been mayors. There is, I believe, Mr. Moore, an active pharmacist who for a period of years has been mayor of Caro. That is the type of activity I feel the pharmacist should engage in. We know in the past these positions have been filled very largely by physicians and lawyers and through the activities of these men the physicians and the lawyers have become looked upon as very prominent citizens in the community. The more the pharmacists go into those fields the better for the profession as a whole. In recent years there has been quite an agitation among the engineers, not only at their State meetings, but at their National meetings, looking toward the engineers taking a greater part in civic and public affairs in general.

As I said before and as our toastmaster has assured you, this speech isn't going to be long, because I must drive 110 miles yet, but I want to leave this one thought with you, that as I see pharmacy here in Michigan, the future is well assured. The requirements for licensing are advanced. The requirements for academic training have been advanced, there is the most cordial relationship between the three groups interested in the profession of pharmacy and I hope that the day is not far distant when, by the advancing of the requirements, pharmacy may take its rightful place along with medicine and dentistry and lead in the eyes of the public. While these ad-

vances have been made, we must not stop and be satisfied. It is in the air to increase the academic training. In fact, in a number of colleges the minimum course has already been placed at four years, such as at Ohio State University, such is to be the case very shortly at the University of Minnesota and the University of Nebraska. Representatives of various boards meeting with pharmaceutical educators have expressed themselves as being very much in favor of a longer college term. At a meeting of these groups, held only recently in Indianapolis, Mr. Christianson, representing the National Board of Pharmacy, expressed himself in no unmistakable terms that he thought the four-year college course should have become effective in 1930. I think you would be interested in knowing that at the annual meeting of the New Jersey Pharmaceutical Association, that organization went on record as endorsing a resolution whereby the four-year college course became the minimum requirement in 1930.

I feel that while great progress has been made here in Michigan and the State is to be congratulated and, while I feel ultimately this longer course will become a certainty, I want to say to this group here to-night, we here in Michigan must study that problem very carefully. There is a grade of advance which can be made safely. We all know when we drive an automobile there is a rate at which we can travel with safety; if we exceed that rate we are more or less taking our lives into our own hands. Something similar obtains in this field. There is a rate at which we can go along and be certain: if we go faster than that, we will jeopardize the future of the profession. However, we must study the problem, those who are actually engaged in the practice of pharmacy, the members of the board and pharmaceutical educators and I think this group should be thinking of terms which will look to greater requirements for entering the practice of pharmacy. We must be alive to what is going on in other states than in the State of Michigan.

I know that your toastmaster has other things in store for you. I know that there are other entertainers to be heard from and, therefore, I will close. I thank you for this opportunity to pinch hit for the Governor. That privilege has never been mine before.

If he doesn't like to argue, that just means he doesn't like to have anybody contradict him.

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structure Beautiful
No Painting
No Cost for Repairs
Fire Proof Weather Proof
Warm in Winter—Cool in Summer

Brick is Everlasting

GRANDE BRICK CO.
Grand Rapids.
SAGINAW BRICK CO.
Saginaw.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Caseville, Oct. 27—I am enclosing the last letter from the Apple Hat Mfg. Co. and two from the Benthrop Collection Agency. I have received quite a few letters from the Apple Hat Mfg. Co., but I am sending you the last one only. When I first received the caps I wrote them to come and get the caps or send me one dollar and I would return them.

I am 57 years old, have lived in this country fifty-three years and I have never received such threatening letters in my life before.

I did not know what was in the box until I opened it, as our store is in the country and on a R. F. D. route. They later sent a second box of caps, but I discovered what they were, so handed them back to the mail carrier. What do you think is best for me to do—sit tight and let them go ahead?

A. E. Prieskorn.

The two letters from the collection agency—simulating legal documents—are both in violation of the State law enacted by the last Michigan Legislature.

