

MICHIGAN TRADESMAN

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Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, JULY 4, 1928

Number 2337

God of the Open Air

These are the gifts I ask
Of Thee, spirit serene:
Strength for the daily task,
Courage to face the road,
Good cheer to help me bear the traveler's load
And for the hours of rest that come between
An inward joy in all things heard and seen.

These are the sins I fain
Would have Thee take away;
Malice and cold disdain,
Hot anger, sullen hate,
Scorn of the lowly, envy of the great
And discontent that casts a shadow grey.

These are the things I prize
And hold of dearest worth:
Light of the sapphire skies,
Peace of the silent hills,
Shelter of forests, comfort of the grass,
Music of birds, murmur of little rills,
Shadows of cloud that swiftly pass
And after showers
The smell of flowers
And of the good brown earth—
And best of all, along the way, friendship and mirth.

So let me keep
These treasures of the humble heart
In true possession, owning them by love,
And when at last I can no longer move
Among them freely, but must part
From the green fields and from the waters clear,
Let me not creep
Into some darkened room and hide
From all that makes the world so bright and clear;
But through the windows wide
To welcome in the light;
And while I clasp a well-beloved hand,
Let me once more have sight
Of the deep sky and the far-smiling land
Then gently fall on sleep
And breathe my body back to Nature's care
My spirit out to Thee, God of the Open Air.

Henry Van Dyke.

WHITE HOUSE COFFEE

— And Hard Cash for You!

Of course, you're in business to make money. With a good margin of profit assured, you can make the MOST money by giving your customers the best values for THEIR money.

In the coffee line, this means selling White House Coffee with the flavor

"roasted in." It means more satisfaction on the table, steady repeats, growing good-will for your store.

Try White House Coffee in your own home. You'll be eager, then, to send it into other homes—and you can do it at a good profit.

*The
Flavor is
Roasted In!*



DWINELL-WRIGHT CO.,
Boston, Mass., Chicago, Ill., Portsmouth, Va.

HEKMAN'S

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

**Cookie-Cakes
and Crackers**

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

YOUR Selling Cost

is less when you stock goods of known value. Especially when the price has been established by the manufacturer and you realize your full profit as you do on

K C Baking Powder

*Same Price
for over 35 years*

25 ounces for 25c

A fair price to the consumer and good profit for you. Why ask your customers to pay War Prices!

It will pay you to feature K C

**Millions of Pounds Used by Our
Government**



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GRAND RAPIDS
PUBLIC LIBRARY

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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COMPRESSING CONVENTIONS.

In his interesting account of the newspaper mechanics of reporting the national conventions Marlin Pew records in Editor and Publisher a considerable journalistic impatience against the number of days occupied by the more or less perfunctory proceedings of these institutions. We can well understand this feeling, but we do not share it.

Both at Houston and Kansas City, writes Mr. Pew from Houston, "I heard newspaper men discussing with some vehemence the fact that both of these party functions might jolly well have transacted the business in half of the time consumed, if there had been a will to make the business short and snappy. The average open convention sessions at Kansas City were of less than four hours' duration per day and the average here would not be much more. As each day meant an expenditure of more than \$200,000 for the press, not to mention the stupendous expenses of the delegates, there were those who thought the proceedings might have been tightened up and wondered if the drawn-out sessions were not merely calculated to give the towns and the caterers opportunity to cash in like Coney Island concessionaires."

If the motive for time extension was merely to give local hotels a run for money subscribed to the convention fund we would set down the practice as belonging with "keynotes," nominating speeches and other outgrown practices.

The Tradesman believes there is a real National value in the usual four or five-day convention, with its preceding proceedings. It is a value that could never come from a few men set to "clean up" things in a few hours in a radio broadcasting chamber. It is the great National advantage which comes from throwing together for the better part of a week of politically minded men and women from all the differing sections of the country. They reach some sort of common understanding,

not only about their party but about their country.

Furthermore, the time between sessions is not wasted. On the contrary, it is of the utmost use and importance. We do not accept the ingenuous idea that all delegates act with entire freedom and determine of themselves and in themselves nominees and platform. But it seems self-evident, even in such conventions as those at Kansas City and Houston, that it took time for the "leaders" of various sections, candidacies or policies to feel out and determine their mutual strengths and trends. Conventions are largely incompetent, but they do provide opportunity for an arrival at some estimate of public opinion. They compel showdowns. Under the present system they at least approximate their supposed purpose. Were they compressed into narrower time limits there would have to be infinitely more imperious use of the steam roller. There would not be time for anything else.

AN EOCENE FOOTPRINT.

Scientists are busy speculating on the discovery of what is believed to be a human footprint dating back to the Eocene period.

It was found by an Englishman and an official of the Cyprus Government in a dry water course on Mount Hilarion, Cyprus. The impression was on a rock which, at the time the foot touched it, obviously must have been in a plastic non-petrified state. Geologists at the South Kensington Museum in London, where similar imprints of the feet of extinct animals are preserved, say that if the Cyprus footprint is authentic the man who made it must, like these animals, have belonged to the Eocene epoch.

Since anthropologists have been pretty generally agreed that man didn't appear on the earth until several thousand years after that epoch, it seems that they will now have to re-examine their theories and perhaps conclude that homo sapiens is much older than they had supposed.

Ever since the dawn of recorded history man has striven desperately to leave his footprints on the sands of time, figuratively if not literally. Some few of the prints have remained, but all the rest have vanished.

Unlike these ambitious millions whose "names are writ in water," this Eocene man—if it was a man's footprint—probably never had the slightest wish to be famous. He merely chanced to step on a yielding substance. Nature pertified the imprint of his foot.

And now, unknown milleniums later, that footprint, taken without a thought of the future, suddenly becomes so important that it may cause the world to

accept an entirely new view of the age of the human race.

The "Eocene man's" footprint seems to hold the hint that it may often be the most commonplace acts of men's lives rather than the supposedly important ones that rise above oblivion; if not in their own day, then perhaps ages after they have returned to dust.

THE HAND OF EXPERIENCE.

A successful manufacturer says in a current magazine article: "Up to the age of forty a man is in training—every man is. He is assembling the tools with which to work. When the tools are at hand they can be put to their real uses."

In these strenuous days, when so much emphasis is placed on youth and its dynamic qualities, there has been an inclination to belittle the usefulness of the man who has passed his so-called prime.

What is a man's prime? Essentially it has nothing to do with calendar years. Many a man of seventy is more alert, more mentally acute, than his sons. But over and above any mere physical and mental exuberance a man may retain, there is the judgment that comes only from long experience. Until a man acquires judgment he is still "in training," as above stated. It is this quality which justifies, and always will justify, the presence of the "old heads" in the hurly-burly of everyday affairs.

It is right that the inexhaustible energy and enthusiasm of youth should be held in high esteem. But equally estimable is the wisdom that is able to guide and control that energy with the older hand of experience.

MORE AT WORK.

According to the June bulletin of the Federal Department of Labor, the official forecast that the increasing demand for outdoor workers would relieve the unemployment situation is being fulfilled. The farms are calling for men. Building operations are enlisting large numbers of skilled and unskilled workers. Many are finding employment in road construction. The automobile industry has shown a marked upward trend. This information, based on reliable official reports, confirms accounts from other sources and is decidedly encouraging. Representative business leaders have recently predicted continued improvement in the demand for certain lines of goods, which in turn will necessitate hiring more workers. The Labor Department officials are not given to prophecy, but the progress they note suggests that the July and subsequent reports should indicate a still further increase in the number of workers, since the peak of unemployment was passed months ago.

IN OUR OWN EMBASSIES.

Ambassador Herrick and Representative Stephen G. Porter are to be congratulated upon the final act which marks the acquisition by the United States of a site for the erection of a building worthy to house the chancellery of the American Embassy in Paris. It has long been a disgrace that the offices of the embassy have had to be in rented apartments; it is more than time that the many governmental activities of this country carried on in the French capital should have permanent quarters commensurate with their importance.

The site is one which could not be improved upon. Facing the Place de la Concorde, it will look out upon one of the chief historic squares in Paris. Here in the days when it was called the Place de la Revolution the guillotine summoned its victims from among the aristocrats of France. Here Louis XVI and Marie Antoinette went to their death. Now as the Place de la Concorde it stands as a symbol of a victorious and united country.

The movement to have American-owned chancelleries should not stop with the embassy in Paris. There should be one in every European capital.

SMOKING IN DINING CARS.

If there ever was a change in manners and morals which swept all opposition before it once the dikes were down it is the custom of women's smoking. Twenty years ago it was virtually impossible for a woman to smoke in public; even ten years ago it was an unusual sight. To-day it evokes no special comment or even attention.

This revolutionary change, which was perhaps brought on by the war and the influx of women into industry more than by any other causes, has been called to our attention by an announcement of the Erie Railroad. Its decision to allow smoking in its dining cars was not made over the frantic protests of women passengers. It was made largely as a results of requests from women who want to smoke during or after meals.

There is only one place which the female smoker has not invaded: one seldom sees women smoking on the street. Perhaps it is a lingering sense of the proprieties which restrains them or it may be merely that there is no male escort at hand to lend them the necessary cigarettes and matches.

One nice thing about an automobile is that it makes your spare time so valuable, if you don't mind doing your own repairs and washing.

Your purpose in life or at work is important. It will make or break you.

SEYMOUR SCHOOL RE-UNION

Perpetuated in Memory of a Pioneer School District.

Ninety years ago a little neighborhood group in the Northwest corner of Paris township gathered at one of the farm homes and organized School District No. 1, Paris township. This group represented the entire population of the district. There were eight men present, all of them men of character and standing and vision. This was the first school district organized outside of the corporate limits of the village of Grand Rapids. The area of the new school district was four sections of land. The school site chosen was about forty rods East of what is now known as Seymour Place, at the corner of Burton street and Eastern avenue. The neighbors built the schoolhouse of logs, and it was made livable through the assistance of the women of the district who whitewashed the interior and helped in many ways to make it a comfortable place for the children.

Nineteen years later a new schoolhouse was built upon a new site at the corner of Burton and Eastern, and ten years later than this an addition was found necessary to this schoolhouse, which increased its capacity and enabled the school board to organize a second department. Later on, the city moved up its limits to Burton street, and this left the schoolhouse on the North border of the district. It was moved five-eighths of a mile South on Eastern avenue, another room was added and a basement arranged for a furnace room and a room for manual training. This was the first country school in the State of Michigan which took up manual training as a part of its curriculum.

Then the city extended its limits once more and took in the entire area of the district, and a new and beautiful school building was erected upon an area of thirteen acres of land facing Alger street, and the city, coming into possession of the old schoolhouse, sold it to the Christian Reformed church people for a parochial school. This, in brief, is the history of the school buildings.

On Saturday, June 30, there was held on the grounds of Sherman Hanna, at the corner of Alger street and Eastern avenue, a re-union of the Seymour School Memorial Association. The name Seymour was connected with a family that led in all good undertakings in the district for a long period of years, and the title really was given the district at the time Mr. Seymour presented a bell to the district and placed it in the steeple of the school house. At this re-union last Saturday, Mrs. Charles Chadwick, a daughter of Mrs. William S. Parsons, presented to the Association, to be placed in permanent custody of the Alger school, a teacher's certificate signed in 1848 by James Ballard and Henry Seymour, school inspectors for the township of Paris. Mrs. Parsons was then Miss Fisk and taught for some time in this school when it occupied the log building.

The new Alger school is very dear

to the hearts of the people who make up the Seymour School Memorial Association and the Association petitioned the Board of Education to assign a room to the Association for the permanent custody of things of historical value, to be a permanent museum. The Board of Education has assigned the library of that building, which will be named after the Association, and Mrs. Millard Palmer, who was the daughter of Henry Seymour, has asked the privilege of placing the tablet of designation upon the entrance of this room.

A very interesting item in the proceedings of the re-union was the presentation of a very perfect landscape drawing of the new school grounds and upon it was the entire scheme of grading and planting. This was the gift of Ossian C. Simonds, the noted landscaper of Chicago, who was born in the school district and who was happy in designing the plan for the development of the new school property. The members of the Association were rejoiced to know that the Grand Rapids Board of Education, upon receiving this plan, had approved it and indicated its desire to carry out as far as practicable the details of the plan, thus making for Grand Rapids its most beautiful school grounds and perhaps, if completion is made as designated, the finest school grounds in the State of Michigan.

The members of the Association visited the school grounds and the schoolhouse under the direction of Miss Greenbaum, the principal, and a number of portraits were presented and other historic material to be arranged and labeled for the permanent custody in the school building. Superintendent Butler and President Davis, of the Grand Rapids Board of Education, were present and assured the Association that the Board of Education appreciated the interest in the Alger school building and its grounds and hoped it would exercise its influence in aiding the Board of Education in its scheme of embellishment. Members of the Parent-Teachers Association of the Alger school were present and assured the meeting that they would co-operate in any movement to assist the Board of Education in the development of the school grounds. A little piece of natural woods already stands upon the school property which Mr. Simonds said was a most important factor in connection with beautifying the grounds, and in his plan this is made a permanent woods. One feature which Mr. Simonds emphasized in speaking to the meeting was the plan of having a skating park and a place for sliding down hill in winter, which he remembered as most interesting pastimes in connection with the school when he was an attending pupil.

There were about sixty people present at the re-union and letters were read from teachers and pupils scattered all over the United States, exhibiting a loyalty and interest in perpetuating the name of the school district quite encouraging and cheering to those who were present. It is the plan of the Association each year to have a complete record of some one

family in the school district, and thus work into its records a very complete history of the district from its organization until it was absorbed by the city. This year the historical sketch was of the DeMol family, which settled in Grand Rapids at an early day, being immigrants from the Netherlands. Later the family acquired twenty acres of land in the school district at the corner of Alger street and Eastern avenue, and children and grandchildren have occupied the land to this day, and many of the scions of the family have become highly educated and influential.

A feature of the program thoroughly appreciated by the old and young was the singing of "The Rivers" by Ossian Simonds, Julia Fletcher, Fred Jennings, Wm. Powers, Charles W. Garfield and one or two others. The rendition was made without a break. Over 100 rivers of this world were recited to the tune of Yankee Doodle. The song was taught by an early teacher, over sixty years ago.

One of the facts brought out in connection with the making of a complete list of the teachers of the Seymour school was that in the early days several collegians were among its teachers, and at the time of the civil war several boys enlisted from this school district who became prominent in the military service of our country. Among them were Edwin and Birney Hoyt, Stephen H. Ballard, Oakland Merrifield, two of the Morgridge boys and Alexander Hanna. It was a matter of interest that it was upon the premises of Sherman Hanna, son of Alexander Hanna, that the meeting was convened on Saturday.

The present officers of the Association are: C. W. Garfield, President, and Mrs. Bessie Hoogersteger, Secretary. It is a very interesting and valuable idea to thus perpetuate the memory of a school district and preserve as far as possible the leading items of historical interest during its existence. Charles W. Garfield.

Traveling Salesman's Day as Flashy Slicker Gone.

Since the days when traveling salesmen first wore derby hats, the popular idea of the commercial traveler has been a picture of a flashily dressed man descending from a train ready to startle the natives with his gay clothes and genial, care-free conduct, spending his expense account lavishly.

But all of these things once attributed to "the drummer" have vanished and a new type of commercial salesmen has replaced the old. Even the expense account is gone. Most firms no longer allow an account for entertainment of buyers. Salesmen are expected to sell goods on a basis of comparative values, not by entertainment.

In the old days a traveling salesman's only duty was to sell his goods, not caring how he may be overstocking his customer. After he had sold his goods, it was up to the retailer to dispose of them as best he could.

Frequently, modern salesmen return to the stores of their customers at night after closing time, to help them arrange the stock in the most effective

manner and giving sales hints and other information intended to help the retailer.

Instead of attending midnight parties as in the olden days, the modern salesmen may be found at work as late as midnight or in the early morning hours, helping his customers.

The salesman to-day, to get by, must be a somber business man. He must be congenial, of course, but his congeniality cannot very well extend to card playing and lavish entertainment for he has not the time for that.

Percy A. Patterson.

Wise Words of Aesop.

Precious things are for those that can prize them.

Any excuse will serve a tyrant.

Gratitude and greed go not together. Beware lest you lose the substance by grasping the shadow.

Injuries may be forgiven, but not forgotten.

We can easily represent things as we wish them to be.

Only cowards insult dying majesty.

Better beans and bacon in peace than cakes and ale in fear.

Clumsy jesting is no joke.

Little friends may prove great friends.

Better no rule than cruel rule.

Destroy the seed of evil, or it will grow up to your ruin.

There is always someone worse off than yourself.

It is easy to be brave from a safe distance.

You will only injure yourself if you take notice of despicable enemies.

Outside show is a poor substitute for inner worth.

It is not only fine feathers that make fine birds.

Self-conceit may lead to self-destruction.

Gratitude is the sign of noble souls.

He that is neither one thing nor the other has no friends.

We often despise what is most useful to us.

It is useless attacking the insensible. Better starve free than be a fat slave.

It is easy to despise what you cannot get.

Familiarity breeds contempt.

Consumption of Milk Increases.

The Department of Agriculture estimates that the 1925 milk consumption in the United States totaled 54,000,000,000 pounds. Compared with 1924, this is an increase of something like 1,554,000,000 pounds. The figures are estimated on the basis of surveys and reports from municipal boards of health in 450 cities having a population of 39,158,576.

On this basis the average person in the United States used about 1.2 pints of milk each day. The per capita consumption of cream, for 360 cities, averaged 0.4 of a pint per day.

Quite Appropriate.

Sambo: Say, Snowball, why do dey call dat town up in Michigan Battle Creek?

Snowball: Dunno—'less it's 'cause dey start so many breakfast feuds up dar.

Are We Wiser in Our Generation Than Formerly?

Grandville, July 3—The month of June just past has been remarkable in that there have been but two summer days, and the rainfall has been excessive. Nothing like it in many years. The last wet and cold June I recall came in 1883 when the precipitation was excessive, resulting in floods and the washing away of miles of railroads.

There are people who charge our present wet spell to the radio. How this could come about they do not attempt to explain, nor is it likely that this new discovery has anything to do with weather conditions.

Another class avow their belief that the climate of the temperate zone is undergoing a change and that old fashioned winters and summers are a thing of the past, all of which is important, if true.

Most of our troubles coming from whatever source are blamed upon the year being one in which we elect a president, wherefore all sorts of disasters are likely to come upon the people. There are those who predict the most stirring campaign of recent years. Why this should be true is not quite evident.

It is a hard matter to rouse the people of to-day to a degree of frenzy which carried the political hosts into protracted sprees of hilarity and debauchery of the sixties and seventies. We have learned a lot since then and do not swear by the party through thick and thin as of old.

The party of Jefferson, which lately held the boards at Houston, delighted many with its eulogy of Jefferson and the demolition of the character of that great American, Alexander Hamilton. Although the latter was not the greatest American, as some have professed to believe, he was yet a man of mark and one of the founders of our form of government.

There is room in this country for both Jefferson and Hamilton without any clash of principles. The one plank in the Houston platform which seems to be wholly out of gear with the times was that one wherein union labor gets a boost and the wicked injunction which serves to protect lives and property of non-union labor from the hellish outlaws who commit crime in the name of labor unionism is denounced.

Why any party should seek to make honest working men servile slaves to any organization is beyond ordinary comprehension. Of course, it was a bid for the vote of the criminal classes which masquerade under the name of union labor. It must be remembered however, that there are many thousands of working men who do not belong to any union—men who have votes which this plank is likely to antagonize.

Politicians sometimes make mistakes and we believe this union labor plank was the one vital mistake made by the Democratic committee at Houston. Time will tell at any rate. Meantime the cohorts are gathering and the campaign will soon be on in all its fury.

That the campaign will take on any of the strenuousness of the olden time does not seem likely at the present writing. Men have something else to do beside marching behind bands from town to town, yelling themselves hoarse over this candidate or that.

Both candidates are men of sterling worth, worthy citizens of this great Republic of ours, yet they represent certain methods of government which are diametrically opposed. The wet and dry question is sure to become a prominent factor in the campaign.

While there is a large body of people who incline to the wet side it is not possible that prohibition is distasteful to a majority of our citizens, half of whom are of the gentler sex who have been the greatest sufferers from

alcoholic drink in the past history of our country.

The farmers can have little to choose between the candidates, since both platforms give them and their cause a hearing in the makeup of the platforms. It has been said the party platforms have been made to get in on, without the least intention of being carried into effect after election.

The weather has not been the most favorable to farming so far this season, which fact ought to remind the tillers of the soil that weather has far more to do with their prosperity than all the political resolutions of all political parties put together.

It is not supposable that any honest citizen wishes to antagonize the farmer in his honest efforts to get to the front in his business. Being honest the farmer must admit that bountiful or slender crops are the main factors in his world of work.

Small production, high prices. Large over production, cutting down of the price, even though Congress resolute in favor of the former.

Farming is a business of vital importance. We must learn not to depend upon Government for a living wage or price for products. Supply and demand, which is a law unto itself, regulates these matters. Let our men and women depend more on personal exertion and less on Government fostering to make their way in the world.

New parties have sprung up in this country at different times, with an appeal to the disgruntled forces of mankind, making large promises, yet in the end they have gone to pieces on the rocks of inexorable logic, victims to their own inordinate self esteem and a fallacious notion that all it requires to make good times is a law enacted by Congress to such effect.

We learn by experience and experience is said to be a dear teacher. Wherefore we are not likely to be led astray to-day, as at some time in the past, by the flatulent promises of political wind-jammers. Old Timer.

Charlevoix All Ready For Her Resort Patrons.

Charlevoix, July 2—I enjoyed my morning walk North to-day and found many of the regular resorters have opened their homes for the season.

William Taylor, the only merchant on this side of the lake, is ready for the rush with a full line of confectionery, specialties in eats and fountain drinks.

The celebrated Fun will open soon under Mr. Kraemer's management.

Mr. Watson is here again in charge of the golf links.

A. S. Mussellam has returned from St. Augustine, Florida, to open his rug and curio shop in the Alhambra Hotel on Bridge street.

Campbell's boot shop has a fine display in their line of ware.

E. J. Kibbe, an East coast guard man, has a neat neighborhood grocery at 204 Antrim street.

I fully agree with you that the merchants are showing their appreciation of the Tradesman. Why shouldn't they? It is the best trade journal ever published in the United States. I herewith enclose another new subscription, that of Clarence J. Withers, who is the proprietor of the Withers variety store at 409 Bridge street.

The Charlevoix sport shop, under the management of Frank Hoffman, has opened a very attractive stock at 122 Bridge street.

C. H. Sternberg is conducting a barber shop and beauty parlor at 409 Bridge street.

The Noble Hotel has opened a homelike lunch room at 411 Bridge street. Business seems to be very good. The hotel is still under the same management on U. S. 31, Antrim street.

Hallett's Inn claims to have had a pretty good trade so far this season.

Benjamin Brown enjoys reading the Tradesman and claims to have a very good business in his line.

S. M. See & Sons report business as pretty good. I notice on their statement head a very appropriate remark: "This is not a dun unless your account is due; if so, give it your prompt attention."

The Charlevoix Coal & Ice Co. (Heise & Yettaw, proprietors) would like a sample copy of the Tradesman. They claim that last winter's harvest of ice from local lakes was very good and the summer trade is beginning to move.

The Brown & Wallace Sinclair station is opposite the new city park, which is an improvement on Bridge street, and the removal of the telephone poles is like taking a roof off a house.

C. Wilson, of Chicago, representing the Henderson Lithographing Co., of Cincinnati, gave us a very pleasant Sunday afternoon ride. It was a very interesting and beautiful scenic trip. We passed through Petoskey and Bay View, which were both in their Sunday garb. On our way to Harbor Springs we stopped at Ramona, where they have a very beautiful hotel and mineral spring, which, I am informed, flows some 10,000 barrels per day. From there we traveled on the lower lake shore drive through Wequetonsing, where the cottages and summer homes are most romantically located. After leaving Harbor Springs and Harbor Point, we took the upper lake drive through the woods to Cross Village and from there via Levering, Pellston and Oden back home.

Earl A. Young, the real estate man on Bridge street, is at present one of the busiest men in Charlevoix-the-Bautiful. Not only is he busy renting cottages and summer homes, but his Boulder Park proposition is coming along nicely. L. Winternitz.

Late News From Grand Traverse Bay.

Traverse City, July 3—The Traverse City Lumber Co. invites readers of the newspapers to call up its office when they desire to learn the hour of the day. It is good advertising.

The Hekman Biscuit Co., of Grand Rapids, has practically supplanted the National and Loose-Wiles in supplying crackers and cookies to independent grocers. Stocks are kept on hand. The company operates attractively constructed and artistically decorated auto vehicles in distributing its product to dealers.

Seventy-five cherry growers from Door county, Wis., inspected the orchards on the Traverse Bay peninsula on Thursday. The visitors were entertained by the Chamber of Commerce.

One hundred young musicians, representing the high schools of many cities throughout the country, are in camp on Lake Interlochen. Rehearsals are held every day. Twenty concerts by a brass band and orchestra will be presented to the public on Sundays during the next two months. Competent instructors are employed.

The Hannah-Lay close-out sale is moving slowly. When the expected crowd of tourists and resorters arrive the management expects to speed up its sales. Merchants generally do not seem to be seriously affected by the closing out campaign of the company. When its big stock (composed largely of the accumulations of past years) shall be cleared off the market, not much will remain to recall to memory the once all-powerful firm of Hannah, Lay & Co. aside from its name on the maps of the city. The only survivor of the Hannah family, it is said, is the wife of Julius Hannah, the only son of the founder of the business.

When Perry Hannah arrived at Port Huron, many years ago, searching for

employment, he had \$300 in his inside pocket. While sojourning in that city he fell in with a brace of gamblers who quickly dispossessed him of his wealth. That experience proved of value to Mr. Hannah. During the many years of activity in business which followed, Mr. Hannah took no chances with questionable transactions. Mrs. Julius Hannah is quite largely interested in one of the local banks and has other substantial investments in Chicago. She lives in the splendid mansion that Perry Hannah erected for the use of himself and family a few years before he died.

J. C. Lewis, city salesman for Lee & Cady, jobbers of groceries in Detroit and Grand Rapids, is spending his vacation with relatives in this city. A few weeks ago Mr. Lewis noticed a big touring car on a street which bore a placard painted with these words: "This is my fourth Packard car." Mr. Lewis owned one of Henry's lizzies which had served him well. A painter of signs was employed and a banner bearing this statement was attached to the ancient vehicle: "This is my first lizzie. I have driven it 215,000 miles." Many examined the vehicle curiously and consulted its recording apparatus to verify the statement of the owner.

Arthur Scott White.

Hides and Pelts.

Green, No. 1	18
Green, No. 2	17
Cured, No. 1	19
Cured, No. 2	18
Calfskin, Green, No. 1	25
Calfskin, Green, No. 2	22
Calfskin, Cured, No. 1	26
Calfskin, Cured, No. 2	23
Horse, No. 1	6.60
Horse, No. 2	5.00

Pelts.

Lambs	50@1.25
Shearlings	25@1.60

Tallow.

Prime	07
No. 1	07
No. 2	06

Wool.

Unwashed, medium	@40
Unwashed, rejects	@30
Unwashed, fine	@30

Scientific men often overdo business when they talk about the accuracy of their experiments and the correctness of their conclusions. Yet the fallibility of scientific men gives no aid and comfort to those who hold to creeds which have long since lost their meaning and use. The most learned and wise investigators in the various fields of science hold to a conclusion, not as proved beyond any possibility of change, but as the best working hypothesis available, the explanation which, on the whole, includes more truth than any other, but still an explanation which may be modified by truth which lies just out of sight.

Milestones.

As we journey along the highway of life, may each new year bring to us new joys, higher hopes, stronger affections, larger faith. May the ties of friendship be tighter drawn, binding "in closer-woven mesh" each to other. May the gift be ours of imparting our sanest, sweetest, divinest selves to men. May we face life's problems with strong purpose, high courage, and unflinching enthusiasm. May our thoughts be as high as the stars and as beautiful. May an increasing fellowship be ours with the Unseen.—Merritt Augustus Farren.

Ideal Occupation.

'Is your son in business?'

"He's a contractor."

"What line?'"

"Debts."

MOVEMENTS OF MERCHANTS.

Holt — Summers & Allen succeed Harry Rogers in the grocery business.

Menominee—The Cook's Pantry has increased its capital stock from \$25,000 to \$75,000.

Portland—Mrs. Bertha Thompson succeeds Ed Fineis in the grocery and tire business.

Detroit — A new Economical drug store has been opened at 200 Woodward avenue.

Grand Ledge—Harry Houghton is succeeded in the grocery business by the P. M. Store.

Detroit—Marshall Morris has opened a new drug store at East Jefferson and Beaconsfield.

Muskegon—Nelson, Olsen & Nelson, Inc., has changed its name to Nelson Motors, Inc.

Battle Creek—John Benson succeeds J. Morrison in the grocery business at 881 Maple street.

Detroit—Lloyd Perry, druggist, 3574 Mt. Elliott avenue, has sold his stock to J. W. Runciman.

Battle Creek—The Sagert Grocery succeeds the Taylor Grocer Co. at 203 South Kendall street.

Detroit—Heine Meyers has opened a new drug store at Seven Mile road and Grand River avenue.

Detroit—Alex Goldman succeeds M. Cohen at the Monica Pharmacy, 7048 Chicago boulevard West.

Detroit—The Dallas Pharmacy is the successor to the Sailor Drug Co., at 8946 Charlevoix street.

Detroit—Roach Pharmacy No. 2 is the name of a new drug store at the corner of Fullerton and Manor.

Detroit—Robert Loomis has opened a new drug store on the corner of Vernor Highway and Military.

Detroit—The Quality Drug No. 3 recently opened on East Jefferson avenue, corner of Hart street.

Menominee—The Thompson Wells Lumber Co., has decreased its capital stock from \$400,000 to \$100,000.

Detroit—Giermanski's Pharmacy is the name of a new drug store just opened at 5200 Six Mile road East.

Detroit—Tom Leonard, druggist at 22801 Woodward, has moved across the street and installed a new fountain.

Detroit—The Aberdeen Pharmacy is the new drug store in the Aberdeen apartment building on Seward street.

Kalamazoo—H. P. Buzzell & Co., Inc., 435 North Rose street, has changed its name to the Pure Food Service, Inc.

Kendall—L. Levinsohn has purchased the shoe and rubber stock of F. J. Chamberlin and removed it to Saginaw.

Benton Harbor—The Premier Pharmacy has recently opened in the Premier Hotel, with John Saline as manager.

Jackson—The Brewer Coal Co., 301 North Mechanic street, has changed its name to the Brewer Coal & Lumber Co.

Kalamazoo—The Acme Co-Operative Marketing Enterprise, R. F. D. 5, has changed its name to the Pick-It-Shops.

Detroit—The Fess Drug Co. has opened at 5635 Michigan avenue with

F. J. Fess and A. L. Kirtland as proprietors.

Detroit—J. B. Young has moved his drug stock from 675 Euclid avenue East to Livernois and Nine Mile road in Ferndale.

Detroit — The Morrow Armaly Sponge Co., 401 Congress street, has changed its name to the Atlantic Sponge Co.

Calumet—The Metropolitan Pharmacy won a five dollar prize in the recent Chicago Tribune window display contest.

Pontiac—The drug store owned by the late C. O. Hubbell will be continued by the widow under the management of C. C. Wiltse.

Detroit—Harry Abrams has bought the Brownie drug store, at 13550 Woodward avenue, and will change the name to Granwood pharmacy.

Detroit—The Barber Drug Co. has purchased two more drug stores—the Brownie Stores at Clark and West Fort and the Trumbull Market store.

Dowagiac—L. Levinsohn has purchased the balance of stock of the Leader Clothing Store and will conduct a closing out sale on the premises.

Detroit—A. W. Stevenson has sold his drug stock at 4051 West Warren to T. W. Irwin. Mr. Stevenson will give his attention to his Buchanan street store.

Detroit—H. C. Schultz, Inc., 442 East Lafayette avenue, wholesale dealer in radios and musical instruments, has increased its capital stock from \$75,000 to \$100,000.

Kalamazoo—C. L. Beach, who opened a new drug store on East avenue, last March, has sold to F. A. Doyle, former manager of Ben Peck's South Burdick street store.

Grand Ledge—A. O. Halstead, druggist for thirty-three years, has disposed of his business to his son, Earl Halstead, who has been associated with his father for some time.

Detroit—The H. C. Pugh Chemical Co., 518 Buhl building, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Muskegon Heights—The Tyler Sales Fixture Co., 929 Riordan street, has increased its capital stock from \$10,000 and 1,000 shares no par value, to \$100,000 preferred and 20,000 shares no par value.

Detroit—The Crystal White Market, Inc., 4611 Twelfth street, has been incorporated to deal in food stuff, with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in property.

Charlotte—The McNamara-Putnam Co., 112 Main street, has been incorporated to deal in drugs, etc., at retail, with an authorized capital stock of \$12,000, \$6,000 of which has been subscribed and paid in in cash.

Pontiac—The Maytag Pontiac Co., 59 West Huron street has been incorporated to deal in washing machines, with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in cash.

Muskegon—Albert Honingman has purchased the interest of his partner, Russell McDowell in the stock of the

Variety Shoe Store, Broadway and Sanford street and will continue the business under the same style.

Detroit—C. W. Shepard, 8156 Gratiot avenue, has sold his store to Charles Miner, who also owns the store on the corner of Twelfth and Blaine. Mr. Sheppard will give his entire time and attention to Sheppard's lotion.

Iron Mountain—The Upper Peninsula Forest Products Co., R. R. 1, has been incorporated to deal in forest products, with an authorized capital stock of \$50,000, \$47,000 of which has been subscribed and paid in in property.

Kalamazoo — Announcement has been made by Floyd C. Miller, president of the Hale Hat Stores, Inc., that the general warehouse and cap factory of the company will be removed from South Bend, Ind., to Kalamazoo, early this fall.

Detroit—The Sunny Manufacturing Co., 4058 Beaufait avenue, has been incorporated to make and deal in household appliances, with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Williams Shoe Market, 5506 Chene street, has been incorporated to deal in foot wear and wearing apparel for women, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Waterford — The Waterford Farm Supply Co. has been incorporated to deal in feeds, seeds, fertilizers and building materials, with an authorized capital stock of \$2,000, \$750 of which has been subscribed and paid in in property.

Muskegon — The Twin City Dairy Co., 1545 Montgomery avenue, has been incorporated to manufacture and deal in dairy products, with an authorized capital stock of \$20,000, of which amount \$8,400 has been subscribed and paid in in property.

Ishpeming—John Ruona, formerly manager of the Ruona Bottling Works, has opened a candy, ice cream, soft drinks parlor and news stand in the recently remodeled Ruona block on Division street, under the style of the Blue Link Candy Store.

Bay City—The Robert J. Wendland Co., 211 Shearer building, has been incorporated to deal in women's ready-to-wear garments, dry goods, etc., with an authorized capital stock of \$10,000, of which amount \$2,500 has been subscribed and paid in in cash.

Saginaw — The Dailey-Mack Co., Young and Maple streets, has been incorporated to deal in vegetables, apples and cider, with an authorized capital stock of \$40,000, all of which has been subscribed and paid in, \$16,000 in cash and \$24,000 in property.

Saginaw — The Andrews-Ellis Co., Inc., Franklin and Hayden streets, has been incorporated to deal in vegetables and act as broker in fruit, fresh or preserved, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Battle Creek—The Calhoun Plumbing & Heating Co., 99 North Division street, has been incorporated to conduct a wholesale and retail plumbing

and heating business, with an authorized capital stock of \$10,000, \$3,300 of which has been subscribed and paid in in cash.

Highland Park—Rice Products, Inc., 1155 Palmer Park boulevard, has merged its business into a stock company under the style of the Rice-Detroit Refrigeration, Inc., with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Flint — The Capital Style Shoppe, 656 Harrison street, has been incorporated to deal in women's wearing apparel, jewelry and specialties, with an authorized capital stock of 100 shares at \$50 per share, of which amount \$5,000 has been subscribed and paid in in cash.

Hart—R. L. Dorsh has opened a variety store in the building recently vacated by the First National Bank. It will be conducted under the name of the 5 and 10c variety store. The crockery and glassware stock was furnished by J. J. Berg, representing Pitkin & Brooks.

Detroit—The Michigan Floors Corporation, 1338 Maple street, has been incorporated to deal in tile, carpet, linoleum, etc., at wholesale and retail, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed, \$2,500 paid in in cash and \$12,500 in property.

Detroit—Yockey Bros., 4303 Fourteenth street, have merged their furniture, carpets, art goods, etc., business into a stock company under the style of Yockey Brothers Furniture, Inc., with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Jackson—Wm. C. Skiles, 122 West Pearl street, dealer in automobiles, auto accessories and parts, has merged his business into a stock company under the style of Skiles Motor Sales, Inc., with an authorized capital stock of 30,000 shares at \$1 per share, of which amount \$13,000 has been subscribed and \$9,000 paid in in property.

Pontiac—The Henry P. Gaulker Co., 43 Orchard Lake avenue, has merged its fuel and ice business into a stock company under the style of the Gaulker Ice & Fuel Co., with an authorized capital stock of \$100,000 preferred and 5,000 shares at \$7.52 per share, all of which has been subscribed and paid in, \$5,000 in cash and the balance in property.

Manufacturing Matters.

Detroit—The Easter Scrap Material Co., 8101 Morrow street, has changed its name to the Morrow Steel Co.

Detroit—The City Metals Refining Co., 687 Illinois street, has increased its capital stock from \$6,000 to \$20,000.

Detroit—The National Die Casting Co., 20401 Fenkell avenue, has increased its capital stock from \$65,000 to \$100,000.

Wyandotte — Aircraft Specialties, Inc., with business offices at 6 Kuhn building, Mt. Clemens, has been incorporated with an authorized capital stock of \$10,000, \$9,200 of which has been subscribed, \$500 paid in in cash and \$4,500 in property.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.75 and beet granulated at 6.55.

Tea—The tea business, speaking of business from first hands, is still comparatively light and lots that are being bought are small. Prices in some of the primary markets have improved somewhat and therefore holders on this side are feeling a little stronger and the market is fairly steady. Prices show a little or no change from last week.

Coffee—The market for Rio and Santos coffee has worked up a very small fraction during the week. This refers to coffees sold green and in a large way. The undertone of the market on Rio and Santos coffee is still rather weak, owing to very heavy stocks left in Brazil. There is undoubtedly far too much green Rio and Santos for the market to take in the near future. Brazilians have not yet found any way to get around this and the situation is therefore sluggish in spite of the very small advance of the week. Mild coffees are about unchanged from last week. The jobbing market on roasted coffee is fairly active, at unchanged prices.

Canned Fruits—California canners are about to announce their fruit prices but it is hardly thought they will do so until July 9 to avoid putting them out during a holiday week and the general market more or less disturbed by the interruption of trading during the middle of the week. Pineapple was so well received that it is hoped the California line will make an equally strong appeal to the buyer.

Canned Vegetables—Distributors are not ready to consider additional contracts for peas as the crop is going into the can from an acreage and under such conditions that a large pack is in prospect in the main producing areas. Neither is there much interest in corn but there has been satisfactory business in Southern tomatoes and it is still going on quietly. There is no disguising the weakness in corn or the disposition to continue to trade in it on a hand-to-mouth basis. Asparagus canning is over in California and while the pack has not been totaled the individual reports of canners indicate that they will have only small surpluses over their contracts, quite different from recent years. There has been good coverage but some of the large buyers have not taken care of themselves as they have gone on the theory that history will repeat itself and furnish them bargains later on.

Canned Fish—A taste of summer weather has been a good thing for the fish line and the market during the past week was more active in the jobbing field. Pink salmon sold more freely and in larger blocks on the spot and it has been possible to get a better average price for it. Cheap lots have disappeared where the quality is satisfactory. Chums are scarce here but reds are easily obtained without being forced to pay a premium. The Chinook situation is the same as a week ago as to opening prices and as to scarcity on the spot. Maine sardines have been reduced to keep them from accumulat-

ing and this has been possible as the pack so far this season has been light. Other fish were without special change except for a better jobbing demand.

Dried Fruits—The demand for dried fruits is only fair. The reason being the plentiful supply of fresh fruits. Prunes are selling fairly well at steady prices. Oregons being still very scarce. Raisins are quiet, but nevertheless show some movement every day. Apricots and peaches are about unchanged for the week. The market is quite irregular.

Salt Fish—Salt fish is in seasonable jobbing demand, with no heavy movement toward the consumer to cause a radical change in prices. Holdings of mackerel are not excessive and in some of the better grades are short of requirements, which causes an irregularity in quotations which are based upon the individual ideas of the seller. Poor fish is selling on its merits. Advices from Europe indicate no excess in the spring pack in Ireland or Norway. In the former country the catch was almost a failure and salters have had the opportunity to dig into their carryover. The American shore season has not advanced far enough to determine the outturn, and for the most part traders are taking care of nearby rather than later needs. Scotch herring is in some surplus and favors the buyer.

Rice—A better undertone is developing to conform to the improvement in the situation throughout the South and while there has been no radical change in prices, buyers are less reluctant to take stocks at the generally quoted basis. Supplies here are not excessive and are difficult to reproduce in the South, particularly in some varieties, such as Blue Rose.

Nuts—The leading shelled nuts, almonds, walnuts and filberts, occupy the center of the stage in attention if not in the way of volume trading. Stocks are too light to permit of a free movement, when the seller is holding firm and the buyer is unwilling to force up the market upon himself when by waiting he hopes to cause a reaction. Postings, however, do not indicate any weakening in the situation as the strength is based upon the comparatively small supplies of carryover with a much shorter crop of all varieties this year than last. Shellers are more or less out of the market on both offerings and when importers cannot cover to advantage they have assumed a much different attitude regarding their spot stocks. Other shelled nuts are not conspicuous at the moment. In nuts in the shell the main interest is in Brazils, on which opening prices on new 1928 crop have been named by some importers. Strength has developed in this article by reason of the statistical position of Brazils, backed up by the prospect of much less competition from other nuts than was the case in the season just ending. Cheap walnuts, almonds and filberts influenced the sale of Brazils to a considerable extent, but much less competition is anticipated during the coming months.

Syrup and Molasses—The demand for sugar syrup continues fair and as the output is very moderate, the mar-

ket is steady. Compound syrup is up 10 cents again, on account of advances in corn. Demand is fair. Demand for finer grades of grocery molasses are rather poor just now, as befits the season, and will not brisk up again until fall.

Cheese—Cheese is still firm, on account of light offerings and fairly active demand.

Beans and Peas—Demand for all varieties of dried beans is poor and prices are about steady for the week. The same applies to dried peas.

Vinegar—All types are short of normal for the season and are in strong hands. Much of the demand has to be satisfied by picking up goods in resale markets.

Pickles—Assortments are broken and are deficient in some popular sizes even in resale markets. As present stocks will have to suffice for several weeks there is a firm undertone throughout the whole line. Distribution is fully up to normal.

Sauerkraut—Bulk packs are dull, while canned kraut is less active than in the spring but in more general demand than the former. Except for unattractive packs the market is maintained. Business in futures is being held in abeyance until the packing season is nearer at hand.

Review of the Produce Market.