The letter from the shipper of the caps is as follows:

St. Louis, Oct. 3—When we send out sample shipments, we do so only to well rated, successful merchants, because we are influenced by the presumption that the majority of the people in this world are honest, particularly, those who have made a success in business, such as yourself. We are sorry to say, however, that, judging from our experience with you, we do not feel that we have been treated in a sincere, honorable manner.

The caps which we sent you and which you have failed to pay for or return will not make us poor nor rich, and, if you feel, in your heart, that you have done the honorable thing, we will not bother you further and you may keep the caps, but, somewhere, you will get your just deserts, as is always the case when anyone does what is not right or fair. Sooner or later, it will crop out.

Always remember that you had the right to refuse the receipt of these caps, but that since you elected to receive them, you also assumed the obligation to return or pay for them. We cannot see how, if you know the meaning of the word honesty, you could expect to keep these caps without accounting for them.

Any attempt, on your part, to destroy or sell, in part or in whole, any of this shipment, you lay yourself liable for damages, as you then assume the right of ownership.

We are appealing to you not from a legal point of view, but as one business firm to another, based on the highest principle that any successful firm or individual guards religiously, and that is honesty.

Apple Hat Mfg. Co., Inc.

In some cases the Apple Hat Co solicits permission to send out caps in dozen lots, instead of making shipments without authority and following up the shipments with abusive and threatening letters which are not only dishonest and unethical, but positively actionable under the law. This would seem to indicate that the cap shippers had concluded that the methods condemned by the Government and every honest merchant had been found to be very unprofitable. A recent letter of this description is as follows:

St. Louis, Oct. 4—Your name is in our files as a successful merchant, and we wish to ask you the privilege of shipping you, prepaid, one dozen samples of Apple Adjustable Caps in

assorted styles, patterns, colors and grades, as follows: Three caps at \$8.50 per dozen, three caps at \$12 per dozen, three caps at \$15 per dozen and three caps at \$18 per dozen, a total of one dozen caps, amounting to \$13.38, which we bill to you on terms of 30 days, less 10 per cent., leaving a net balance of \$12.05 or an average of \$1 per cap, delivered to your store.

Naturally, it is to our interest to give you, absolutely, the best cap values your money can buy, as it is our aim not to only sell you this one dozen shipment, but to give you such caps as will merit a continuance of your patronage. Our thirty-one years of experience in this industry has taught us how to make our caps right and price them right.

We are enclosing a self-addressed, stamped envelope, and kindly ask that you write your reply on this letter, simply stating "yes" or "no." We hope it will be "yes," so that we may send you this beautiful assortment of new Fall adjustable caps and guarantee them to be the finest you have ever had in your store. This is our only way of getting our merchandise before you, as we do not employ traveling salesmen and have been able to effect a tremendous saving in our selling cost, which you will find reflected in the values of the caps that we will send you.

We solicit well rated, successful merchants. Apple Hat Mfg., Inc.

Charlevoix, Nov. 1—Last week a representative of the System Service Co., of Fort Wayne, Ind., called here and wanted to make arrangements for the accommodation of tourists. The proposition was as follows: They make up parties of tourists to various parts of the country and have, of course, arranged for lodging meals and garage service in advance. The season, he says, will be about four months of the year. We were to receive \$2 for each room, however the tourists will have System Service Co. coupons for seven cents, so that we would really get \$1.86 for a room. We were also to buy an electric sign to designate our house as being one giving such service. This is to cost us \$10, which is the only investment asked. Have you ever heard of this company, and what do you know of them? H. L. F.

We never heard of the System Service Co. before. The only thing certain in the above proposition is that the subscriber is to buy a \$10 electric sign. The remainder is all problematical. Perhaps the System Service Co. conducts tourists' excursions, but we never heard of it. No such company is listed by R. G. Dun & Co. It is a beautiful plan to sell electric signs at any rate whether or not there be anything more to the proposition. There are all sorts of schemes afloat to get money from home owners desiring to entertain tourists. All such propositions should be investigated thoroughly before giving them favorable consideration.