Apples—Western Jonathans, \$3.50 per box; Rome Beauty, \$3.50 per box.

Asparagus—\$1.50 per doz bunches for home grown.

Bananas—5@5½c per lb.

Beans—Butter, \$1.65 per Climax basket for Tenn.

Butter—There is still a lot of under-grade butter in the receipts and it is being sold at irregular prices. The market on fine creamery butter has shown fluctuations, both up and down, during the week. At the present writing it is steady and the basis not materially different from last week. Demand is fair. Jobbers hold fresh packed at 42c and prints at 43c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—Home grown, \$1 per bu.

Cantaloupes—Imperial Valley stock from California sells as follows:

Jumbos, 45s\$4.25
Jumbos, 36s4.00
Standards4.25
Flats1.75

Carrots—Calif., \$5 for Iceberg crate. Cauliflower — New from Florida, \$3.50 per doz.

Celery—Home grown, 50@60c per bunch, according to size.

Cherries—\$3 per crate.

Cocoanuts—\$1 doz. or \$7.50 a bag.

Cucumbers—Indiana hot house, \$1 per doz. or \$1.75 per box; home grown hot house, \$1 per doz.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans\$10.10
Light Red Kidney9.10
Dark Red Kidney9.25

Eggs—The demand for fine fresh eggs has been uniformly good throughout the week. Offerings are only moderate and therefore the market is steady to firm. The market is steady at this writing. Jobbers are paying 28c.

Grape Fruit—Florida commands \$6.50@7 per crate.

Green Onions—Home grown, 20c per doz. bunches.

Lemons—The market is steady on the following basis:

360 Sunkist\$9.00
300 Sunkist9.50
360 Red Ball8.50
300 Red Ball8.50

Lettuce—In good demand on the following basis:

Arizona Iceberg, 4s, per crate	..\$5.50
Arizona Iceberg, 5s, per crate	..5.50
Outdoor grown leaf, per bu.90
New Potatoes—\$2.50 per bbl. for North Carolina stock.	

Onions—Texas Bermudas, \$2 per crate for white or \$1.85 per crate for yellow.

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

100\$6.25
1267.50
1507.50
1767.50
2007.50
2167.50
2527.50
2887.50

Red Ball 50c cheaper.

Peppers—Green, 50c per doz.

Pieplant—Home grown, \$1 per bu.

Poultry—Wilson & Company pay as follows:

Heavy fowls22c
Light fowls15c
Heavy broilers30c
Light W. L. broilers18c
Radishes—20c per doz. bunches for home grown.	

Strawberries—Michigan grown are now in ample supply, commanding \$5@3.50 per 16 qt. crate.

Tomatoes—Home grown hot house are now in market, commanding \$1.50 per 7 lb. basket; 6 lb. basket from Calif. fetch 85c.

Veal Calves—Wilson & Company pay as follows:

Fancy21c
Good19c
Medium16c
Poor10c
Watermelons—50@75c for Florida.	

Dinner Waits on Washing Powder.

The store was full of customers, but the small boy pushed himself to the front and cried out:

"I say, Mr. Brown, will you serve me quick? Dad's waiting for his dinner."

"Well, what do you want, my little man?" asked the grocer, leaving the customer he was serving.

"Two bars of soap and a package of washing powder."

Fife Lake—L. E. Green, dealer in groceries, fruit and vegetables, has sold his stock to A. L. Snell, who has taken possession.

Technical training is fine, but a knowledge of men's hearts is worth more to the merchant.

Enlightened management pays as much attention to avoiding man-friction as machine-friction.

Treat yourself to sunshine—outward and inward.

SUPREME COUNCIL, U. C. T.

Report of the Annual Convention at Columbus, Ohio.

The forty-first session of the Supreme Council of the United Commercial Travelers was called to order at 10 a. m. on Tuesday, June 26, in its headquarters building at Columbus, Ohio, by Supreme Counselor, Percy A. Patterson.

After the regular full form opening, John H. Love, of New York City, a traveling man of twenty-five years' experience, but now a retired capitalist, came before the assembly with the announcement that a large tract of land, consisting of over 1,000 acres located near Winston-Salem, N. C., together with \$130,000, had been bequeathed for the purpose of establishing a home for traveling men and their families. He stated that, to properly finance this matter, it would require an endowment fund of approximately \$3,000,000. He described the lay of the land and the wonderful opportunities and advantages of the place for the purpose suggested. After thoroughly discussing the matter, the organization heartily endorsed the proposition. While it will, undoubtedly, take several years to work out the proposition, it will be a refuge and home for such traveling men who, through misfortune or otherwise, feel the need of a home of this nature to retire to.

T. J. Phelps, of Bluefield, W. Va., chairman of the Rivers and Harbors committee, submitted a very elaborate report covering the activities of the committee during the past year. Referring to the tonnage carried on the Ohio river and its tributaries, he stated that it was not only immense at this time, amounting to 1,600,000 tons, but was steadily increasing. The Rivers and Harbors committee is being assisted by Congress, which, at its last session, appropriated \$55,866,000 for the purpose of developing rivers and harbors in this country. He stated that they are working on the motto "Not a project, but a programme." His report was received and referred to the Resolutions committee.

Judge Sater, of Columbus, of the Federal Court, was then presented and gave a perfect resume of the organization of this order forty-one years ago. He stated that, out of the original organizers, only two are now living—himself and Charles Amble. He then discussed the jury system, showing the improvement in the method of selecting jurors which goes far to insure a better carrying out of justice. He complimented the U. C. T. for their activities in connection with legislation as regards railroad fares, excise taxes, bankruptcy laws and also in their efforts to help the small business man as against the super-trusts.

The Auditing committee submitted its report, showing a net surplus of \$2,225,981 in the treasury.

Floral tributes were presented to Supreme Secretary Walter D. Murphy by the Indiana delegation.

The matter of social service work and service being rendered by the Minnesota and North Dakota grand jurisdictions as to their work in look-

ing after the comfort of members of U. C. T. organizations who are at the Mayo Sanitarium, at Rochester, Minn., and also in their efforts to secure positions for these men, having established a regular labor bureau for that purpose, was submitted to the Supreme Council and heartily commended.

An effort was made to change the eligibility list, but after a thorough discussion of same it was decided to leave this matter as it has been.

Peaches from Georgia in abundance were presented to the gathering by George W. Urquhart, Supreme Sentinel, who hails from Georgia.

The matter of changing the ritualistic work was reported on by the committee, discussed and referred back to the same committee with instructions to complete the drafting of a short form of the plan of work. The councils have the privilege of using the old form now in use or the shorter form to be submitted by the committee. The members of the committee are George Hunt, of New England, Frank Rosier, Missouri, and William J. Sullivan, of Colorado.

Serious thought and discussion were given by the convention to every measure submitted and, while it was one of the most harmonious sessions ever held, all the details were carefully looked after and thoroughly understood before final action was taken.

The closing session was held on Thursday with the election of officers, which resulted as follows:

Supreme Counselor—M. J. Martin, Texas.

Supreme Junior Counselor—Chas. P. Doherty, New York.

Supreme Past Counselor—P. A. Patterson, Pennsylvania.

Supreme Secretary—Walter D. Murphy, Ohio.

Supreme Treasurer—H. J. Percy, Ohio.

Supreme Conductor—A. W. McFarlane.

Supreme Page—Geo. W. Urquhart, Georgia.

Supreme Sentinel—Geo. N. Peterson, Minnesota.

Supreme Chaplain—W. J. Rowe, Texas.

Chief Agent of Canada—Harry F. Moulden.

The following standing committees were appointed by Supreme Counselor M. J. Martin:

State of Order Committee—Sam I. Bolton, Nashville, Tenn.; Lou G. Everson, Wisconsin; H. A. Prichett, Louisiana.

Jurisprudence Committee—P. S. Willard, New England; C. C. Bonner, Oklahoma; E. B. McMaster, Vancouver.

Rivers and Harbors Committee—T. J. Phelps, Washington; Sam T. Reed, South Carolina; J. B. Montgomery, New York.

Auditing Committee—James K. Jordan, Arkansas; C. W. Sutton, Minnesota; H. Y. House, Texas.

Following the election of officers George Hunt was selected by the incoming Supreme Counselor to install the newly-elected officers. Anyone who has ever heard George Hunt do this work in his inimitable manner

knows that each officer was not only properly installed, but received some personal admonition and advice from George Hunt which he will remember all his life. This one feature of the convention alone is well worth long miles of travel and the hard work entailed in attending the convention.

On Tuesday night the Ancient Mystic Order of Bagmen held a banquet at the Neil House, following which the election of officers of the guild took place, resulting as follows:

Imperial Ruler—W. W. Harding.

Imperial Generalissimo—George E. Hunt.

Viceroy—John D. Hardin.

Prime Minister—George E. Radasch.

Master of Ceremonies—J. D. Aldhizer.

Chief of Guides—Harry P. Rothermel.

Captain of the Guides—L. G. Everson.

Caliph—L. G. Pritchett.

Wednesday evening a very fine banquet and entertainment was given the delegates at the Deschler-Wallick Hotel. Fine souvenirs were presented by the hotel management. Sam T. Breyer, of California, Percy A. Patterson, of Pennsylvania, and M. J. Martin, of Texas, gave interesting talks.

The Michigan delegation noticed with much pleasure the action taken by the supreme body in regard to the amendments submitted conforming to and with the action taken by the Michigan Grand Council at their meeting at Petoskey the week before the meeting of the Supreme Council.

Jim Martin, in his speech of acceptance of the office of Supreme Counselor, asked for the support, confidence and co-operation of the membership. He stated that he had the reputation of being a Wild West Texan who had been running loose over forty years, but that, if the membership would bear with him and take him as he meant, he hoped to get through his year all right. He apologized for his inability to recall names, asking that every member greet him as "Jim," and if, by chance, he failed to remember that party's name, that he be excused for it. The Texas delegation then asked for the privilege of the floor and, proceeding to a position directly in front of the newly installed Supreme Counselor, presented Mr. Martin with a beautiful floral star, representing the Lone Star State of Texas, a gavel which, they stated, was bound with a steel band of nickel in order to resist the use Mr. Martin would make of it in presiding over the meeting of the convention next year. Then Billy Rowe, of Texas, who was unable to be present owing to an accident, gave a beautiful bible which was presented to Mr. Martin with appropriate remarks by one of the members of the Texas delegation. This was one of the most touching features of the convention. It literally got Jim Martin's "angora," and for the moment he was unable to reply. However, he was immediately given the privilege to give his famous Texas yell, which he did, and was able to express his thanks in a most appreciating manner.

Gene Welch, the silvery tongued

"senator" from Kalamazoo, was, as usual, all over the convention, spreading the glad tidings that Michigan had a real candidate for Supreme Sentinel in the person of L. V. Pilkington, of Grand Rapids.

It was remarked on the convention floor that Charlie Smith, editor of the Sample Case, received more verbal bouquets and compliments than any other member of the organization. Charlie is certainly making a success of developing the Sample Case, showing a nice profit to the organization this year.

Fred Fenske, of Bay City, had the nerve to take exception to a decision on a point of order rendered by Supreme Attorney Dillon and won his point. The Michigan delegation immediately dubbed Fred the Assistant Supreme Attorney.

H. R. Bradfield, of the Michigan delegation, was again appointed as chairman of the Mileage and Per Diem committee, which is a very popular committee with the delegates until its report is turned in. This committee has the duty of figuring out the amount of mileage and per diem each delegate is entitled to and each man received the amount due him immediately following the adjournment of the convention.

The convention was favored by unusually nice weather this year. Practically every delegate commented on the good fortune enjoyed by the delegates in this respect.

L. V. Pilkington was presented to the convention as a candidate for the office of Supreme Sentinel. Undoubtedly Vern would have received a fairly good vote but, inasmuch as the convention had the opportunity to secure the services of George A. Peterson, former State Senator of Minnesota, and at the present time Secretary of the Minnesota Retail Grocers and General Merchants' Association, it was decided to withdraw Vern's name and support the nomination of Mr. Peterson. Two other jurisdictions, each having candidates for the same office, followed the example set by the Michigan jurisdiction and withdrew their candidates and the election of George Peterson was made unanimous. This action by the jurisdictions gave evidence of the fraternal feeling which controls the U. C. T. at all times.

Homer R. Bradfield.

Turks May Lift Pork Ban.

Pigs, the "unclean" animals of the Moslem world, may be promoted to the Mohammedan bill of fare before many years pass.

Other religious traditions, centuries old, have been wiped out by Mustapha Kemal Pasha, and few persons in Turkey would be surprised if the ostracism of pork as food should be lifted.

There has been talk of a pig raising experiment on the president's big model farm near Angora. Many pigs are running wild in Anatolia, but up to the present a good Moslem would not soil his hands by killing one.

Dainty ham sandwiches, however, have often been eaten at public functions there by Moslems, who either did not know what they were eating or pretended they did not know.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Richer by \$15,000 because he held onto his money instead of investing in a "sure thing" which promised enormous profits and which was thrown in his way by a person who represented himself as a member of the New York Stock Exchange, a Cleveland man has Better Business Bureau co-operation and the Bureau slogan—Before You Invest—Investigate—to thank for keeping him out of a financial trap. In this scheme the name and reputation of the Stock Exchange were abused in the performance of what purported to be a "good turn" for services rendered.

While wintering in the South, the Cleveland man made the acquaintance of a man who was staying at the same hotel. One day, while walking through a park, they found a purse which contained a small amount of cash, an identification card, and a certificate for a seat on the New York Stock Exchange. Returning the purse to its owner, they were assured that he would consider it a privilege to "tip" them off to a good investment on the stock exchange.

The owner of the purse even went so far as to actually make a small purchase of stock for the Cleveland man which returned a small profit. This generous gesture was followed by the suggestion that the Cleveland man make an additional purchase in the stock to the extent of about \$15,000. Before doing so, however, the man from Cleveland learned the facts by consulting the Cleveland Better Business Bureau. The upshot of this wise and sound procedure was that he decided to keep his \$15,000. In other words, he was richer by \$15,000 than he would have been had he not stopped to investigate before he invested.

Several weeks elapsed before the purse with the Stock Exchange membership card was "found" again. It was next found by a Columbus, Ohio, man in another Ohio city. When the purse was returned to its owner the Columbus man was offered the opportunity of making money right and left by merely following "tips" with which the "member" wished to express his appreciation for the return of the purse. As a matter of fact he was promised a return of at least \$175,000 on a \$13,000 investment if he took advantage of the "member's" advice on a proposition immediately.

The Columbus man agreed to meet his new friends at Cleveland a few days later to talk the matter over. In Cleveland, however, both the Stock Exchange "member" and his aide were arrested. The latter was identified by the Cleveland man as the person with whom he was walking when the "member's" purse was found during his sojourn in the South.

Thus it is evident that while an innocent looking purse containing a little cash and a membership card of the New York Stock Exchange may have its place among the classic hoaxes of April Fool's day, it is completely ineffective in deluding those who investigate before they invest.

Automobile service companies now constitute one of the commonest membership promotion plans in the United States according to an enquiry recently completed by the National Better Business Bureau. In many instances misleading claims as to reduced service charges, insurance protection, and minimized legal costs have been found by Bureau representatives to form the basis for the growth of a number of companies of this type.

In approaching motor car owners for membership in these companies, solicitation is usually made directly in the street or through the mails. The Bureau has found the companies to be both local and country-wide in scope, but in both instances the implication is made that the service contract which the motorist is given in return for his membership fee includes a complete insurance policy indemnifying him against all liability, property damage, loss from fire and theft, etc., and assuring him discounts in the purchase of accessories, gas and oil.

Statements concerning legal services furnished by the company have led prospects to believe that the company would be responsible for all damages caused by the contract holder's car. The facts are that the policy usually consists of a personal accident policy of very limited coverage which does not protect the holder against liability, property damage, or loss by theft. The legal services generally represent the giving of legal advice and assistance and do not cover the contract holder in the event of a suit for damages caused by his car.

The implication usually made in selling the service contract is, however, that it includes a complete insurance policy indemnifying the contract holder against all liability, property damage, and loss from fire and theft and that discounts can be obtained almost universally on purchases of accessories, gas and oil.

Although the contract sold by these organizations usually includes towing service and a discount on accessories, the service and discounts are not obtainable at all garages and filling stations. The number of garages and filling stations at which such discounts may be procured is sometimes very limited.

By representing that these clubs render "automobile club" service, the sales agents of some of these companies imply a connection with some recognized automobile club. The Bureau has found, however, that these companies are in no way associated with reputable automobile clubs but are commercial projects promoted entirely for profit.

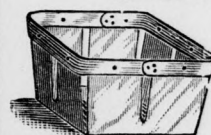
All persons who are approached by salesmen for these companies are urged by the National Better Business Bureau to read the contract carefully before signing it. This will safeguard the prospect against misunderstanding as to what "service" he may expect to derive from the company in return for his membership fee.

The National Better Business Bureau, Inc., or any of the local Bureaus will be glad to furnish the facts regarding membership schemes of this nature without cost to the enquirer.

Some things are settled once for all, like the position of the sun in the solar system, the law of gravitation within that system, and many other things which no man will ever question again. Experts in biology believe in natural selection, but probably no scientist to-day would assign it to the important place it held thirty years ago. No scholar now believes that plants, animals, and men were created

six thousand years ago; but he would be a bold man to-day who would declare that he knew precisely by what process of development the species now known were evolved. We know that a great many things once believed are not so. Still it does not strengthen the position of those who maintain the old creeds to say that absolute certainty has not been attained in any department of science.

BERRY BASKETS



Cherry & Cass

\$6.75 per 1,000 in 10,000 Lots
\$7.00 per 1,000 in 1,000 Lots
\$4.00 per 500 in 500 Lots

F. O. B. Cars, Augusta, Mich.

Write us for descriptive Price List of Quantity Packages

AUGUSTA BASKET CO.

Augusta, Mich.

Mocha Richness



Men enjoy it because of the stimulus of that mellow "double flavor" that smacks of Mocha. Women use it because it always pours clear and has that creamy taste of flavor quickly extracted. Family budgets call for it because "double flavor" makes more cups per pound.



LIGHT HOUSE COFFEE

It's Double Flavor

NATIONAL GROCER CO.

ALL HIGHWAYS LEAD TO

RAMONA PARK

(Reed's Lake, Grand Rapids)

Amusement Center of Western Michigan.

RAMONA THEATRE

Offers Keith's Vaudeville Twice Daily.
Matinee, 3 P. M., 10-20-30 Cents and
Night, 8:30 O'Clock. All Seats Reserved.
Bill Changes Twice Weekly, Thursdays and Sundays.

RAMONA GARDENS

offers

KOLKOWSKI AND HIS JOY BAND.

Dancing Every Night Except Sunday and Monday.
Perfect Floor! New Decorations! Popular Prices!

RESULTS IRREGULAR.

As in trade, the results of the half year in industry have been irregular. Activity in the basic lines of steel, motor production and building construction has failed to spread in the way that was expected earlier. At the same time, these operations are well sustained and even a little above the seasonal levels, so that a basis is ready for a more thorough-going and general recovery if all goes well with the crops.

With the candidates and their platforms chosen politics now takes the foreground. It has been constantly dinned into the ears of business that the election bugaboo is a thing of the past. No doubt it is less of a problem than in years gone by, for the reason that extreme proposals are no longer good political medicine. On the other hand, a close contest, such as seems in prospect, is quite likely to have a retarding influence.

The rise of the call rate to 8 per cent., the highest in seven years, brought further study of the money market during the week. Heavy gold exports, the steps taken by the Reserve authorities to tighten up on speculative loans and the preparations for the month's and the half year's settlements were offered in explanation. Time money and commercial paper rates have firmed up, a penalty business must meet for an inflation entirely apart from its field. However, an easing is expected within the near future, barring untoward financial developments.

As reflected by car loadings, the distribution movement shows up more favorably, but the last figures reported are still a little below those of a year ago. Miscellaneous and merchandise shipments, however, are above last year's totals. Failure figures for the six months will show a small percentage gain in number but a larger drop in liabilities.

TRUTH AND THE PUBLIC.

Campaigns in favor of truth in advertising are apt to be regarded by the public with amused skepticism. This skepticism is based on the belief that when it is commercially profitable to say nice things about a salable article, nice things will be said, whether they are strictly accurate or not. But exaggeration is a different thing from fraud. And whereas nobody really believes in the elimination of that appealing note of rosy optimism which makes advertising matter such good reading, there is no reason why specific deceit should not be exposed and abolished.

Much has been done in this direction already. It is not in the interest either of honest advertisers or of the agents or of the press any more than it is in the interest of the public that misleading statements should be published.

In this connection it is only just to point out that the much-abused "middleman" sometimes plays an essential part in the commercial activities of the community. For it is the advertising agents who have in most instances had the opportunity to improve the stan-

dards of modern advertising. The balance of control lies very frequently in the hands of the agents, and it must be said that the influence of the great agencies is to be credited with no small part of the improvement which has taken place in recent years.

An organization to abolish fraudulent advertising entirely is now being established under the auspices of the Federal Trade Commission. The commission intends to make an appeal to publishers for voluntary co-operation in checking false assertions.

This campaign is certain to meet with a ready response among newspapers and magazines, whose aim and interest it is to retain and not to alienate public confidence.

SAFER AIRPLANES.

So rapid has been the increase of public interest in aviation during the past year that the Guggenheim Fund for the Promotion of Aeronautics now considers the educational phase of its work completed. An air-minded public may be relied upon to supply the capital necessary for the further development of commercial flying, already established on a sound and profitable basis.

This is remarkable progress for the brief period which has elapsed since Lindbergh took off for Paris. But the plans for organizing new air-transport companies and the prompt response of the public to such undertakings, as evidenced by the activity in airplane stocks, seem to bear out the conclusions of the Guggenheim Fund officials. Commercial aviation has been so enthusiastically welcomed in this country that few can doubt that we shall soon be rivaling Europe with our express and passenger service.