No longer will Frank P. Snyder, of Williamsport, Pa., be permitted to advertise that his "Always Ready" battery solution will instantly charge storage batteries with electrical current or that it will charge such batteries in from twenty to forty minutes time, according to an order issued today by the Federal Trade Commission. Snyder, trading under the name and style of "Always Ready Products Co. is enjoined by the Commission from:

1. Making either in advertisements, circulars, leaflets or other printed form, and from representing in any other

manner, in connection with the sale of the battery solution manufactured by him for use in electric storage batteries, any of the following false statements, to wit, that such solution will instantly charge electric storage batteries with electric current; or that it will charge such batteries in from 20 to 40 minutes time; or that it will so charge such batteries without the induction therein of electric current from any other source or in any other manner; or that it will charge such batteries when the same are "dead," that is, when they will no longer produce electric energy; or that said solution will not injure, over-heat, or over-charge said batteries; or that such solution will not freeze and that it will not rot or harm the separators of such batteries, and will keep the plates of such battery free from sulphation; or that said solution contains less sulphuric acid than other battery solutions on the market and in common use; or that said solution causes less deterioration in batteries than is caused by the use of other battery solutions on the market and in common use.

2. Making or using in circulars leaflets or other printed matter in connection with the advertising or sale of said battery solution, the following misleading statements, or other statements of similar import:

"No longer is it necessary to charge a battery for 2 or 4 days on a line." "The modern battery fluid. New life for your battery. Charges batteries quickly." "No more long charging on a line. Always Ready amazes automotive America. Charges batteries while you wait." "Remove battery from car, turn it upside down so as to empty all the liquid it contains. It is not necessary, but we advise washing the battery out with distilled water. Refill with Always Ready so that the plates are completely covered. Let stand for ten minutes and if the plates are in even fair condition, the battery will be fully charged." "Frequently Always Ready will completely charge a battery before you actually get it back into the car and wired up."

One Way By Which Merchants Can Become Big.

(Continued from page 20)

Page 6 opens with a talk on Orange Blossom honey from Los Angeles. "Twelve ounces of this rare delicacy packed in a beautiful stone orange jar which, when empty, will serve in many decorative ways, price \$1.25 per jar."

I am inclined to think I started Bustard on that honey stunt by reporting the Greek honey I saw in London in fancy jars. Bustard asked me where he could get that. He got it and sold it. Last year he visited California and apparently made his own arrangements while in Los Angeles. Evidently Bustard also reasons, "What others can do, I can do."

The position attained by Henry May & Co. was not achieved in a day, a month or a year. But two things must be noticed in that connection—first, that from the first day there is additional profit made in such business building, profit filled with fascination at the same time; second, that

pleasure and deep satisfaction arises from progressive accomplishment. We would stagnate—all of us—if we reached the pinnacle of achievement all at once and had no higher elevations to scale.

All life is a growth, if it is to be any life at all. Whenever you find a man either satisfied with what he has done or holding the cynical notion that further effort will be bootless, you find one whose life has stopped. Such a man can never know real satisfaction, for, regardless of what men call "reward," satisfaction arises from something accomplished every day we live.

This being so, why not derive satisfaction from the daily accomplishment of something new, better, more worth while in the grocery business? It can be done. It is being done every day around us. And the way is the way of the trader up, the man who constantly seeks and exploits finer, better, more worthy merchandise. That such a man is apt to be a skillful advertiser is another point in favor of his ways and methods. Paul Findlay.