The Guggenheim Fund, however, is by no means withdrawing from its work in promoting aeronautics. The resources which have hitherto been employed in educational airplane tours and equipment loans to struggling companies will now be used for research in fundamental aeronautical and aerodynamical problems. The fund, that is, will concentrate upon the safety factor in flying. Having played its part in introducing the airplane, it will now endeavor to give us above everything else safer planes.

We hope that it will be as successful in attaining this goal as it has been in its educational work. It is a far harder task and one in which it cannot rely so largely upon the spectacular achievements of our Byrds and Lindberghs.

AHEAD OF A YEAR AGO.

With both overdue purchases to make and special vacation needs to satisfy consumer buying gave a good account of itself during the week when the sun was shining and rain did not interfere with shopping. But from many sections of the country came reports that rain is holding down trade. The month, however, ought to show fair results and carry totals somewhat ahead of a year ago when business prospects had grown somewhat doubtful.

For the first half of the year trade results have varied among the differ-

ent branches of distribution. The chain systems have set up good increases, due largely to the expansion of their units. The mail order houses have effected more moderate gains, and here again the addition of stores is a factor.

In the case of department stores, where the movement of trade is readily ascertained, the six months' figures in the aggregate show a small loss in comparison with the volume done in the first half of 1927. But the showing by reserve districts is very irregular and declines for five districts offset gains in seven. The course of trade this year has been just as mixed, with increases only in February, March and May.

Wholesale merchandise markets during the week were fairly active, and buyers in the primary markets were more numerous than the preceding week or the corresponding week last year. Reorders on seasonal goods, purchases for mid-Summer sales and sampling of the new Fall lines were all in evidence. Due to the backward retail season road salesmen have not been getting very satisfactory Fall orders, and second trips with new showings are planned in many instances.

COTTON, WOOL AND SILK.

After making a new high for the year on reports of rain in growing sections cotton reacted a little during the week, but the advance has stiffened up the goods market and prices have been marked up. Buyers have shown first real interest in some time, since the rise in the staple is also coupled with plans for extensive mill curtailment. However, the supply of goods is still heavy, as is indicated by the disparity between present cotton and cloth price levels. The staple is up more than 26 per cent., and the goods index only 7 per cent. A good deal of interest is taken in the plans whereby the New Bedford manufacturers hope to lower costs and improve their products. They announced such plans in publishing their decision to reopen their mills to striking employees on July 9.

In the woolen industry the best activity is in the women's wear division at present, since the garment producers are ordering fall fabrics in fair quantities. The industry as a whole was shown to have operated at 59.7 per cent. of wide loom capacity on a single shift basis last month, as against 57.9 per cent. in April and 58.1 per cent. in May, 1927. The wool market is even quieter, and some price easing is reported here and abroad. Silk manufacturers are cautious in their buying of raw material, but they are now enjoying quite a well-distributed demand on fall materials.

TO IRON OUT TRADE KINKS.

Four years ago a comprehensive survey of the causes of friction between buyers and sellers was made by an expert connected with the National Retail Dry Goods Association as a start on a program to reduce these misunderstandings and the huge waste involved. After this fine start the crusade grew dormant. Recently it

was revived, and last week the first meeting of a Trade Relations Committee was held to put a new program under way.

As explained by the director of this work it has been decided not to attempt establishing more harmony and accord between all buyers and all sellers, but to undertake investigations and remedies by single industries so that problems distinct to each group may be studied.

Even at first glance, this is a method that promises more in the way of results. Another advantage that the present program seems to have is that it is launched under retail auspices at a time when almost a universal buyers' market prevails. The sincerity of the merchants who engage in this important reform measure can scarcely be questioned in the circumstances, and the support of sellers should be hearty, since they have a good deal to win if honest regulations replace the chaos present in many lines.

SHIPS FOR SALE.

The long-expected action toward again offering the United States Lines for sale has been started, with indications that the President's desire to sell the Government's fleet to private interests will be realized.

The Shipping Board discussed the question without adverse comment, according to reports, and referred it to the ship sales committee. This committee is headed by T. V. O'Connor, chairman of the board, who has been identified with Mr. Coolidge's views favoring sale of the ships as rapidly as would be consistent with sound business policy. Its other two members are also understood to favor private operation.

The chief interest, therefore, lies in the possible combinations under which this important unit of the Government's merchant marine would be offered for sale. Nearly two years ago an effort was made to dispose of this service, but no acceptable offers were received. The mail contract and other more liberal provisions of the new Jones-White law, however, may facilitate the new attempt to end this phase of Government ownership inherited from the war.

MACHINES AND PROSPERITY.

Every one is talking of prosperity and wondering about the possibilities of its increase and continuance in the United States. The matter of machines is brought up again by M. W. Alexander of the National Industrial Conference Board. Mr. Alexander seeks to show that the machine is a great boon to humanity, even where it replaces men and increases output.

It seems odd that this point should have to be repeatedly stressed. Automatic machines have consistently added to the sum of human welfare and to the prosperity of those who use them.

Prosperity isn't a matter of limiting production. It is a matter of making production as efficient as possible and then of seeing to it that markets are opened and kept open for the increased output that is made possible through new and scientific methods.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Last week's Out Around covered a rather wide expanse of wonderful country and included several very prosperous business localities. The first stop was at Lyons, which is certainly very beautifully located in a valley surrounded by high hills on the North and South.

The little scenic county park a short distance East of Lyons was a happy thought on the part of someone who had an appreciation of the beautiful in nature.

At Fowler I found a change in ownership had just taken place in the Pewamo Hardware Co. The Pewamo Elevator Co. has sold its stock in the organization to Neville Davarn, who is now sole owner of the business. Mr. Davarn has been connected with the store three years and has large plans for expansion of the business.

Matherton and Hubbardston have apparently made little change during the past dozen years. They are holding their own.

I found Carson City merchants very happy over the nearing completion of the Florin Manufacturing Co., which will shortly engage in the manufacture of washing machines on a large scale. Manager Smith was in Portland when I called, so I could secure no authentic information regarding the size and capacity of the building.

Carson City has always been a favorite town with me, because of the hearty manner in which the business men of the place welcomed the Tradesman when I launched the frail venture forty-five years ago. I distinctly recall how the late Frank Rockafellow accompanied me to call on every merchant in the place and helped me make the subscription representation in that town 100 per cent. I was able to maintain this ratio for many years. I showed my appreciation of this action later by purchasing a large block of stock in the Carson City Savings Bank, which was subsequently sold to the State Bank of Carson City.

Exactly fifty years ago to-day I made the trip by stage from Fowler to Carson City over the same route I traveled Saturday afternoon. The spring season had been a wet one, about the same as this year, and everything in the way of vegetation, grain and grass crops and tree and shrub foliage was at its best. I thought then the country was one of the most beautiful sections I had ever had the pleasure of inspecting. I have no occasion to change my opinion after repeating the trip over the same route last Saturday.

No matter which way I approach Crystal I always get a pleasant impression of the town, which is so beautifully located on the bank of Crystal Lake. I received a cordial welcome from my long-time friend, Fred T. Kimball, as usual. This time he helped me secure two additions to our subscription list, for which I am duly thankful. I think every merchant in Crystal but one is now on the regular reading list of the Tradesman,

which makes me feel very secure over their immunity from frauds and cheats.

Speaking of cheats reminds me that I crossed the tracks of several merchants who have fallen prey to the machinations of these scamps on my last Saturday trip. All of the victims were merchants who think they are wise enough to do business without the advice and assistance of the Tradesman. I added three merchants of this class to our reading circle, but as many more stood out and insisted they could run their business without the help of a trade journal which they "have no time to read." I can always locate this class of merchants the moment I cross their threshold. One glance at their stocks leads to the conclusion that merchants who have no time to read have no time for anything else either.

Crystal merchants feel very secure over the installation of a combination chemical and pumper apparatus, which they keep in apple pie order. I wish every Michigan town the size of Crystal was as well provided for fire protection as she is. Although the new apparatus has been in possession of Crystal but a short time, it has already saved more property than the machine cost. In other words, the fire fighting device has already justified its existence and the cost of acquirement and maintenance.

I heard little complaint from Lakeview merchants regarding poor business. All I called on insisted that their volume is in excess of what it was for the corresponding period a year ago.

At Amble I called on a merchant who appears to take the hook every time a cheat comes within hailing distance. He has been victimized by several fraudulent schemes which had been previously exposed by the Tradesman. He still insists he can get along without the Tradesman, which means that he would rather hand out \$100 per year to cheats and frauds than invest \$3 in a trade journal which would render him immune from the swindling gentry. I can stand it if he can.

Speaking of frauds reminds me that the Coats needle chaps at East Orange, N. J., are now sending out packages of needles to the gasoline stations all over Michigan. Scarcely a day passes that I do not receive a letter from the owner of some gas station, enquiring how he shall handle the situation I never make but one reply to this enquiry—write one letter only, reading, "You can have your needles by calling for them or by sending me \$1 for the trouble you have made me in sending me goods I never ordered."

In returning home via Howard City it was a pleasure to hit the cement within the corporate limits of the town, instead of being compelled to navigate the mile or more detour which has been in use for several months. Howard City is paving her main business street with cement, which will give the town a much better appearance and put her in the same class—so far as paving is concerned—with Rockford and Cedar Springs. E. A. Stowe.

The profits of speculation are slippery.

About the Mushroom Tariff.

The New York Journal of Commerce has received a letter from a prominent importer of fancy grocery products who wishes to add his word to the question of domestic mushroom production and the duty on the imported product. He writes:

"For the benefit of those who are not on the inside we wish to state that at a tariff hearing in Washington before the present tariff was enacted, the interests representing a domestic mushroom packer stated to the commission that it was imperative that a very high tariff be put on mushrooms to protect various breweries that were put out of business on account of the prohibition law, and who were going to engage in the canning of mushrooms, so as to enable them to make use of their plants. As yet we have to learn of a single brewer who has embarked in this line of business, and it looks very much as if the only packer of mushrooms at the time the new tariff was made put over a good one. The duty of 45 per cent. on mushrooms is excessive, as are rates on many other articles in our particular line."

Honey Grades Standardized.

The bee and honey exhibit at the Ohio State fair this year was of unusual interest to members of the United States Department of Agriculture because of the fact that the premium lists on honey were based on the United States standard grades for honey, which have just been announced. There are indications that the United States standard grades for honey are attracting considerable attention, not only in this country but abroad. The following paragraph in recent correspondence with a domestic firm which exports honey indicates the attitude of the trade toward these grades:

"We appreciate very much the work the United States Department of Agriculture has done in inaugurating uniform methods for grading honey, because heretofore one never knew what would be received when ordering a certain quantity of honey; the opinions as regards colors differed too much. We are now buying honey from the producers on basis of Department of Agriculture certificate final, and we are trying to make our European customers agree to the same terms."

Handbag Lines Nearly Ready.

Fall lines of handbags are being fast completed and will in a number of instances be offered to the trade next week. Indications are that the envelope type will be played up strongly. The new lines will feature the use of a wide variety of leathers, with much stress placed on styles to harmonize with costumes. Manufacturers in their clearance of their seasonal stocks are credited with a good sales response from retailers who have been buying for sales purposes.

Diamond Tassels Featured.

Diamond tassels are the newest things to awaken interest on the other side of the Atlantic, according to advices received by the American jewelry trade. They swing from chain necklaces, lobes of ears, shoulder pins,

buckles at the waistlines of black satin gowns, and even from the crowns of hats. Most of the tassels are about three inches long and are composed of six or seven strands of diamonds. Usually the stones are of equal size. Sometimes the tip of each strand is finished with a larger diamond or with an emerald, ruby or sapphire. The tassels are worn chiefly with evening and dinner dresses in pastel chiffon. Tassels of other jewels are also worn, but those of diamonds are "smartest."

Business Philosophy.

A good reputation is not something that can be put on ice and preserved.

Reputation, like its synonym good will, must be freshly earned each day.

Reputation is a guide to the buyer and a stimulus to the seller. To the buyer it is a sign-post to merit. To the seller, the owner of the reputation, it is a challenge to keep faith.

The business houses that have earned and enjoy good will are the beacon lights of industry. They set the standard high and hold to it against all temptation. It has been said that no great harm is done when a mediocre product is lowered in quality. The shock is in the lowering of high quality, high ideals.

Every house that has won worthwhile recognition among its trade senses the compulsion to go forward, ever aspiring to higher achievement. It is inescapable.

How valuable is this tyranny of idealism to the buyer! His assurance of fair treatment and complete satisfaction rests on something more binding than a good bond, for the responsibility of keeping a reputation fresh and wholesome will conscript the heart and soul and mind of man.

William Feather.

White Goods Not Up To Par.

Despite the stress that has been laid on white as a leading shade for this Summer, sales of white goods have not been up to expectations. In silks, in linens and to some extent in woolen dress fabrics this shade has been taken well by consumers, but in dress cottons white seems to have been largely overlooked in favor of printed fabrics. One reason given for this was the lack of novelty in white goods, in which the effects must be obtained in the weaving rather than in development of patterns after the goods have come from the loom. While designers have been prolific enough, the effects possible to get in white goods are limited in comparison with those that can be turned out in printed merchandise.

A. & P. Profits Per Store Per Day \$3.95.

The latest financial statement of the Great Atlantic & Pacific Tea Co. shows that after necessary reservations its net profit for its last fiscal year was about \$18,500,000. Division of this sum by the number of stores shows that the average net profit per store per year was \$1,185.90. By dividing this figure by 300, the commonly accepted number of business days in a year, it will be found that the company's average daily net profit per store was \$3.95.

The Month of July in Our History.

Grandville, July 3—On the first three days of this month (July) was pulled off the greatest battle ever fought on the American continent.

Sixty-five years ago the rebel army under Lee invaded the North and at Gettysburg gave battle to the Union army under General Meade. That battle was every whit as important to the world as was the one at Waterloo in Europe at an earlier date when the star of Napoleon went down in darkest night and the chivalry of France bowed to the dominance of royalty.

Echoes of the past are worth recording when we take into consideration the effect these conflicts have had upon the progress of the human race. Had Lee won at Gettysburg the sun of Liberty would have gone out in darkness and the slave oligarchy of the South might to-day be in the saddle.

On the other hand, had Napoleon or Grant been in Meade's place at that time there can be little doubt that Lee and his army would have been captured and the end of the rebellion come two years earlier than it did.

However, providence willed otherwise. The war was destined to go on until there was no excuse left for the retention of slavery with a restored Union.

Coincident with the battle of Gettysburg was the occupation of Vicksburg by Grant after a six months' siege. Many brisk battles preceded the event, but in the end the rebel surrendered the city to Grant on July 3 because his resources and the food supply of both army and people were completely exhausted.

These two battles practically spelled the defeat of the rebel cause. All of the battles planned later by the confederate leaders and officers were plain murder, because there was no longer any hope for the slave holding oligarchy.

Lincoln disappointed many of his friends because he seemed to hesitate about issuing his proclamation freeing the slaves. General John C. Fremont, while in command of an army in Missouri, issued a proclamation freeing the slaves in his immediate military command.

Fremont's proclamation was, however, rescinded by the President since it was plainly evident that the General had no jurisdiction over civil laws of the State of Missouri where he was operating. Later came Lincoln's great emancipation plan which has forever placed his name among the greatest rulers of earth.

It was General Benjamin F. Butler who gave the name of "Contraband" to slaves fleeing from their masters considerably in advance of the proclamation of emancipation by Lincoln.

Some of the Union generals, much to the disgust of decent citizens were in the habit of sending fugitives from slavery back to their masters. General Butler cut the Gordian knot when he refused to return a slave whose master pursued him to the Union lines.

I call to mind a cartoon representing Butler with a slave kneeling at his feet as his master came demanding his return. Butler's sword was pressed against the breast of the irate master, while the General was made to say: "This black man is contraband of war. You cannot have him."

That act of Ben Butler's sent a thrill of relief to many freedom lovers. Thereafter the Negro was known as the happy contraband and was given liberty many months before Lincoln's freeing of the slaves.

From this it will be seen that the month of July ranks high in our history as being a month of thrilling history-producing incidents. While no doubt the month of April is par excellence the high water month in American history, July ranks well as being the month in which was fought the greatest battle in U. S. history.

Our people have every reason to celebrate this year with swelling bosoms and greater affection for Old Glory than ever before. When we look back to-day and see how the legions of Lee slipped across the Potomac at a leisurely gait, when the army of the Potomac should have followed and crushed that army, we are reminded that it was not so to be.

Providence willed otherwise than that Lee and his army should be crushed on that fateful Fourth of July, 1863. The destruction of that army would have ended the rebellion and mayhap left the question of slavery still to vex the National conscience.

An Almighty Power greater than that of man has seemed to watch over the destinies of this Republic since the day of its birth. That power was in evidence at Gettysburg, holding back the army under General Meade until his enemy had made good his escape across the swollen waters of the Potomac.

At an early day July had witnessed the humiliation of our army at Bull Run. That magnificent advance of the Union army on Washington as designated by Artemus Ward, was a day of humiliation, to be later wiped out in blood and victory on many another hotly contested field.

At thousands of gatherings for celebration on July Fourth, 1863, came news of the great battle raging on Northern soil. The hearts of Union-loving people everywhere were filled with apprehension, to be soon banished, however, by news of a great victory won over rebellion on the soil of the State of William Penn.

Once each year a grateful nation decorates the graves of the men who fell at Gettysburg and other fields during that four years of struggle to preserve the Union.

The face and features of George Washington had become but a steel engraving when that awful civil war came upon the country. New faces adorned the pages of the illustrated press, and there came Grant, Sherman, Sheridan and Thomas to take the place of our Revolutionary heroes.

Wars and rumors of wars still linger in the air and men and women are agitating against war even at the expense of National honor. There is no denying that war is one of the worst afflictions that can befall a nation, yet even at that there comes a time when war becomes a public necessity, and other Gettysburgs will have to be fought to preserve us as a free and independent people. Old Timer.

Flyers Crash Into Tuber Field.

New York, July 2—Two aviators, Victor Sommers, pilot, and an unnamed mechanic, may have escaped death when their Waco biplane crashed about a mile from Curtiss Field, but to-day they are trying to obtain \$300 to pay for damage that John Froehlich says they did to his potato patch. The flyers were congratulating themselves on their escape on Monday when Froehlich, heading a posse of potato hands, approached and ordered them to pay \$300 for damaging his potatoes. Police refused to arrest the flyers, but Froehlich and his little band kept constant guard around the plane with shotguns, refusing to turn the plane over to the aviators until they paid the \$300.

Heard on the Levee.

Rastus: Lookkee heah, Joe, how come you-all to teach dat 'ere mule all dem tricks? Ah can't teach mah mule nothin'.

Joe: Dat's easy; you-all jes' has to know moh dan de mule.

Hoeing weeds in the garden in the evening also hoes the worries of the day out of the heart.



Now . . . during the Summer months, when business may not be demanding all of your time . . . you may have a good opportunity to plan the distribution of your Estate.

THE MICHIGAN TRUST COMPANY
GRAND RAPIDS

WORDEN GROCER COMPANY
The Prompt Shippers

The Stores That Sell

Morton House
COFFEE

Have a Sure Trade Winner

WORDEN GROCER COMPANY
Wholesalers for Fifty-nine Years
OTTAWA at WESTON GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

Trade in All Lines Is Active in Canada.

Toronto, July 2—Unprecedented mining and building activity, increased employment, a noteworthy volume of external trade, heavier car loadings, and, most important of all, the prospect of a bumper wheat crop, all contribute to an unusually bright outlook for the second half of the year in all five of Canada's economic areas.

The prairie wheat gives promise of one of the largest yields in the country's history, while the mixed farming areas of Ontario and Quebec, the apple orchards of British Columbia, Ontario and Nova Scotia and the potato fields of New Brunswick indicate the probability of a richer return than even last year's from the agricultural produce of the Dominion.

An important source of farm wealth is the dairying industry, which is adding \$250,000,000 to the Dominion's annual income, and providing considerable sense of security in the West, where an unusual amount of dairying machinery has been bought during the past month.

The total volume of external trade for May, valued at \$231,603,000, and marking the maximum for the current year to date, reflects the general activity of the whole Dominion, although the figures emphasize seasonal sales and purchases. The \$35,000,000 of iron and steel imported in that month, although not encouraging to the Canadian steel companies, is due to the increased construction from the maritimes to the Pacific Coast.

For the total building contracted for in May, which was more than 48 per cent. above that for April, constituted a new record for any month. The exports, valued at more than \$118,000,000, or double those of April, were swollen by the considerable outward movement of grain following the opening of inland navigation.

Possibly the pulp and paper industry gives least assurance of profitable activity in the near future, although present negotiations among the companies may result in the averting of a price war. More encouraging is the outlook of the automobile industry, which gives evidence of recovering from its voluntary inactivity of last year by establishing a new high record of production for May, when 33,942 cars were turned out.

Although there is still a certain amount of unabsorbed labor in some of the Eastern cities, employment figures for the beginning of June record a better state of affairs than at any other time in the last eight years.

General trade activity is indicated by the increases in railroad earnings, the Canadian National system reporting its gross income for the first five months of the current year as 7 per cent. better than for the same period of 1927, and its net earnings as showing an improvement of 18 per cent.

Bank debits likewise reflect internal trade, the figures for the five months ended with May showing a gain of 31 per cent. over those for the corresponding period of last year, with the most marked gain in the Prairie Provinces.

The chief danger to continued progress in the Dominion, a discounting by the stock market of future prosperity, has been diminished by the recent reactionary movements. A further assurance against the menace of excessive speculation for at least two months more seems to be furnished by the history of all pre-election summers, for the Canadian markets cannot escape the influence of Wall Street.

Lansing Retailers To Check Credits More Carefully.

Lansing, June 29—Our Association met last night in regular meeting, and several important matters were discussed. Plans were made for our annual picnic, which in all probability will be held on Wednesday, July 25. In

the past our annual picnic has been held in conjunction with that of the city employees. A committee was appointed last night and it is probable that the same arrangement will prevail this year.

One thing that our members decided upon last night was to make a more careful check of credits in the future than they have been doing in the past. A committee is to be appointed at our next meeting to consider this matter and the probabilities are that some arrangement will be made whereby all slow pay customers will be reported to the Lansing Credit Exchange, where this information will be available not only for other grocers and meat dealers, but to all other merchants in Lansing and Lansing's trade territory. Our local grocers and meat dealers have come to the conclusion that it is only through co-operation that they will be able to protect themselves against losses arising from bad debts. Now that times are considerably better than they were during the winter months, they feel that it is time to plan for a period when conditions will possibly not be so good.

They feel very grateful to your paper and to yourself personally for the great benefits they have derived from your efforts in the past. If you care to give us a little write up regarding anything that may be contained in this, I am sure that your readers will appreciate it and it might possibly be the means of inducing members elsewhere throughout the State to put on a similar program.

Your representative was present at our meeting last night and gave a short talk in reference to your present plans. I am sure, Mr. Stowe, that your efforts along the line outlined by him are going to eventually bring some very good results.

Acting as I do as Manager of the Lansing Credit Exchange, and the Secretary of the Lansing Retail Grocers and Meat Dealers Association, I am hoping that we may be able to work out some plan whereby we can serve the great majority of the retailers and grocers of this city and the adjacent trade territory.

Our Association was represented at the recent convention in New Orleans by three of our members. I am informed that there were only four delegates at the convention from the State of Michigan. Walter L. Kirby,

Sec'y Retail Grocers and Meat Dealers Association.

Dynamic Breathers Have Novel Turkey Substitute.

New York, July 3—About 500 persons who breathe dynamically and eat nothing but raw foods assembled on Monday night at the annual dinner of the Estes Raw Food & Health Club at the Hotel Astor. Dr. St. Louis Estes, the guest of honor, originated the club and also the Estes Method of Dynamic Breathing. Perhaps the most interesting dish on the menu was the mock turkey. It was made of a pound of cottage cheese, mixed and rolled raw pecans, raw peanuts and raw almonds. This was beaten to a solid, thick mass and seasoned with chopped onions, pimientos, green peppers, powdered celery, sage and horseradish. It was served in slices like white meat. After the mock turkey, which was preceded by uncooked vegetable soup Dr. Estes and his followers had some Estes French dressing, some honey ice cream (uncooked) and some uncooked fruit cake. Then everybody took a deep, dynamic breath and went home.

Just the Thing.

Boy: Please, sir, I've called to see if you can give me a job?

Small Store-owner: But I do nearly all the work myself!

Boy: That suits me, sir!

"Straws Show the Way the Wind Blows"



"Perhaps what follows doesn't amount to much, coming as it does from a small retail grocer. However, I would like to say that I find a great deal of satisfaction in handling your coffee and tea. They are good sellers. Our customers never complain of quality. There is no wrangle over price. I think that Chase & Sanborn's coffees and teas are a line which independent grocers, so called, should push to the limit. You certainly deserve their cooperation."

There is evidence to show that the rank and file of retail grocers the country over is pushing the sale of SEAL BRAND COFFEE as never before. At a time when so many competitive brands are being sold at retail prices that show a profit only to the manufacturer, independent merchants in ever-increasing numbers are getting behind the coffee every pound of which spells satisfaction to the trade and shows a living profit to the dealer.

Chase & Sanborn

Importers

SEAL BRAND COFFEE AND TEA

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Chicago

Grocers Supplied by Chase & Sanborn, 327 N. Wells St., Chicago

Nearly Fifty Years of Experience in
Match Making has Produced

THE DIAMOND BRAND



You will build prestige for your store by selling this high quality brand, avoid price cutting and inferior quality competition.



You will serve your community by securing the best and safest match that can be made.



A match is made to produce fire. It therefore can be an element of danger. The Diamond Brand has the high reputation of the makers behind it.

THE DIAMOND MATCH COMPANY

FINANCIAL

Evolution of the First National Bank of Hart.

Announced in another column is a general invitation by the First National Bank of Hart to the opening and dedication of that institution's new bank building, one of the finest in the State for a town the size of Oceana's capital. The formation, growth, history and associations of this concern is worthy of more than passing mention. It was the privilege of this writer to know intimately and for a considerable time, the three unusual men who, in 1874, organized the Citizens Exchange Bank, which has developed into the present First National Bank, fifty-four years later.

The founders were A. S. White, J. K. Flood and F. J. Russell, with the first named as manager. Mr. White was a banker by natural inclination and of unusual acumen, and remained at its head for more than forty years. But each of the partners was fitted for leadership and financial success, and when Mr. White moved to Kalamazoo to take an executive position in a larger institution the bank continued on its course of growth and prosperity.

Indeed, Judge Russell and Senator Flood, as they became, gained great prominence in other lines besides the industrial and commercial ones, with which the bank was associated. Judge Russell was for nineteen years presiding Judge of the 14th Judicial Circuit and Senator Flood, was a prominent legislative figure, having sat in both houses of the legislature, and was for many years powerful in the political affairs of the State. He was a member of the so-called "Immortal Nineteen," designating a coalition opposing the policies of Governor Hazen S. Pingree. Senator Flood never recanted one single jot or tittle in this long and bitter fight in which he stood with the conservative forces against the radicalism of the Governor.

Of distinctly diverse personalities the three constituted a strong organization in every activity in which they entered. Mr. White was always of the courteous, kindly and helpful type. Judge Russell, of occasional gruff manner, but charitable in thought and act was wont to express many legal and casual epigrams of sound sense, and Senator Flood, of keen and analytic mind, was cosmopolitan enough to be interested in men and measures in a large way. In the opinion of this writer he was possessed of a greater versatility of genius than any person in the county in the days of his larger activities. He ranked with W. B. O. Sands, Judge W. H. Churchill, and the very few outstanding characters who were industrial and financial captains of a previous generation.

These tributes to the men of the Citizens Exchange, which developed into the First National, but serve to emphasize the continuity of good management which marks the institution as among the substantial and purposeful ones in the Fruit Belt section. The triumvirate close corporation of its early days has now expanded to upwards of fifty stockholders, with added

interests and wider influence. The bank has had three presidents, Mr. White, Judge Russell and R. J. Rankin, who was advanced to that position in 1924, Fifty years after the original bank's organization. Mr. Rankin had for eleven years been the cashier and by a combination of proven ability with the natural turnover in the personnel, was the logical selection.

Previous to his connection with the bank Mr. Rankin was county treasurer. Previous to that he had been township treasurer and supervisor of Shelby. He is the youngest son of the late D. H. Rankin, one of the leading industrialists in the county during the '80s and early '90s. The other officers and directors are named in the announcement and all are well-known throughout the Fruit Belt, as men of active and substantial interests.—Harry M. Royal in Oceana Herald.

Upswing in Retail Trade Seen.

What stands out as the most cheerful picture of retail trade drawn by the Federal Reserve Bank at New York this year appears in the Reserve Agent's monthly bulletin to-day.

A 6.8 per cent. jump in the net sales of leading department stores in the New York district during May gives last month clear leadership for 1928 to date in any comparison with corresponding months of a year ago. The gain in part is explained by the extra business day that fell in May this year, but even after allowance for that good improvement is shown. An especially active business was done by the apparel stores, which reported an 18.8 per cent. increase in net sales over a year ago.

Doubtless the retail stores benefited in May from the slow business of April, but since weather conditions even in May were not ideal it is difficult to explain the improvement on special grounds. It apparently represents a pickup in business widespread both as to territories and various departments affected. Virtually all of the localities did better than a year ago and substantial increases were likewise reported in practically all lines.

Even the chain store business which fell off sharply last month for the first time in several years almost recovered its former pace of growth. Sales during May totaled 13.5 per cent. more than a year ago, substantial gains having been enjoyed by all types of stores except tobacconists.

After two months of decline wholesalers were able in May to report a better business than last year. A 2.8 per cent. gain in net sales by wholesalers shows the general trend, but more cross currents are hidden behind this index than in the case either of the department store or chain store studies. Substantial gains in the sales of machine tools, drugs, cotton goods, stationery, paper and silk goods dominated the total but simultaneously losses were reported by almost an equal number of wholesale lines.

Not the least encouraging of the signs to be found in the Reserve Agent's report is the sustained improvement in the machine tools industry. In times past sales of machine tools have been a barometer to busi-

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Banking by Mail Made Easy.

Only When Helpful

THE "GRAND RAPIDS SAVINGS BANK" feels it is "SERVING" only when the things it does for its customers are helpful to them in their financial affairs-- business or personal.

Rendering banking service along broad and constructive lines for 56 years has established this institution in the confidence and esteem of business houses and individuals throughout all Grand Rapids.

GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"



"The Bank on the Square"

GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

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ness conditions. An upswing in the demand for machine tools usually precedes or accompanies a general advance in industrial activity.

Unfortunately these valuable figures on the trend of trade are a month old by the time they reach the public but they nevertheless portray a condition in retail trade stronger by far than that given for April and strengthen the conclusion that 1928 will be distinguished for even flow of business at a satisfactory level. Paul Willard Garrett.

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Loan Cut Restores April Level.

A drop of \$110,000,000 in brokers' loans last week, despite the market's slow pace, shows the severe adjustment still is on.

Most money authorities in Wall Street anticipated a small reduction in loans this week, but not many expected so large a cut as the Reserve Bank reported after the close of the market yesterday. In the last three weeks loans have shrunk nearly \$404,000,000. A half-billion dollar cut does not now seem so far off as it did when the volume reached its peak on June 6 at \$4,563,000,000.

Many commentators have likened the June, 1928, decline in the market to that of March, 1926. It is interesting to note what happened to brokers' loans after the break on March 3, 1926, and what has happened since the market broke earlier this month. In 1926 brokers' loans declined steadily for eight weeks during which time they fell \$688,000,000.

Even the substantial reduction of the last three weeks leaves loans far above that of a year ago. Brokers' loans still total \$4,160,000,000 which is more than a billion dollars above their level at this time last year. It is \$1,600,000,000 above the 1926 level reached in the adjustment process. How long this corrective movement will continue nobody knows, but all the \$404,000,000 drop of the last three weeks has done is to put the total back at its level of two months ago. The total still stands substantially higher than any reached until late in April, 1928.

Doubtless an improvement in the bond situation induced by the more conservative attitude of investment houses in recent weeks has contributed to the reduction. An excess in the supply of new bonds over the demand for them lately has tied up a substantial sum. This condition naturally expanded loans. It is doubted in Wall Street whether a very large proportion of the downward adjustment in loans this week represents the release of bond funds since improvement in that direction has been slow.

On the other hand the approach of the midyear settlement period plainly has led many New York banks to call loans in the last week in preparation for increased currency demand and to make their books look good on June 30. The fact remains that the mechanism of the Reserve banks to reduce brokers' loans is working effectively.

Paul Willard Garrett.

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Sound and Unsound Conceptions of Investment Trust Operations.

Much loose thinking on the subject of investment trust companies in this country has been encouraged by the indiscriminate use of such ill-defined terms as "trading" and "turnover" with reference to their investment policies, declares Leland Rex Robinson, president of the Second International Securities Corporation and a well-known authority on investment trusts.

If by "trading" or "turnover" is meant the acquisition of blocks of securities without due regard to underlying investment values, and solely because it is anticipated that these may shortly be sold at a profit, it is quite obvious that the terms in question apply to operations which should be wholly avoided by any public investment trust, he says.

If, on the other hand, the terms "trading" and "turnover" are applied to any investment trust which actively supervises its holdings with the object of avoiding losses, taking profits at the right times and making reinvestments when circumstances are favorable, it may be said that almost every established and successful investment trust in the last half century has to some extent employed these principles.

There is a very real sense in which the most conservatively managed investment trusts, by purchasing their securities at low prices in view of their underlying investment values, make in the long run the most substantial profits. In innumerable instances this is the indispensable condition for conservative protection of the investors' interests.

Dr. Robinson then points out certain operations which are clearly "trading" in the wrong sense activities that should be avoided by every investment trust company or fund which operates in the interest of the public.

They are (a) the purchase of securities merely because certain individuals or organizations having connection with or influence over the investment trust desire to "unload;" (b) the purchase of securities from an individual or group at prices above current market; (c) the purchase of securities merely because the financial horoscope points to a good chance for a quick turnover regardless of comparative investment values; (d) the systematic purchase of securities on a shoestring margin by liberal use of bank credit; (e) "selling short" at least if done on a large scale.

The last two practices are specifically prohibited in the by-laws, certificates, charters or indentures of an increasing number of American investment trusts.

Whether the investment trust is entirely independent of originating and distributing houses, as is generally the case in Great Britain, or is tied in with such groups, responsible leadership, both abroad and at home, has emphasized the propriety of making the investment policy solely in the interest of the fund, says Dr. Robinson.

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Life's most heroic gesture is courageously and graciously to descend from a higher to a lower income.

K

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Money will double in the following number of years if the interest is allowed to accumulate:

Money at 3½%	takes 21 years to double
Money at 4%	takes 18 years to double
Money at 5%	takes 15 years to double
Money at 5½%	takes 13 years to double

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MUTUAL FIRE INSURANCE

Village Fire Protection Adapted To Any Small Town.

The problem of modern protection to life and property from fire waste is in many cases acute, especially in regard to thousands of small hamlets and villages scattered over the country, with poor roads in many cases, a general lack of money in the town treasury in most instances, coupled with more or less apathy of the average citizen toward municipal fire protection, make it indeed hard to arouse interest on this important subject.

However, in the following is an account of what a few live wires in a community can do in arousing public interest and maintaining a very efficient engine company, that has brought them added security and lower insurance costs.

Jeffersontown, Ky., of scarcely 600 people and an area of about a square mile, several years ago had nothing but the old bucket brigade and as usual with this form of protection success was generally attained in saving the lots, brick chimneys and cisterns for the fire victim, he being left also the balance of the town and county, to start life over and make a living in, if he could.

The town board of trustees several years ago bought two hand-drawn forty gallon chemical carts. These served a hardly fair purpose for a year or so, then it was decided to motorize them, the result of this being the tanks were mounted on a ford truck and at that, improperly, by local mechanics. In response to an alarm with this piece of improvised fire apparatus, the thing was turned over in an accident and seriously injured several volunteers.

During the meantime, advance in fire rates on property was made by the underwriters, due to the lack of organized and adequate fire protection.

After this disaster with the chemical company and raise of rates, the question of remedying conditions came up. No money was to be had from the city treasury and things apparently were going from bad to worse. But where there is a will there is a way. A community club was organized about this time, they taking up the proposition of providing modern protection.

The results were, after a number of meetings and some hard work in organizing and getting public co-operation, a 300-g. p. m. Howe-Reo triple combination with 1,000 feet of 2½ inch hose was purchased, at a cost of \$6,500 on a long term basis. The down payment was \$2,700, which was made up from donations of citizens and proceeds from a fair given for this benefit.

The town being without water works the effective use of the pumper was seriously handicapped, the only water supply being from private cisterns and a large spring, the latter located at the edge of town. About this time a disastrous fire occurred in the mercantile section that about wiped it out. The citizens and town board at once realized this serious water shortage and started a movement to build fire cisterns. One has been built holding 44,000 gallons in the center of town,

it being kept filled by roof drainage and with the pumper and a hose line from the spring. This cistern was dug, formed in and built of reinforced concrete at a cost of \$1,200. Others at convenient locations are to be constructed in the near future.

After the pumper and cistern were obtained, it was necessary to find suitable quarters for the fire engine, it being kept in the meanwhile in a small private garage which was very unsatisfactory. At this time an organized volunteer fire company was established under a constitution and by-laws, the company consisting of a chief, assistant chief, captain, lieutenant, secretary, treasurer and sixteen firemen. The fire company then, working in co-operation with the community club and town board, gave a community fair and popularity contest, the full proceeds of which went toward the building of a small fire-resistive fire station and town hall, which cost about \$2,500.

A five horsepower electric fire siren was installed, it being mounted on top of the fire station with control switches for same being located in the telephone exchange and at the entrance of the fire station. With this simple hook-up, costing about \$587 over all, a very effective fire alarm signal system is maintained.

The volunteer company meets regularly each first and third Monday evening. Some officer of the company will sound the alarm and take them out on a surprise drill, a different evolution and place being selected each time.

After the drill is over the apparatus is cleaned and again placed ready for service in the station, after which the regular business meeting is in order.

None of the firemen receives any compensation for his services. They are in the game for the interest and protection of their little city. In fact each member pays 25 cents per month dues to the company fund. This is augmented by the proceeds from amateur plays, tackey parties, oyster suppers and various other forms of amusement. From this company fund fire helmets, coats and boots have at a cost of \$218, been purchased for each member. The boots are kept at home made up with an old pair of trousers as "turn outs" for quick response to night fires, the helmets are kept on the apparatus, the coats also, only the latter are habitually kept in a removable metal locked box over the hose body, each man having a key.

A sick and accident policy is also carried on each member by the company fund, that would indemnify him for any physical injury incurred in the line of fire fighting duty and also pay any hospital or doctor's fee if necessary.

What is possible for this little community is also possible for others. What it takes is a little enthusiasm, push and co-operation under one or two live leaders, and the trick is done.

Captain S. G. Render,

Kentucky Actuarial Bureau.

You can always tell a big man because he surrounds himself with other big men.

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An Association of Leading Merchants in the State

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

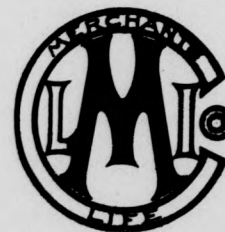
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GREEN & MORRISON—Michigan State Agents

Ten Business Commandments of a Shrewd Merchant.

Here are George Churchill's business commandments. No matter what you do to make a living, you ought to find some helpful pointers on his list:

1. Don't wait for the other fellow to come to you; go to him.
2. In competition with others, always give them the credit for being a little smarter than you are. Then work like the deuce to prove that they aren't.
3. If you have no money and little credit, capitalize your personality. Sometimes it pays to have a nerve.
4. Never admit to anybody — and least of all to yourself—that you are licked.
5. Keep your business troubles to yourself. Nobody likes a calamity howler. Besides, he finds scant favor with the bankers.
6. Don't be afraid of dreaming too big dreams. It won't hurt you to figure on owning a railroad even if you have to compromise on a flivver.
7. Make friends; but remember that the best of friends will wear out if you use them too frequently.
8. Be square even to the point of finickiness, and you will have mighty little occasion to complain of a crooked world.
9. Take advice, but do your own deciding.
10. Don't toady. The world respects the man who stands up on his hind legs and looks it in the eye.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Motor Buyers, Inc., Detroit. Hickok Grocery Co., Kalamazoo. Valley Printing Co., Saginaw. A. Arthur Caille Co., Grosse Pointe Park. Woodward Bowling Alley Co., Detroit. Ithaca Oil and Gas Co., Ithaca. E. C. Comstock & Co., Springport. Tri-State Tractor & Equipment Co., Lansing. Northern Michigan Public Service Co., Traverse City. Hall-Doyle Equity Co., Detroit. Gus F. Smith Co., Detroit. Stanton Printing Co., Grand Rapids. Alpha Creamery Corporation, Muskegon. Wright Agency, Inc., Detroit. Harley Land Co., Ltd., Detroit. West Goodland Threshing Co., Inlay City. Dealers Finance Co., Detroit. Stearns & Culver Lumber Co., Ludington. Ivar Lindberg Swedish Institute, Detroit. Waterworks Market Co., Detroit. Jarvis Realty Corporation, Detroit. O. M. Smith & Co., Flint. Victory Cafe Co., Detroit. Battle Creek Industrial Association, Battle Creek.

Old Enough To Be Her Father.

She was young, very young, and ignorant of the world, and that night he brought her an expensive present. So she sat in his lap, unresisting, while he smothered her with kisses and caressed her hair. He was much older than she.

"Are you a married man?" she asked him.

He laughed at her.

"Of course," he answered. "What a ridiculous question!"

Then he kissed her again and she never protested.

Her neighbors knew her as a quiet girl, who cared little for companionship or discourse. Her rooms were rented and paid for by the man she called her "daddy." As a matter of fact, he was a married man, much older than she, old enough to be her father.

And she was his daughter, aged four and one-half.

Steam Coal Growing Scarcer.

Changes in the anthracite market this week have been confined to the steam sizes, which are tightening up because the supply is being drastically curtailed. Seward's Journal says that the demand is so light that the mines are operating only about half time. This means that the amount of steam coal being produced is barely sufficient to meet normal summer requirements. Production is running only about 60 per cent. of the regional capacity, and the tonnage for the current month will fall below that of June, 1927. The end of the first half of the calendar year finds the bituminous trade in a position where it seems as if any change must be for the better.

The Tongue.

Not the tongue in your shoe, nor the tongue in the lowly wagon, but the tongue in your mouth is the thing that I want to talk about. The human tongue starts more trouble than friends or finance can stop. It is the tool that can do more harm in a day than you can correct in many years. Lincoln said little, and Grant less; Washington talked only when necessary, and Coolidge is as silent as a steam calliope with a broken boiler. The more men talk the less time they have to think, and the less time others have to think. If you are a great talker, you are not a great thinker. Listen to yourself, and get your own weights and measures.

Frank Stowell.

Better Silks Sell Well.