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—The merchandise stock of Moore's Cash Store, only dry goods in town. Two-story brick building for sale or lease. Gertrude Moore, Kingsley, Mich. 711

FOR SALE—Dry goods and grocery stock in small town on M-82. Good roads. Will also sell building. Address No. 712, c/o Michigan Tradesman. 712

FOR SALE—One good size safe, in A-1 condition; one set Dayton scales, A-1 condition; two common store counters. Must make room. Will sell cheap. Wieber Lumber Co., Fowler, Mich. 713

NEWS STANDS—In bus and electric railway terminals in Battle Creek, Grand Rapids and Jackson. Parcel check privilege, with long lease, making good returns on investment. Will sell singly or together. Michigan Catering Co., 209 Francis St., Jackson, Mich. 714

For Sale—Brick storebuilding, good location in Shepard, Mich. Write or see, Ellen M. Ryckman, Ithaca, Mich. 715

FOR SALE—Or exchange, two general stores within 15 miles from Grand Rapids, on good roads, doing good business. Good buildings, good dwellings, barns, general stocks and equipment. Price is right, small payment down balance easy terms. Also have a large list of farms with stock and tools for sale or exchange for city property. If in market for a farm, it will pay you to come and see me. John Hage, Grandville, Mich. 716

FOR SALE—Grand Rapids Wholesale Grocery stock. Address No. 707, c/o Michigan Tradesman. 707

For Sale—No reasonable offer refused: one 2000 class National cash register; one small register, with detail strips; one Toledo computing scale. Pipestone Grocery, Benton Harbor, Mich. 709

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

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

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, Michigan. 566

Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 1—Joseph Brewer, who owns 1,000 acres of land in the immediate vicinity of his country home near Plainfield village, has decided to create a 200 acre golf course on the land he acquired from the Plainfield Club, on the West side of U. S. 131. It will be an 18 hole course, running from the U. S. highway to Rogue River. Eight tractors and many teams and men are now employed on the ground. It is expected that the improvement will be completed by the early fall of 1928. An athletic house will be constructed near the center of the ground and a bathing pool and tennis court will be created. The club house on the hill overlooking the valley will be utilized for club house purposes. One of the tees will be located on an island in Rogue River. The fairways will be sprinkled by three electric pumps which will raise 2,200 gallons of water per minute from Rogue River. It is Mr. Brewer's intention to make the course the finest one in Michigan and no money will be spared in the effort to achieve that result.

Ernest D. Collar has retired from the Grand Rapids Store Fixture Co. and will engage in the same line of business at 942 Terrace avenue, Muskegon. The merchants of the Sawdust City will find Mr. Collar a good man to do business with.

Seegmiller Bros., the enterprising grocers of Cadillac, were in the city last week en route home from a trip through Canada and the Middle West in search of suggestions for a second grocery store they are about to open in the city of their adoption. Their original store burned out one morning in August. Before the fire was extinguished they had rented a vacant store and installed a new stock, purchased of the local branch of the National Grocer Co., during the afternoon and evening, so they were able to open up for business the next morning, twenty-one hours after the fire broke out in the store the day before.

Charles M. Heald has sold his residence at the corner of South College avenue and Logan street to Peter Kline, of the Grand Rapids Trust Co.

Wm. G. Farnsworth and John A. Klise have formed a co-partnership under the style of the Addac Co. and engaged in the manufacture and sale of adding machines in the building formerly occupied by the Wolverine Metal Specialties Co., 60 Cottage Grove street. The new undertaking will be managed by Mr. Farnsworth, which is a guaranty that it will be exploited in an up-to-date and energetic manner.

A note from Sidney Medalie, the Mancelona banker and general merchant, announces the arrival of a son and heir in his home. The lad will go through life with the cognomen of William David.

Antrim County Producing Many Seed Potatoes.

Mancelona, Nov. 1—In regard to the potato crop, a close estimate shows that Antrim county will not exceed 50 per cent. of an average yield. The present price of table stock is 70c per bushel and certified seed is \$1.55 per bushel. A great many of our farmers are raising seed potatoes and are making much additional money by so doing. It is the future of this county.

A great many states, especially, Pennsylvania, are demanding Antrim county seed potatoes and are willing to pay high prices for them. It has been proven that they increase their yield on potatoes from four to five times by using our seed.