The strength of the demand for better grade silk this year is stressed in the supplementary report on piece goods trends issued last week by the Bureau of Research and Information of the National Retail Dry Goods Association. A year ago the most representative retail price of printed crepe de chine was \$1.98, as against \$2.95 during the present year, the report says. Twenty-one per cent. of the sales of printed silks in high grade stores during the past Winter were made at \$4 a yard. One-half the sales of plain crepe de chine in the same class of stores was made at prices over \$2.50 per yard.

Why Some Merchants Fail.

Too much talk
Not enough walk
Too much sigh
Not enough try
Too much bask
Not enough ask
Too much blow
Not enough go
Too much blink
Not enough think
Too much mope
Not enough hope
Too much shirk
Not enough work

The result is
You miss the biz.
Frank Martin.

LEWIS--DEWES & Co., Inc.

INVESTMENT SECURITIES

Chicago, Illinois

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NORTHEAST MICHIGAN'S WINTER AND SUMMER RESORT
GREENBUSH, MICH.

Come! Spend a delightful vacation at Northeast Michigan's finest summer and winter resort. Swim in Lake Huron's sapphire waters — ride — play — fish — or roam for miles through the famous wild-life preserve.

Driving? Take US-23 to Oscoda, then M-72
By Train—Michigan Central and D. & M.

MR. STOWE Says: We are on the square.

So will you after you have used our Collection Service.

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

References: Any Bank or Chamber of Commerce of Battle Creek, Mich., or this paper, or the Michigan Retail Dry Goods Association.

Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

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

ONE POUND OF SILK

Requires Three Hundred Pounds of Mulberry Leaves.

Nature's share in the making of raw silk is a fascinating story filled with mystery and romance, according to a recent article appearing in the *Silk-worm*, official organ of the Silk Association of America. The little worm which spins the silken thread has a brief but very eventful career. Life goes on in never-ending circles, emerging from egg into worm, from worm into a chrysalis enclosed in a cocoon, from chrysalis into a moth that lays the egg that hatches once again into a worm. And as a by-product of this continuous creation, a cocoon has been formed by the hardening of the threads the worm has spun. When the threads from one cocoon alone have been unwound, they are often found to measure 1,000 yards in length.

The female moth, or bombyx, lays from three to five hundred eggs, occasionally more. They are no larger than a pin head and when the worm hatches it is about one-eighth of an inch in length. It has sixteen legs, or pads; the front six are used for catching and holding the mulberry leaves which it eats. There are twelve rings around the body and the worm breathes through nine small holes along either side. The worm, when mature, measures three to three and one-half inches in length.

During their short lives of from thirty to forty days the worms moult, or shed their skins, four times. While they are moulting they stop eating, but from each process they emerge larger in size and lighter in color, until finally they have lost all their silken hair. The last few days of this period they grow very fast, and when they are full size they lose their appetite and shrink an inch or more in length.

Their food consists of mulberry leaves. They pierce the leaves and suck the sap when they are small, and later feed on the tender parts of the leaves. The white mulberry which grows in China is considered to be the best. To feed a sufficient number of worms to make one pound of cocoons, twenty-five pounds of leaves are needed. It takes twelve pounds of cocoons for one pound of silk, so that 300 pounds of mulberry leaves are needed for one pound of silk. As a general estimate, a five-year-old mulberry tree should yield forty pounds of leaves. Fortunately the mulberry tree grows successfully in almost all temperate climates, although its development is comparatively slow, so that there is no threatened shortage of food for the worm that gives us the thread used in the loveliest, softest, most radiantly beautiful fabric in the world, says the *Silkworm*.

The worm stops eating a few days after its last moulting. By this time the silk glands on either side of the body are inflated and so large that they are about one-fifth the total weight of the worm. Now the worm begins to move its head restlessly back and forth and this denotes that it is ready to spin. The silk comes out of the orifices in a semi-liquid state. The

worm meanwhile has found some twigs or other objects to which it can attach the first guy lines that form the outside foundation for the cocoon. From each side of the body come the slender threads, joined into one single strand by a gummy liquid which becomes hard as soon as it is exposed to the air. The silk thread finally cast off consists therefore of a substance called fibroin, which is covered with the sericin (or silk gum) and a coloring matter which determines the color of the cocoon. Five or six hours are needed for making the outside, and within twenty-four hours the whole cocoon is completed.

Inside this cocoon rests the worm which by a final moulting process has changed into a chrysalis, an oval mass about one inch in length, and while it still breathes it gives no appearance of life.

After two or three weeks it escapes from the cocoon that has sheltered it. The chrysalis breaks, and the moth inside throws off a few drops of alkaline acid which immediately dissolves the end of the cocoon. The moth which comes out is ugly and shapeless. It has pierced the continuous strands of silk thread by this process. When the cocoons are gathered for manufacturing purposes, man intervenes at this point, and prevents the moth from making its escape and breaking the silk.

The moth or bombyx, which emerges from the cocoon, has wings, but these are useless because they become hard after the first fifteen minutes. The moth now lives for three or four days, and during this period takes water but no food. The female begins to lay its eggs, 500, more or less, and thereafter it promptly dies. After a period of incubation, the length depending on the temperature, the little eggs, which have turned from yellow to brown, hatch again into worms. And so the cycle of life is unending.

Speculating on Hosiery Styles.

Two of the outstanding questions in the hosiery market at the moment are how long the current vogue for mesh or net hosiery will last and how retailers in general will take the narrow heels that are now being woven into important full-fashioned lines for Summer and Fall delivery. In regard to mesh hose the consensus of opinion seems to be that the consumer demand for it will keep up at least until Labor Day, and that mill deliveries of the goods will be required well into August. The feeling about narrow heels is apparently not so definite. Indications, however, are that the success which the larger producers are having with them will give them sufficient momentum to carry them into consumer popularity.

Oil For the Baby.

A little girl about five years old entered a drug store recently and timidly asked for a "bottle of oil." The clerk, wishing to be specific, asked: "What kind of oil do you want, oil that you put in sewing machines?" The little girl replied: "No sir, the kind you put in babies." The clerk wrapped up a small bottle of castor oil.

Machinery like new at HALF PRICE

Not rebuilt or out of date but real production tools ready to run. All motor driven.

16 in. Hermance 4 side inside moulder with extra set of Shimer heads. Flex. feed rolls.

24 in. Porter jointer round head and with Billstrom feed.

Dauber-Bell double miter saw—3 motors attached.

No. 64 Hall & Brown 14 in. comb. cut and rip saw.

6 ft. Dodds swing saw.

2 spindle ball bearing Advance shaper.

42 in. Amer. band saw 46 in. x 50 in. tilting table.

14 ft. Schimmel-Reid simplex hand block sander.

5,000 lb. Steubing double lift truck.

Grinding machinery. Motors from 1/2 HP to 35 HP.

Also 3 complete Dictaphone outfits.

Will sell cheap to save moving expense.

POWERS & WALKER CASKET CO.

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GRAND RAPIDS PAPER BOX Co.

Manufacturers of SET UP and FOLDING PAPER BOXES

SPECIAL DIE CUTTING & MOUNTING.

GRAND RAPIDS MICHIGAN

As Custodian for Your SECURITIES

We can relieve you of all the routine care involved in their ownership.

Your securities are *yours*, always immediately available, but the responsibility for their care and custody is *ours*.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

HEALTH GIVING WATERS.

Efforts Made To Utilize Their Curative Powers.

During one of the early seventies of the past century an enterprising citizen of St. Louis, Mich., drilled deep into the earth and found a supply of water highly charged with certain minerals. The owner caused the water to be analyzed and the report of the chemist who made the test contained a suggestion that the water might be found efficacious in the treatment of certain forms of disease, notably inflammatory rheumatism, kidney and bladder infections and kindred ailments. Patients were quickly found to test the medical values of the water. The results obtained induced the citizens of St. Louis to join their funds and fortunes in an enterprise that embraced the erection of a large hotel and bath house and the expenditure of large sums of money in advertising to the people of the world the healing powers of the waters which poured so generously from the bowels of the earth. St. Louis was a country village, remote from railroads and navigable streams. The response of sufferers to the claims of the well owners of the curative powers of the waters was so quick and so large that special vehicles were used in conveying patients from Saginaw, the nearest railway station, to and from St. Louis. The hotel was filled with sufferers in a comparatively short time and many who came to the village found accommodations in the homes of the residents. The little town grew in commercial importance daily. Later a railroad—the Saginaw & St. Louis (now a section of the Pere Marquette)—was constructed to convey the seekers for health over the fifty miles of territory that divided these towns.

Practitioners of medicine state that

rheumatism may be developed in different forms; that while water, especially such water as the wells of Mt. Clemens produce, may prove beneficial to a certain class of patients suffering from the disease, that electrical treatments are more potent than mineral water.

Hundreds of persons, unable to pay for the cost of a journey and treatment at St. Louis, obtained quantities of water from the owners of the well and used it at their homes, more or less satisfactorily.

The commercial success of the well owners of St. Louis induced individuals and, in a number of instances, associations of individuals, to expend much money in seeking for health-giving water. Wells were sunk in Detroit, Ypsilanti, Mt. Clemens, Eaton Rapids, Fruitport, Grand Haven, Grand Rapids, Manistee, Benton Harbor, Petoskey, Alma and other cities and villages of the State. Large bath houses and hotels were erected in the expectation that thousands of sufferers would be assembled at the wells, as Ponce de Leon sought for the fountain of youth.

Two quite large hotels—the Vaughn and the Anderson—were erected at Eaton Rapids. Messrs. Pantlind—A. V. and J. Boyd—who owned the Hibbard House at Jackson, were so deeply impressed with the outlook for a large and prosperous business at the little rapids of the Grand River, that they obtained a lease of the Vaughn Hotel, expended a large sum for furniture and equipment and opened its doors in the expectancy of a large patronage from sufferers by diseases. Only a comparatively small number responded to their appeals for patronage. A year or two later, when flames destroyed the hotel, the Messrs. Pantlind considered themselves fortunate in having an opportunity to close their

business at Eaton Rapids. Their next venture, with the Bancroft House at Saginaw, was richly rewarded.

The owners of the Anderson Hotel were no more successful than the Pantlinds. Flames destroyed the structure after two or three years of unprofitable operation.

Richard E. Butterworth and William T. Powers sunk wells in Grand Rapids and obtained water highly charged with minerals at depths varying from 700 to 900 feet. Bath houses were erected, but the patronage received by the owners was not sufficient to warrant the operation of the plants.

Dwight Cutler erected a magnificent hotel and a merchant named Sheldon created a commodious bath house on opposite sides of the main street at Grand Haven. The waters obtained from the wells at Grand Rapids, as well as at Grand Haven and Fruitport, did not emit the offensive odors of the waters of Mt. Clemens, Saratoga Springs and other health resorts. On that account many sufferers considered them as worthless. Cutler's hotel was destroyed by fire many years later.

Capt. E. L. Craw, the late William M. Robinson and others organized a company for the purpose of developing a health and pleasure resort at Fruitport. An artesian well was sunk, a commodious bath house and a large, magnificent hotel, the Pomona, were erected and contracts were made with the navigation companies for the delivery of passengers from Chicago and Milwaukee at the company's docks and for their return when needed. A considerable number of cottages were built and the little village seemed to feel the wave of prosperity. Resort seasons are short; in Michigan the average is sixty days. The investment of the company in the hotel proved unremunerative. Its doors were closed

nine months of the year. Finally flames (friends of many owners of hotel property) appeared on the scene and the structure, with its contents, were soon reduced to ashes.

Underwriters do not consider the average hotels, especially of the old, fire trap class, desirable risks. Recall for a moment the hotels which have been burned to the ground in Grand Rapids within the memory of men of the present. The Sherman and Parnell houses, in the North end, the Hempel, Union, Eagle, National, Bronson, Clarendon, Ohio, Weber and Farmer's Exchange. Sweet's Hotel was partly destroyed by fire in the year 1872. While the building was in the hands of remodelers in 1900, eleven places where fires had burned and been quenched by employes without calling out the fire department were found.

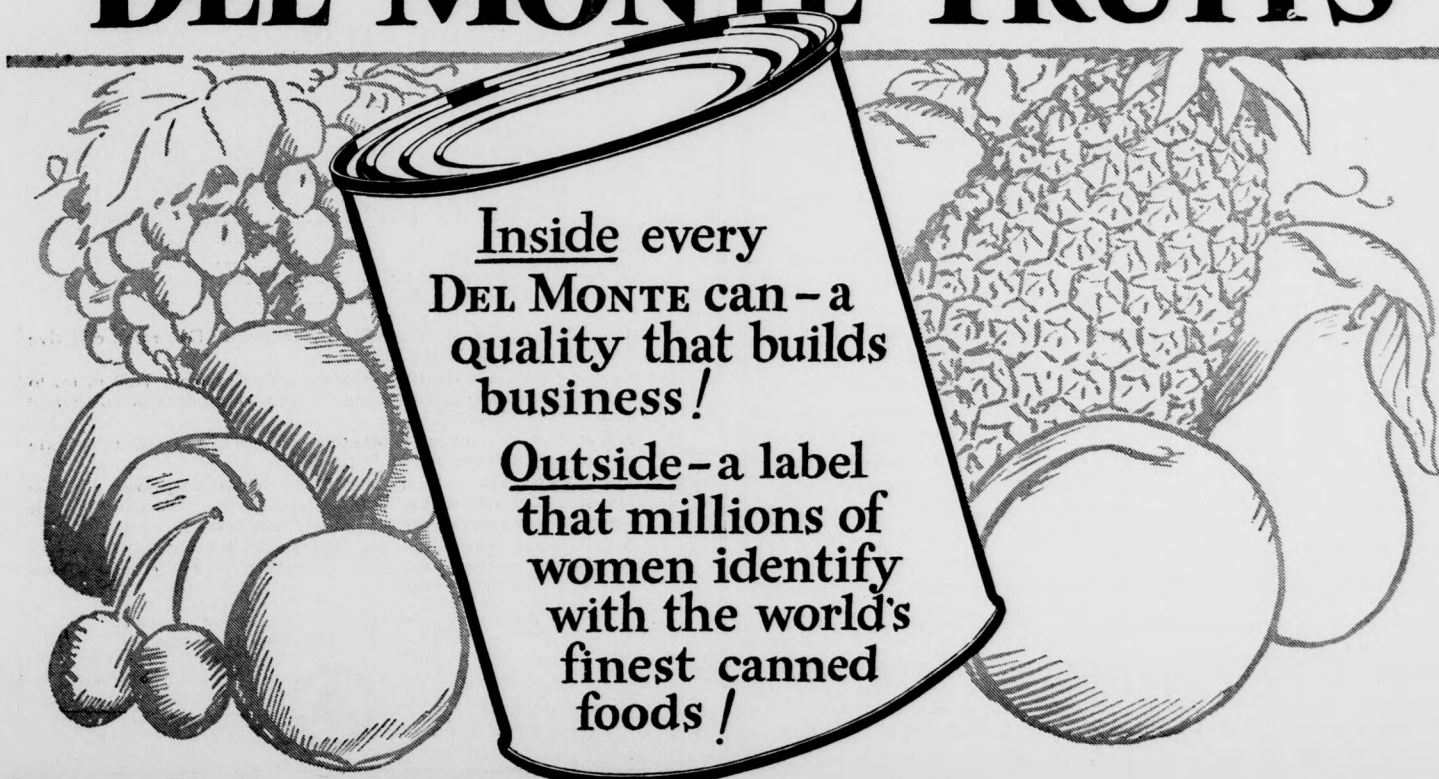
Arthur Scott White.

Candy Sales on the Upgrade.

The coming of warmer weather has stimulated, candy buying to considerable extent, and wholesale orders during the past several days show nice gains in some instances over those of the same days last year. Two types of candy have been particularly helped. These are small package goods, the sale of which has been increased in the metropolitan area by greater attendance at near-by beaches, and various "week-end specials." The latter are selling best, apparently, in the two-pound packages, although larger boxes have also been taken well by consumers. Their greater movement is attributed to the marked increase in the number of Summer cottages now being opened and the beginning of the vacation season.

Only rarely is it worth what it costs to tell a man just what we think of him.

DEL MONTE FRUITS



DRY GOODS

Michigan Retail Dry Goods Association.
 President—F. E. Mills, Lansing.
 First Vice-President — J. H. Lourim, Jackson.
 Second Vice-President—F. H. Nissly, Ypsilanti.
 Secretary-Treasurer — John Richey, Charlotte.
 Manager—Jason E. Hammond, Lansing.

Smart Designs in Summer Resort Wraps.

Wraps for the summer resort are unusually decorative this season. The long cape, which came in three years ago, is again shown in flannel, in tub-taffeta, washable moire, crepe and rubberized silk. The Rodier materials in all white and white with colors are particularly lovely and very serviceable. A long cape cut to hang in a deep point at each side is made of white Rodier cashmere and is worn with a suit of green and white silk jersey, an ideal ensemble for midsummer. A cape copied after the original Shaker model is made of bright green flat crepe and is tied with heavy green cord and tassels. Several of the new capes are made in red material of one sort and another and one of white water-proof fabric is lined with scarlet crepe. Another strikingly smart cape of black taffeta is lined with white crepe de chine.

Because of the vogue of the resort ensemble, coats are particularly fashionable and a great many attractive models are shown in the latest collections. Moire is the season's novelty for both suit and coat and unlined coats of washable moire are made in all the new sun-proof shades. A straight, knee-length coat of pale green moire is worn with a shirt, skirt and trousers of white moire piped with green taffeta. A coat of bright red moire accompanies a suit of French blue, which is piped with the red and is appliqued with a red monogram. This coat serves as an occasional wrap with other suits, particularly those of all-white moire, crepe and flannel.

One unusually smart resort coat is made of white silk jersey with a border of a geometric pattern in black and gray. Many lovely new coats are made of flowered cretonne and printed linen, to be worn with suits of plain color. The linens are patterned in geometrics and modernistic designs, and many of these have parasols made of the same material. Blazers of flannel are seen in stripes of different colors, in lovely blues in two shades, with a white or gray background, jade green, black and white, red and white and yellow with a darker shade or with brown.

To go with the resort costume are many new scarfs of the sports type. These are made of washable crepe, pussy willow silk or indestructible voile. They are cut in triangles and are both decorative and of service in protecting the neck from sunburn. These are less extreme in the modernistic and cubistic patterns and more harmonious in color. Very gracious pastel tones are shown in the kerchiefs and straight scarfs of moderate size. Some combine light colors with pale-tinted grounds and others with pure white. A scarf to be worn with yachting dress is made of

lightweight cashmere, like a man's muffler, although in larger sizes and in bright plaids, checks and stripes.

Uniform Simplification Needed?

That a simplification program might easily be put into effect on nurses' uniforms is indicated by a manufacturer of these garments. While not complaining about the diversity of styles in garments so generally regarded as of similar cut, he says that in his line there are about 175 numbers which are in demand at all times. The current season has produced its usual quota of this business in uniforms to retail at \$2 to \$8. The same producer makes maids' uniforms also, and in these he says the only feature is the steady expansion of the vogue for color after years of black and gray. A need of simplification of these lines may also be indicated by the fact that well over 100 styles must be carried.

Glove Men To Push Sales.

Plans have been completed by the Associated Glove Crafts for increasing sales of this merchandise during the coming fall and winter. Committees in charge of the matter have decided on four weeks when the retail trade throughout the country will be urged to display gloves for both sexes. These weeks will begin on Sept. 10, Oct. 15, Nov. 12 and Dec. 3. Each date has been chosen with a definite merchandise "tie-up." Sept. 10 was selected, for example, because that is the time when men are about to change from summer to fall hats, while the week of Dec. 3 will act as a definite and early reminder of the suitability of gloves as Christmas gifts.

See Some Improvement in Fall.

While nothing like a boom is anticipated, the belief is held in some quarters that business during the second half of the year will show gradual improvement over the six months just ending. A great deal, it was pointed out, will depend on crops and the course of the election campaign, but the effects of the latter are being discounted as less disturbing than usual. Retailers are inclined to see a better turnover than during the spring, when gains in volume were small compared with the same months last year. For manufacturers the outlook is one not so much of additional volume as it is of better profit margins.

Style Jewelry Offers a Problem.

Both importers and domestic manufacturers of jewelry acknowledge the importance of showing only lines which have the sanction of some Paris couturier. They are confronted with the problem, however, of showing one line exclusively or waiting until the season has started, and then showing copies of the outstanding numbers featured by various couturiers. In choosing the former method a risk is involved if the exclusive line does not "take." The time factor is important, of course, but it is felt that eventually the practice of the dress trade will be followed and designs from all the leading houses will be shown.

Credit Given.

"I am always willing," said the

candidate, as he hit the table a terrific bank with his clenched fist, "to trust the people."

"Great Scott!" shouted the little man in the audience. "I wish you'd open a grocery store in our midst."

CUSTOM MADE SHIRTS

Sturdy, Beautiful
 Honest Workmanship
PHOENIX SHIRT CO.
 39-43 Michigan, N.W., Grand Rapids

A MARK OF DISTINCTIVE BEDDING



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BED SPRINGS
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Comfortable Durable

THE MARSHALL CO. ... GRAND RAPIDS

MICHIGAN BELL TELEPHONE CO.

Long Distance Rates Are Surprisingly Low
 For Instance:

for **\$1.25**

or less, between 4:30 a. m. and 7:00 p. m.

You can call the following points and talk for THREE MINUTES for the rates shown. Rates to other points are proportionately low.

From GRAND RAPIDS to:	Day Station-to-Station Rate
ALPENA, MICH.	\$1.10
CHARLEVOIX, MICH.	1.00
ESCANABA, MICH.	1.20
GREEN BAY, WIS.	1.00
LAFAYETTE, IND.	1.15
MACKINAC ISLAND, MICH.	1.20
MADISON, WIS.	1.15
PETOSKEY, MICH.	1.05
PIQUA, O.	1.25
PORT HURON, MICH.	1.05
RICHMOND, IND.	1.25
SANDUSKY, O.	1.15

The rates quoted above are Station-to-Station Day rates, effective from 4:30 a. m. to 7:00 p. m.