This county is going in for alfalfa, clover, squash and radish seed very extensively. Last year (1926) this county raised 90 per cent. of all the radish seed raised in the United States. Sidney Medalie.

Additional Issue

\$10,000,000

Empire Gas and Fuel Co.

(Delaware)

7% Cumulative Preferred Stock

DIVIDENDS FREE FROM PRESENT NORMAL FEDERAL INCOME TAX

A letter from Mr. Henry L. Doherty, President of Empire Gas and Fuel Company, is summarized by him as follows:

Business and Property: The Empire Gas and Fuel Company owns all the capital stocks, except Directors' qualifying shares, of Cities Service Gas Company and Empire Oil and Refining Company, and 68% of the Capital Stock of Indian Territory Illuminating Oil Company. These properties comprise one of the most important systems in the United States in the production, transportation, refining and marketing of crude oil and its products, as well as in the transportation of natural gas. Subsidiaries own over 900 miles of oil pipeline, and 3,500 oil wells, the gross production of which, during the first six months of 1927, averaged 61,200 barrels of crude oil daily. Four refineries and 20 absorption and compression gasoline plants are owned and operated. Over 500 tank and gasoline service stations, located in 12 states, are owned and distribute petroleum products. Cities Service Gas Company handles an average of more than 100,000,000 cubic feet of gas daily, and through 2,200 miles of pipeline, supplies gas at wholesale to local companies serving over 135 cities and communities in Kansas, Oklahoma and Missouri, the territory served having a population of approximately 1,300,000.

Earnings: Consolidated earnings of the Company, as now constituted, for the two years ended June 30, 1926 and 1927, as certified by independent auditors, and for the year ended August 1, 1927, as reported by the Company, were as follows:

	Year Ended June 30, 1926	Year Ended June 30, 1927	Year Ended August 31, 1927
Gross Earnings, including other income	\$48,017,940	\$57,474,542	\$62,719,640
Operating expenses, maintenance, all taxes, minority stockholders' interest in subsidiaries, annual interest of \$3,925,000 on presently outstanding bonds of subsidiary companies and notes of the parent company and other prior deductions	35,498,593	39,193,079	40,972,017
Balance available for depreciation, depletion and dividends	12,519,347	18,281,463	21,747,623
Annual dividend requirements on all Preferred Stock outstanding, including this issue			4,118,002

The amounts set aside by the companies in the above periods for depreciation and depletion reserves were \$4,831,339 and \$8,717,763 for the years ended June 30, 1926 and 1927 respectively, and \$11,116,593 for year ended August 31, 1927.

The balance, as reported by the Company, for the year ended August 31, 1927, applicable to depreciation and depletion reserves and dividends, amounted to \$21,747,623, or over 5 times the annual dividend requirements of \$4,118,002 on the total amount of Preferred Stock outstanding, including this issue.

Capitalization: The outstanding funded debt of the Company as of August 31, 1927, consisted of \$18,000,000 5% Serial Gold Notes, due \$6,000,000 annually, June 1, 1928, to June 1, 1930, inclusive. The Preferred Stock of an aggregate par value of \$44,424,676 now outstanding and \$10,000,000 of 7% Cumulative Preferred Stock to be presently issued, are followed by a total authorized issue of 750,000 shares of Common Stock without par value, all of which is outstanding. The subsidiaries have outstanding \$55,000,000 of 5½% bonds.

Ownership: The Company is the largest subsidiary of Cities Service Company, which has over 120,000 holders of its capital stocks and is one of the most important holding companies in this country for public utility and petroleum corporations, with outstanding stocks having a total indicated market value, based on recent quotations, in excess of \$275,000,000.

Price \$100 per share, to yield 7%

HOWE, SNOW & CO., INC.

INVESTMENT SECURITIES

Detroit, Chicago, New York, Grand Rapids, San Francisco, Minneapolis

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.