Evening Station-to-Station rates are effective from 7:00 p. m. to 8:30 p. m., and Night Station-to-Station rates, 8:30 p. m. to 4:30 a. m.

A Station-to-Station call is one that is made to a certain telephone rather than to some person in particular.

If you do not know the number of the distant telephone, give the operator the name and address and specify that you will talk with "anyone" who answers at the called telephone.

A Person-to-Person call, because more work is involved, costs more than a Station-to-Station call. The rate on a Person-to-Person call is the same at all hours.

Additional rate information can be secured by calling the Long Distance operator



SHOE MARKET

Plan To Revive Michigan Shoe Dealers' Organization.

Detroit, June 26—The retail shoe merchants of Michigan organized the first State association of members of their craft in the United States. For a number of years the organization thrived and waxed strong. It achieved a record for constructive work for its members that no other similar association ever excelled. Of late years, however, the Association has not been active and gradually interest in it and the purposes for which it once existed dwindled almost to the vanishing point.

There were many merchants throughout the State who believed the Association should be revived, but no one appeared to take the initiative in the work. On his travels through the State, Joseph Kalisky, representing the Thompson Bros. Co., of Brockton, heard these reports and he decided to see what could be done.

Learning that the Detroit local association had once more become active, he called on Chairman Middleman of that body and Clyde Taylor, the secretary, and several other active Detroiters and enlisted their support in his effort to revive the State Association.

Their efforts crystallized in a dinner and meeting at the Detroit-Leland Hotel in this city at which a number of representative city merchants and several from up-State were present, augmented by the appearance of almost an equal number of traveling salesmen.

The special guest of the evening was James H. Stone, manager of the National Shoe Retailers' Association, and publisher of the Shoe Retailer, whose assistance Mr. Kalisky also had secured. After a most delightful dinner, Mr. Kalisky presented Mr. Middleman as the chairman of the meeting, who in brief remarks reviewed the resumption of activities of the Detroit local and the necessity of maintaining it for the mutual benefit of the trade in that city and of the desire of himself and his associates to assist in reviving the State body.

He presented Mr. Stone, who reviewed the activities of the National, the need of unity of thought and action by dealers on matters of importance affecting their business, and said that this result only could be obtained by merchants coming together at a common meeting place and obtaining a thorough understanding of those questions and declared that the best results would be obtained by the organization of the State and having the interests of merchants cleared through the association.

Mr. Stone referred to the once commanding position held by the Michigan Association in years past and the undoubted value it had been to merchants throughout the State and to the industry generally. He pledged the support of the National in assisting in the rejuvenation of the State body and of rendering every assistance within his power.

Charles W. Evans, of Chicago, former president of the National Shoe Travelers' Association, expressed the hope that the association would be revived.

Former presidents J. E. Wilson, of Detroit, and Elwyn Pond, of Flint, of the State Association declared the need existed for a State Association. Both recounted the many advantages the dealers once derived from membership and said the time was opportune for again having a State-wide organization.

It was decided that work should immediately be started to organize the State and plans will soon be outlined for awakening the interest of merchants, with the end in view of calling a meeting to be held in this city or at some other point. It is expected that

former State Secretary, George Owens, who is supporting the movement, will soon send announcements to the retailers of the State, advising them of the plans to be undertaken and enlisting their support.

Profit Season Ahead For White Shoes

Reports on the retail trend in all sections of the country reflect the fact that white shoes for women are living up to the promises made for them in advance of the opening of the season and bid fair to enjoy a decided popularity throughout the summer. This season's vogue of whites comes as a most opportune development for the retailer, giving him just the argument he needs to sell an extra pair, or at least to make up for the pair he lost if he happens to be located in one of the sections of the country adversely affected by the backward spring. Consequently the white shoe business is a thing to be carefully nurtured and cultivated as a factor contributing to increased volume and profits.

These observations express facts so very obvious and elementary that we should hesitate to call attention to them at this time, were it not for past experience which leads us to believe that there exists a vital need for their re-statement and emphasis. For some reason not altogether clear, white shoes have long been a target for the price cutting tactics of some retailers who think it good policy to stimulate volume at the sacrifice of profits early in the summer season. The result has been that premature sales of white shoes on the part of a few has induced others to follow suit and thus any advantage which might have been gained has been short lived. In the end everybody has suffered and nobody has won anything at all commensurate with the profits thrown away.

It would seem that the experience of a few seasons would demonstrate the futility and un wisdom of giving profits away in months when they are sorely needed, but up to now many retailers have not grasped the real profit opportunity to be found in white shoes provided they are rightly merchandised. This season there is less reason than in other years to slaughter prices on white shoes while they are still at the height of their selling season. The white vogue is not something that has been developed artificially, but is the result of a natural and logical evolution that was in the making as early as last fall and has gradually gained momentum ever since. It received emphatic endorsement from fashionably dressed women at the winter resorts of the South and has been spreading from these resorts to the rest of the country since the advent of warmer weather.

Thus it isn't a question of selling white shoes to an unwilling purchaser, but of supplying a style that the public wants and for which it is willing to pay a reasonable price. White footwear will be seasonable merchandise right through the summer and as such there is every reason to anticipate a steady, continuous demand for it. It is greatly to be hoped that the trade at large will recognize this fact and take advantage of the real profit possibilities in white shoes, refraining

from premature price cutting whose effect can only be destructive. Carefully planned advertising displays and sales promotion will serve as effectively as cut prices to stimulate sales and far more profitably.—Shoe Retailer.

Linen Crash Bags To Match Summer Costumes.

New fabrics are being used in many of the bags designed for carrying with the new summer costumes. Linen crash embroidered in gay colors is a favorite, as are also cretonnes and hand-blocked linens. The new frames are interesting, too, for many of the large designers are getting away from the use of metal exclusively and are turning instead to compositions in bright colors. Leather-covered frames in colors to match some part of the fabric design are also smart.

One very smart bag of embroidered linen crash is of medium size and has a curved frame with an unusual clasp in the modernistic manner. Another bag of cretonne but in large proportions has a somewhat square frame, with a handle of the fabric. It is lined with rubber so that it may be used either for Pullman or beach wear. Small envelopes to carry with afternoon costumes are showing with either machine or hand-embroidered designs.

Shoe Trade More Optimistic.

Despite the irregularities of the weather, the opening days of July find the wholesale shoe trade in a more optimistic state of mind than for some time. The appearance of more seasonable temperatures has finally stimulated retailers into buying, and the improvement in consumer activity with the approach of the vacation season augurs well for the next four to six weeks. Summer footwear specialties, in particular, have moved well lately, these ranging from popular-price tennis goods to novel plaited effects in women's sport shoes. There has also been some improvement in the call for men's sport footwear, but most of this has been in the higher-price lines. Calf and buck combinations in these goods have done well.

Driving-Glove Plan Aids Sales.

Retail co-operation in the campaign of the Associated Glove Crafts to push sales of autoists driving gloves for summer wear is already bringing results. Women's gloves have benefited particularly from the plan. Especially favored thus far have been regulation pull-on styles in cape, pig, goat and calf. These being grain leathers, they grip the steering wheel more firmly than gloves with a suede or velvet finish. Easy cleaning is another factor in the increasing sale of grain leather gloves for driving. An important suggestion made in connection with the campaign is that driving gloves be purchased a half to a full size larger than those for street wear. This increases both service and the comfort of the wearer.

Better Grade Umbrellas Selling.

Present activity in women's umbrellas seems to be centered in the better grades. Buyers are interested only in items featuring the newest coverings, handles and lengths. The twenty-one inch lengths of last season are being replaced with the new twenty-inch models. Color is again important, with the result that monotone stripes and solid colors in the new spring shades are taking the place of novelty silks and fancy border effects. Handles are wanted in Prince of Wales style, in imitation quartz, malacca and stone compositions. Some strictly sports numbers have been ordered with crooked handles in pigskin, different reptiles and calf.

Men's Rayon Underwear Pushed.

Rayon undergarments for men have sold so well this Spring that manufacturers feel that there is as much of a field for rayon in men's wear as in the women's trade. Retailers, they say, are coming to the view that these items are no longer a "gamble" and are pushing them with greater vigor. The merchandise is being offered in union suits and in two-piece effects featuring shirts and "shorts." The latter are credited with selling particularly well.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY LANSING, MICHIGAN

Prompt Adjustments

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

The Toledo Plate & Window Glass Company Glass and Metal Store Fronts

GRAND RAPIDS

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MICHIGAN

RETAIL GROCER

Retail Grocers and General Merchants Association.

President—Hans Johnson, Muskegon.
First Vice-President — A. J. Faunce, Harbor Springs.
Second Vice-President — G. Vander Hoening, Grand Rapids.
Secretary—Paul Gezon, Wyoming Park.
Treasurer—J. F. Tatman, Clare.

Some Pitfalls in Store For Mercantile Buys.

The slogan of the Better Business Bureaus everywhere is, "Investigate before you invest." This letter points a new angle to the caution:

"One sees in the business chances column of some newspapers advertisements of small grocery businesses for sale which often come close to being fraudulent in claims for earning powers. No doubt there is a long procession of comers and goers in such little business paying in their savings and working long hours only in the end to go out stripped of their last dollar. It is too bad that advantage is thus taken of the inexperienced, but so it is liable to continue to be until we attain to a much higher civilization. One reads such an advertisement as 'Grocery for sale, doing \$50 per day cash, pays owner (some perfectly ridiculous sum) owner called East and must sacrifice.'

"Somebody bites, pays down his thousand and agrees to pay the balance in monthly payments such as no business can possibly earn. By and by he also joins the procession of wiser and sadder.

"Even trustees of bankrupt businesses, who certainly should know something of store earnings, seem to have a vastly exaggerated idea of what a business can pay. A man bought a business part cash and balance time, and agreed to make monthly payments which amounted to eight per cent. or better on the yearly sales, with no possibility of much increase in sales because of sparse population."

"He paid in the only way possible, by getting all the goods he could while his credit lasted, selling them, and paying the proceeds on the business while at the same time he stood his bills off. When he got the score paid off, he was in deeper than his predecessor and could get goods only by paying cash in advance. The sellers in this case were certainly more to blame than the buyer."

I have copied that word for word. I can think of no way in which it could be made stronger or more emphatic. There is tragedy in every line, as, of course, anybody can realize. My thought in printing it is that somebody may read it in time.

It is not to be wondered at that men ignorant of business, as so many are who enter our line, should get stung by listening to impossible figures; but there are also men who know something about the business who fall for similar things. If we can spread the simple fact that groceries are narrow margin merchandise; that the possible profit per dollar of sales is about five cents; that few reach near to that possibility; so that anybody who plans to pay more on his purchase than about a dollar per hundred dollars of sales can hope for nothing for himself, we shall aid, perhaps, a little to save some

poor mortal from losing his life's savings.

Of course, the trouble with scotching advertisements such as quoted is that the courts are apt to hold that the advertiser is merely "expressing an opinion," the advertiser in such cases being an agent and not the principal. Then, too, the courts tend to hold that the buyer must still beware to the extent of doing a little plain investigating to verify statements on which he is to base a decision so vital to himself. But a few simple facts of the capacity of the grocery business to produce earnings would help to save many such an "investor."

The kind of trust of which the Postum Co. is an example is a new business element. It is designed to cut distributive costs. The president of Postum is quoted by Stanley Rukeyser thus:

"Years ago progress centered around production. Those problems have been solved. Mass production has arrived and its rate will be slower than formerly. Problems now center around sales.

"Our combinations enable the companies affected to pool experience and interchange information. Our policy is to take on package food stuffs Nationally accepted and well advertised, capable of wide distribution at low cost and non-competitive among themselves.

"There are savings in having salesmen sell seven articles instead of one in a single call. All of our products are extensively advertised and the salesman's job is not selling but one of maintaining contacts with grocers to see the goods are fresh and properly displayed. Economies in administrative expenses and executive salaries also accrue."

The company's sales force has been divided into three squads. One handles perishable products, including Postum. Another handles seven articles, which is considered the limit of efficiency. The third handles three products now; perhaps will handle additional articles as they are acquired.

Chester further said: "The growth in size enables us to become still better known through increased advertising. Our name placed behind a product gives it prestige. Group merchandising enables us to increase the selling force and give each product more intensive pushing than before. Our sales are unaffected by the ebb and flow of general prosperity."

Then we get into specialty selling, as the unrecognized force of commodity competition begins, while retail lines overlap, culminating in the department store.

Now comes the specialty distributor swinging back into something like general lines, working a sort of department store plan in specialty manufacture and distribution. We take no thought of the chains in this review, but they have wrought tremendous changes, as is well known.

Let this one thing be noted: That the only constant we have is change. There is no use hoping for a status quo in merchandising. The wakeful merchant is he who is alive to the changes occurring around him. Paul Findlay

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

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

Don't Say Bread

— Say

HOLSUM

" They Buy Other Groceries, Too".

"Our customers who eat Fleischmann's Yeast", says W. R. Kelly, of Fresno, Calif., "usually come into the store for it every day. Invariably they buy other groceries here, too. That is why I think it worthwhile to build up the trade for Yeast. It builds good will for us. Yeast eaters usually become steady and permanent customers."

Recommend Yeast for Health to your customers—it will build good will and increase sales for you.

FLEISCHMANN'S YEAST

Service

*Doubly
Good*

RUMFORD

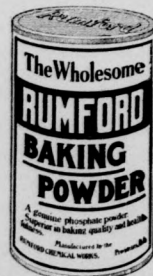
The Wholesome
BAKING POWDER

is Profitable for You

because your customers get real value for the money they expend—and that's what builds good will.

is Economical for Your Trade

because every spoonful in a can of Rumford contains full, perfect leavening power.



RUMFORD CHEMICAL WORKS
Providence, R. I.

MEAT DEALER

Michigan State Association of Retail Meat Merchants.
President—Frank Cornell, Grand Rapids
Vice-Pres.—E. P. Abbott, Flint.
Secretary—E. J. La Rose, Detroit.
Treasurer—Pius Goedecke, Detroit.
Next meeting will be held in Grand Rapids, date not decided.

A Word on Mutton.

This is not a mutton producing country in the strict sense of the word producing. A country that may be considered a producer of mutton is one that raises mutton as a business, rather than as a side line of lamb or wool production. This country produces large numbers of lambs each year and sends most of them to market before they are a year old. A large percentage of them are considerably younger than one year when they are prepared for the family table. Last year over sixteen and one-half millions of lambs and sheep were used for food in this country. By far the greater part of this total had not reached the mutton stage.

When such large numbers of lambs are produced there is also a rather liberal supply of mutton in the aggregate as a natural result. The greater part of the mutton supply is made up of good, meaty ewes, or female sheep. These come into the markets in greater numbers during the late Spring and Summer months, although the supply frequently extends well into the Fall.

Due to the relative unimportance of the mutton supply compared with all meats, or even with lamb, there is little activity on the part of the dealers in lamb and mutton to popularize it. As a matter of fact, the lamb and mutton combined represent only a small part of meat consumption.

During the last twenty-one years, lamb and mutton consumption in this country has ranged from around five and a half to seven and a half pounds a year, a person, while total consumption of beef, veal, mutton, lamb and pork has been from one hundred and twenty pounds per person to around one hundred and fifty-five pounds. The lowest point in meat consumption was during the years we were engaged in the world war, when meat was needed for export and when, as a consequence, restricted meat meals were advocated at home.

This country is by no means a record holder in the consumption of lamb and mutton. Australia and New Zealand eat far more than we do, for instance. However, sixteen and a half millions of lamb and mutton carcasses represent generous portions for a great many of us and mean much to those engaged in the production and distribution of the supply. New York City and immediate vicinity is given credit for consuming nearly one-third of all the lamb and mutton produced at Government inspected plants, which means around a quarter of all produced in the country.

Now, to get back to mutton, this is the time to get it good. Mutton is being generously supplied and the general quality is high enough to satisfy most consumers. Mutton is selling wholesale for about half what lamb brings. Legs, chops, stewing pieces and cuts for every kind of cooking should

give satisfaction and ease up a little on the meat bill at the same time. Even though your retailer does not handle mutton as a regular thing he will provide it for you if you ask him to. We are sure you will enjoy it if you give it a trial.

Keeping a Leg of Lamb Moist While Cooking.

A complaint reached us this week to the effect that legs of lamb had been found dry and somewhat tough after cooking. The complaint came from a certain link of a large chain of restaurants which purchases lamb and other meats of the same quality for all places. The general manager of this chain enquired from other restaurants, and found that this particular place was the only one dissatisfied. Further investigation disclosed the fact that in the restaurant where the meat was found dry and tough the method of preparing was different from that in other places. The cooks were not basting the lamb properly, nor was it cooked at the right temperature. Fortunately for the accuracy of the investigation there were plenty of other cooks and other meat to check up with. Theory is one thing and proven facts are quite another sometimes. If it had not been possible to compare results as they were compared, it is highly probable that the manager of the complaining store would not have been convinced until lengthy tests had been made by some competent cook assigned to the task. This instance of poor cooking seems to prove that the meat is not always at fault when dinners are less satisfying than could be desired. In many cases the retailer is blamed when he is not at fault. While we are not attempting to defend the quality of the meat sold by all retailers, especially since we know that quality varies widely, we are pretty well satisfied that an expert cook can bring even medium quality meat to the table so that it will be satisfactory. Mutton is much older than lamb, and yet mutton can be cooked so that it will be quite tender if of fairly high quality. It is not within the scope of this talk to digress on the technicalities of cooking lamb, but there are a few simple things that every cook should understand. If meat cooked by dry heat is to be moist when cooked it must be basted during the process. This should be done frequently enough to keep the meat from drying out. Another important thing is to have the oven at the right temperature, and to cook the meat neither too little nor too much. Any good cook book will explain just how the cooking is to be done for best results. Basting may be dispensed with if the meat is covered, but this is not really dry cooking, nor will the flavor be the same when the meat is cooked.

Page Noah Webster.

Colored Customer: Ah wants a quote of sanctified milk.

Storekeeper: What you-all mean is pacified milk.

Customer: Look heah, small one, when Ah needs inflammation, Ah'll specify.

LIPTON'S TEA

Awarded first prize and gold medal at the great tea expositions in Ceylon and India as the finest tea grown

Home of Lipton Tea Planter Ceylon

Good Restaurants serve Lipton's Tea—Ask for it!

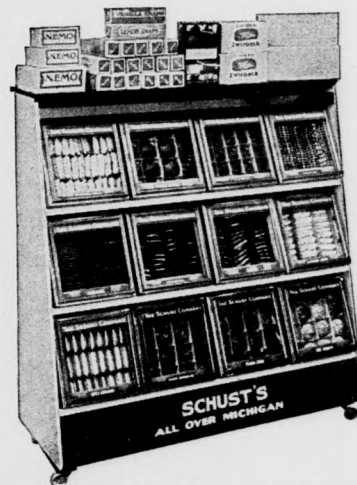
VINKEMULDER COMPANY Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

Strawberries, Pineapples, New Potatoes, Oranges, Lemons, Bananas, Vegetables, etc.

SCHUST'S LINE MEANS —

More Sales
Bigger Turnover
Larger Profits, and
Satisfied Customers



This
Display
Increases
Sales

THE SCHUST COMPANY

"ALL OVER MICHIGAN"

DISTRIBUTING POINTS

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Detroit

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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 CO.

Grand Rapids, Mich.

HARDWARE

Michigan Retail Hardware Association.
President—Herman Dignan, Owosso.
Vice-Pres.—Warren A. Slack, Bad Axe.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Various Views on the Subject of Price Tickets.

To use the price ticket, or not to use it? That was the topic of discussion at a little gathering of retailers. For after many years the question of the propriety or otherwise of the price ticket still remains undecided in the minds of many retailers.

The opposing views on this much discussed question were pretty clearly shown in this shop talk; for all the members of the little group did not hold identical opinions.

One grocer strongly advocated the extensive use of the cardboard to acquaint customers with prices. "I am using more price-tickets all the time," he said, "because I see that they bring me good business. In a way they take the place of a clerk, and they certainly save a great deal of the clerk's time."

"You know," he continued, "the majority of people are backward about asking the price of goods, especially of more than a few articles at a time. At least, I find it that way, and I don't think I differ much from the ordinary run of people. I know, when I want to buy a tie, I always go to the store where things are marked, so that a selection can be made without asking too many questions."

Another merchant expressed the contrary view:

"I don't believe in using the price ticket," he said. "I think it gives a cheap appearance to goods. It may be all right in a bargain store; where people are looking for cheap stuff and not for quality; but I think it gives too much of the bargain idea to put price cards on high class goods."

"If you will take a trip through any of the big department stores," put in a hardware dealer, "you will see that they use a great quantity of price tickets. And they are supposed to be at the top of the heap in business ideas."

The no-price-card man stuck to his argument.

"I think you will find," he declared, "that it is mostly the bargain goods on which the department stores put prices. When they get in any new or high class goods, they rarely put a price ticket on them, although they use show cards. I certainly believe in the show card to work up interest in goods, while whenever I have a special price to offer on any line I use a price card."

Another dealer stated that he combined both show card and price ticket. "I use a few words to describe the goods and work up interest, but generally I also quote the price," he said.

The price-card advocate came back to the charge.

"When a person sees the price," he said, "he knows if he can afford to buy the article. Suppose a person sees an article in the window but there is no price ticket on it. He goes in to enquire the price. Now it may be more than he wants to pay, but after asking, he hates to leave without buying. Although he may purchase, he feels he

should not have done so; and that is not a good feeling for a customer to have. Next time he sees an unpriced article in a window, no matter how interesting it looks, he won't take chances."

"I don't think that argument is sound," spoke up another merchant. "If the price is higher than the man has been accustomed to pay, or thinks he should pay, the quality of the goods must be correspondingly higher. In the case you speak of, where the customer finds the price higher than expected, that is where the salesman should get in his work, by showing that the higher quality justifies the higher price. Now a price card on high quality goods will often scare a customer away, while if he has to enquire the price, the salesman has a chance to point out the high quality of the goods and convince him that they represent actual value."

A yet different view was expressed by another merchant.

"There's one thing on which we ought to all agree. If you do use price cards or show cards, be sure they are clean. I was in a store the other day where a card on some candy was so faded and dirty as to repel any customer."

The discussion reveals the wide diversity of views on the price-ticket question. With some stores, as, for instance, the "15 cent stores," price tickets are uniformly used. In such stores the entire selling emphasis is on price.

On the other hand there are style shops where no prices are ticketed, in displays or elsewhere; where style itself is the main attraction and price is made a secondary consideration.

And, again, there are yet more exclusive style shops where high prices are ticketed for the express purpose of attracting the class of customers who take pride in paying an extreme price. So that at one end of the scale goods are priced low to attract trade, and at the other end they are priced high for the identical purpose. In the one case, however, the appeal is to the pinched pocket book; in the other place to sheer human vanity.

In most stores, a betwixt-and-between policy is employed. For dealers pretty generally realize that customers are of two classes—those who want as good an article as they can get for the price they can pay, and those who want to pay the lowest possible price for the quality they desire. With, of course, more extreme people at the one end with whom price is the sole consideration, and more extreme people at the other end who insist on quality and pay no attention whatever to price. Most people, however, have learned by experience to consider both the price and quality aspects of their purchases.

The wide-awake dealer as a rule does not cater to one class of customers alone. His business is to attract all classes of folk into his store. He knows by experience that the purchaser of some piece of quality goods is quite apt to pick up some cheap price-tagged article from the bargain counter, and that the customer lured into the store by price advertising may

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle



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A
COMPLETE
STOCK OF

HEATH & MILLIGAN DEPENDABLE PAINTS AND
VARNISHES

Foster, Stevens & Co.
Founded 1837

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

THE BEST THREE
AMSTERDAM BROOMS
PRIZE *White Swan* Gold Bond
AMSTERDAM BROOM COMPANY

41-55 Brookside Avenue,

Amsterdam, N. Y.

NEW AND USED STORE FIXTURES

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

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

N. FREEMAN, Mgr.

Call 67143 or write

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

ultimately change his mind and buy an article far better than that which first interested him. Hence, the wide-awake dealer in his newspaper advertising and window display appeals to both classes of customers.

It is bad policy to stress price alone, and disregard quality. It is probably just as bad policy to stress quality alone and ignore price. The thing to feature is value, which represents the relation of quality to price. That is what interests the great majority of buyers.

Perhaps the best policy is to combine the two. One dealer does this very successfully. He uses, not price tickets alone, or show cards alone, but combination price-and-show cards. If the dominant appeal of some article is the price appeal, he tickets it in good, clear figures, with the terse postscript, "Exceptional value," or something of that sort. Where quality dominates, he stresses that first: "Latest model, all improvements, operating cost low, saves labor—only \$150." Where the "\$150" would take away the passer-by's breath, or where the quality talk alone would leave him dissatisfied, the skillful combination of the two in one card very neatly breaks the ice.

In fact, a card of this last type does pretty much what the salesman is supposed to do with the unpriiced article—educates the customer to the fact that, not quality, nor price, but value, is the all-important consideration in buying.

The combination show-and-price-ticket has much in its favor. Of course it is impracticable to use cards of this type on every article on display. To provide so many cards might be a big item of labor and expense. But there are many displays where a specially designed card which covers both quality and price will enhance the pulling power of the display.

Where special bargain prices are being offered, as often happens toward the close of a season, price tickets should of course be used. Here, price is the strong point of appeal.

There used to be a good many dealers who would show a line of specials in the window with a big card saying "Half Price" or "One Third Off." That method of price advertising is hardly worth while. If price is the feature, show the specific price on each and every article. In fact, the time-honored device of showing both the original price and the cut price is worth while. In price, it pays to be specific. This applies not merely to window display but to newspaper advertising. Yet in newspaper advertising it is sound policy to add a few words specifically descriptive of the article.

In using price-tickets, use clear, legible letters and figures. At one time fancy lettering had a certain vogue; and there are still amateurs who adorn their price tickets with all sorts of weird decorations. A neat white ticket showing the figures plain, clear and unadorned is usually the most satisfactory. Sometimes for advertising purposes a colored ticket or colored lettering is used; but for a normal ticket, black on white is the best combination.

If a price ticket becomes fly-specked or dirty, discard it and get another. Price tickets can be used repeatedly, but should never be used after they commence to show wear. When not in use they should be carefully put away; this precaution often saves the work of preparing new cards when they are needed in a hurry.

There is unquestionably a certain measure of truth in the idea that people quite often shun the unpriiced window display. I have met numerous cases of this sort. This is particularly true of the in-between folk—the sort of people who can pay a fair price for a good article, but are embarrassed if they find the price of an unticketed article beyond their expectations. Yet such people are among the dealer's best customers.

One dealer says that there should be something in the windows to attract both classes of customers into the store. So in one window he shows a line of low priced articles in common use, freely price-ticketed. In the other he shows quality lines without the tickets.

"You'd be surprised," he told me, "how many people come in, buy some little article at ten cents, and price the washing machine. It's the washing machine that brings them in, but the little ten cent purchase enables them to come and go without embarrassment."

Which is one dealer's way of handling the problem. It may not be the best. In the last analysis, however, the individual dealer must decide the question for himself. There can be no doubt, however, that price tickets do save the time of salesmen and customers; and with bargain lines are the most effective means of emphasizing the price argument.

Victor Lauriston.

Kitchenware More Active Now.

The backwardness of the weather, with the resultant delay in the annual pilgrimages to Summer cottages in various parts of the country, put a check on consumer buying of kitchenware from which the trade is only now beginning to recover. Usually by this time the bulk of the consumer replacement business on enamelware and aluminum articles for vacation uses has been done and retailers have placed repeat orders to fill stocks. This year, however, only a part of this business has been placed, but all indications point to a rush of it during the next two or three weeks. One of the best-selling items for Summer camp or cottage use is the frying pan, and a close second is the coffee pot. Both have run true to form so far this year.

Financial Troubles.

"You say financial troubles brought you here?" asked the hospital visitor. "Why, that's hardly possible!"

"It's a fact, though," retorted the patient. "I was crossing to the other side of the street to avoid one of my creditors and saw another creditor on the other side. While I was trying to escape, a car hit me."

At least one delinquent figured that the hospital was a better retreat than the jail.



FOR "The original patrol" YOUR PROTECTION

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MERCHANTS' POLICE
and
INSPECTION SERVICE
The Original Patrol in Uniform.
Under Police Supervision.
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PHONES—4-8528, if no response 8-6813
Associated With
UNITED DETECTIVE AGENCY

The Brand You Know
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Look for the Red Heart
on the Can

LEE & CADY Distributor

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

Corduroy Tires
Sidewall Protection
Stands for:
LONG MILEAGE
RIDING COMFORT
GOOD LOOKS
CORDUROY TIRE COMPANY
OF MICHIGAN
GRAND RAPIDS - MICHIGAN

Seely Manufacturing Co.

1862 - 1928
Flavoring Extracts — Toilet Goods
A standard of quality for over 60 years
SEELY MANUFACTURING CO.
1900 East Jefferson. Detroit

BIXBY
OFFICE SUPPLY COMPANY
GRAND RAPIDS, MICHIGAN

ASK FOR
KRAFT CHEESE
A Variety for Every Taste

I. Van Westenbrugge
Grand Rapids - Muskegon

Truck Service
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KRAFT K CHEESE

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Postma Biscuit Co.
QUALITY
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Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
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All branches of cartage and transfer
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Successors to
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FLORAL Co., Inc.

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Expert Chemical Service
Products Analyzed and Duplicated
Process Developed and Improved
Consultation and Research

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

HOTEL DEPARTMENT

Interesting Features of the Tour of Casitas Pass.

Los Angeles, June 30—Winding through a beautifully wooded canyon, climbing over the crests of round-topped hills, then dropping leisurely to the ocean's shore, Casitas Pass, near Ventura, offers the nature loving motorist a scenic treat.

Following, as it does, an ancient trail over which Father Junipero Serra and other padres wended their ways toward the old mission at Monterey, the road has a historic past which teems with much interest.

Although it is fairly steep in places where it climbs the mountains by means of the switchbacks, we hummed along without much seeming effort on the part of the motor, and we certainly were given ample opportunity to view scenery most unusual in character, or would be anywhere else but in Southern California.

Out here the auto clubs vie with each other in arranging, without any suggestion of compensation, week-end or more extended trips. They have maps and itineraries all arranged for you, and as the routes have been systematically logged, one need not be in the least perturbed over the possibilities of disappointment.

Casitas means "little houses," and this recalls little stories I heard, a century old, which had much to do with the naming of the road. In those days one of the first missions was established at Ventura, two short blocks from the ocean front. It was an adobe structure, and the Indians worshipped there. A few years later either the tides or the seepage from the Ventura River, softened the ground and the mission collapsed.

The Indians, always superstitious, believed the Great Spirit was angry because the mission was so close to the sea, so they went up the canyon to what is now known as Foster Park and settled there, building a number of little houses which gave Casitas Pass its name. At that time the pass was just a trail. There they also erected a small chapel known as Santa Gertrude, where they worshipped until a new mission was completed by Father Serra, in 1809.

At Santa Gertrude chapel the Indians made a holy water bowl, carving it out of solid granite with flint. The bowl which is now a much prized exhibit at the Ventura County Museum, is a beautiful piece of work and was recovered from the ruins in a good state of preservation. The chapel stood on a small mesa just South of the highway leading to Ojai and close to the entrance of Casitas Pass. A portion of the ruins may still be seen there.

On the main highway where Casitas Pass branches off stood a huge, partly hollow sycamore tree, right in the middle of the road where the carretas rumbled past. Other clumps of sycamores stood close by. As the wind of the ocean and the Ventura River Canyon converged there, the leaves of the big sycamore were constantly in motion, making a whispering sound, and the sycamore was named the "Whispering Tree" by the Indians.

They believed the Great Spirit was responsible for the "talking leaves" and held the tree in superstitious awe. None would allow their children to talk aloud when they passed along the road under its grateful shade and some actually prayed to the wind-blown boughs.

Some years later white men examined the hollow of the sycamore and discovered therein an Indian doll made of asphaltum, probably obtained from the asphaltum beds near Ojai. It was believed to be an idol at one time worshipped by one of the tribes, bore evidence of great age, and was at the time called "God of the Winds." It

is now in the Smithsonian Institute at Washington, D. C.

In later years, when the white people settled throughout the district, the tree was a rendezvous for sweethearts and became known as the "Kissing Tree." Even the Indian servants of the whites held it in great reverence.

Casitas Pass is entered at Foster Park, in Ventura, over a bridge which crosses the Ventura River. At the approach to the Canyon are large pillars which have some historical significance which I could not learn. The park itself is one of those innumerable meeting places for various state societies, such as you find everywhere in California.

Leaving this beautiful wooded park we follow the paved roadway to Casitas Ranch, famed in California and among sporting men as the breeding place of some of the famous racing stock of the present day. Here we could see many of these beautiful animals in corrals.

Beyond this ranch there is scarcely an evidence of civilization for several miles, though the trail is fairly good for autoing. The dirt is kept well in place during the summer months, although it is frequently closed in winter on account of landslides which follow heavy rains. Just at present we found it in prime condition, bordered by oaks and sycamores and at many places these giant trees form a perfect canopy over the highway. The road climbs to an elevation of over a thousand feet. The summit is swept by stiff ocean breezes which were a great relief after experiencing a torrid day. The descent toward the ocean is fairly gradual though extremely winding, but the roadbed is wide and while there is much traffic on Sunday, we negotiated the Coast Highway at Carpinteria, arriving home early in the evening and feeling well repaid for a trip of 200 miles in the summer sunshine.

One can never tell where the female of the species is going to land. Out here the women's clubs are keen for legislation outlawing the unsightly bill board. In Colorado the same organizations are sponsoring these unsightly affairs and sell space on them to advertisers. All of which confirms the statement that so far as the fair sex is concerned, one can never tell.

Somebody is always trying to take the joy out of life or at least we hear they are at every turn, but the real tragedy is the discouragement of the art of kissing by scientists. Some time ago Dr. Brady, or some one of these physicians who gets his picture in the paper daily, made the claim that each kiss bestowed shortened the life of the bestower by just three minutes. Now comes a German professor who declares that kissing is the cause of the spread of pyorrhea. Hence if you would avoid this scourge so alarming to dentists and manufacturers of tooth powder, you must refrain from kissing. Now kissing as a pastime has been going on ever since the beginning of time, and we never heard of pyorrhea until a very recent period. Also Methuselah is accredited as quite handy among the flappers of his day and age, which would almost prove that the life-shortening announcement is also of recent invention. However, it is doubtful if a scare of this character will altogether eliminate the habit.

Really scientists are doing about everything in their power to throw a scare into every little joy of existence. Now it is claimed that liquor—vile liquor, acknowledged for ages as the only reliable, blown-in-the-bottle antidote for the bite of the rattler, is fallacious and the word of the desert trapper is no longer infallible. Why, these blessed scientists now openly assert that whisky is not and never was

CHARLES RENNER HOTELS

Four Flags Hotel, Niles, Michigan, in the picturesque St. Joseph Valley.

Mishawaka Hotel, Mishawaka, Indiana

Edgewater Club Hotel, St. Joseph, Michigan, open from May to October.

All of these hotels are maintained on the high standard established by Mr. Renner.

"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.



Warm Friend Tavern

Holland, Mich.

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

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At Popular Prices

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Ludington to Mackinac Island, inclusive

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

THE ISLINGTON

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Les Cheneaux Islands

Michigan's Famous Fishing Grounds.

Located on mainland, although in the heart of these beautiful Islands. Good roads from St. Ignace or Sault Ste. Marie. Thirty-five miles from either point. Two hours by steamer from Mackinac Island. Rates, \$5 to \$8. American plan.

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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.

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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

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Good Beds - Good Eats

GREENVILLE, MICH.

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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.

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LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
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Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

a cure for snake bite or hydrophobia, and no longer will there be a medicinal reason, at least, for carrying a pint or two on the hip to be resorted to in case of emergency.

The saving clause in the statement by scientists is that the victims of poisonous reptiles are in reality scared to death, and the only way that whisky helps is in removing this fear. If this is really the case, the gas used by dentists for painless extraction of teeth might be employed so that the person bitten could "laugh it off."

At the national convention of American Greeters, held at El Paso, Texas, last week, Arthur A. Frost, manager of Hotel Morton, Grand Rapids, was elected one of the coterie of vice-presidents, whereby Michigan Greeters have been signally honored and Mr. Frost recognized as a leading figure in the ranks of Greeterism. The Michigan charter has in times past distinguished itself by its accomplishments and will, no doubt, continue to do so in the future, and I have no doubt but in the very near future she will be Nationally honored by the placing of Mr. Frost in the presidential chair. Michigan was represented in the El Paso convention by some of the brightest and most popular delegates in the entire organization.

The Michigan Hotel Association, under the leadership of Ernest H. Piper, has taken the initiative in effecting an organization of the hotel operators of that State, Wisconsin, Illinois, Indiana and Ohio for protection purposes, and a meeting was held last week at Detroit for the purpose of making a survey of the situation and studying the necessities for such co-operation.

As a frequent participant at the meetings of the Wisconsin organization I have always been much impressed with the plans set forth for the protection of its members against the depredations of hotel beats, and this enthusiasm has lapped over into bordering states so that now it looks as though something tangible might come out of the Detroit meeting.

Detroit Hotel men are active just at present in a movement to find out, if possible, some means whereby over-production of hotels in that city may be overcome in some way in order that the business of operating hotels may be made reasonably profitable.

The trouble in Detroit is not caused by activities on the part of real hotel men, but rather those of real estate boomers, for purposes of booming certain real estate propositions, and not until investors have been educated to understand that investments of this character are extremely hazardous, will such activities be suspended.

For several years, in fact up to the time of his death, E. M. Statler energetically argued against such activities. He had made a study of exact conditions from actual knowledge born from experience, and when he decided some years ago not to build a second hotel he knew that he had the right angle. Time has proved that he was right. Ever since that time his wisdom has been confirmed, for of all the hotels constructed since I know of none which might be qualified as a financial success.

Not until financial heads make a careful study of this particular phase of investments and cease to encourage them, will this type of over-construction cease. Hotel associations should join in an educational campaign which should not be confined to ordinary channels for publicity, but should include broadcasting by radio as well.

In Los Angeles the situation is pitiful, and yet every day I see fresh evidences of the result of this mania. In one of the neighboring cities, also, where an old-time friend of mine found from bitter experience, to the tune of

hundreds of thousands of dollars, that there was no field for his enterprise, there are being constructed several other and larger hotels for no reason whatever, except possibly to increase activities in bankruptcy courts. Hotels in Los Angeles which could not possibly be conducted on a flat basis less than \$3 per day, are frantically advertising to supply rooms with bath for \$7 per week, with a negligible occupancy.

Detroit has had its fling in this program. Every time I pick up a Michigan newspaper I see where some trust company or other has taken over the operation of some hotel which was opened up with a great flourish of trumpets within the past two years and placed some hardworking executive in charge in the vain hope that he, the executive chosen, will be able to pull it out of the mire. The results are discouragement and disappointment for the manager and disgust for the investors.

In one of his last communications to the craft Mr. Statler submitted absolute figures, based on the operations of certain localities, showing that while the number of hotels had increased in certain particular sections, the total number of registrations had fallen off to a marked degree.

The public does much traveling, and disburses great sums for such purposes, but the saturation point was reached in 1925 and to-day, even those who can afford to do so, are retrenching to a marked extent. High priced rooms are almost uniformly found on the vacancy list. Business is coming to be a business even with the spender.

Welch & McIntyre have been remodeling and refurbishing their Hotel Northern, at St. Ignace, getting ready for the summer influx of visitors. Their Hotel Ste. Marie, at the Soo, which they took on two seasons ago, has proven wonderfully successful also.

J. W. Howell, formerly of the Hotel Connor, Joplin, Missouri, has become manager of Hotel Grant, Detroit, representing the American Bond and Mortgage Co., of Chicago, who became owners by default of former holders a short time since. This property was formerly known as the Carlton-Plaza, was erected about four years ago, and was at one time operated by A. B. Riley, prior to his assuming management of Hotel Savoy, Detroit. Frank S. Verbeck.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 3—The grocery salesmen are taking their annual vacations this week.

Brookmeier & Goldberg have engaged in the manufacture of malt syrup at 922 South Division avenue.

J. J. Berg (Pitkin & Brooks) will be at his summer cottage on Baptist lake the remainder of July.

Richard Warner, Jr., who has represented the Colonial Salt Co. in this territory for twenty-four years, leaves Thursday for Duluth, to be gone about three weeks. He will travel by automobile and will be accompanied by George Winchester, who covers the retail trade while "Little Dick" calls on the jobbing trade. Mr. Warner has recently purchased a five room cottage at Wa-wa-tum Beach, one mile South of Mackinaw City, on Lake Michigan. There is a stone sidewalk from the cottage to the business section of Mackinaw City. The family will take possession of their summer home this week.

The natural resources of Russia are equal to ours, the population of Russia is greater than ours. Why, then, is there so much misery in Russia and so little in America? The answer is found in trades unionism and its twin infamies, socialism and anarchy.



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

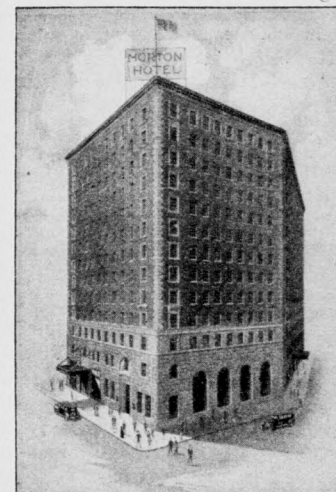


The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

750 rooms — Rates \$2.50 and up with bath.



YOU ARE CORDIALLY invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service in Grand Rapids.

400 Rooms—400 Baths

Menus in English

MORTON HOTEL

ARTHUR A. FROST

Manager

HOTEL GARY



GARY'S NEW \$2,500,000 HOTEL GARY, INDIANA

One of the Fine Hotels of the Middle West. 400 ROOMS FROM \$2.00. Each room an outside room. Circulating Ice Water and Every Modern Convenience. Large, Light Sample Rooms. Restaurant, Coffee Shop and Cafeteria in connection, all at popular prices.

We will also operate the following Hotels: The Mills-Holden Hotel, Richmond, Ind., will open about May 1, 1928; Hotel Teeling, Harvey, Ill., will open about June 1, 1928. HOLDEN-GARY COMPANY.

BLANEY PARK

22,000 Acres of "Something Different"

CELIBETH TAVERN

BEAR CREEK LODGE

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DRUGS

Michigan Board of Pharmacy.
President—J. C. Dykema, Grand Rapids.
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Examination Sessions—Detroit, third Tuesday in June; Marquette, third Tuesday in August; Grand Rapids, third Tuesday in November.

Michigan State Pharmaceutical Association.
President—J. M. Ciechanowski, Detroit.
Vice-President—Sumner J. Koon, Muskegon.
Secretary—R. A. Turrell, Crosswell.
Treasurer—L. V. Middleton, Grand Rapids.

Fountain Facts Which Create Profits.

It is not easy to stir up any great amount of excitement at the soda fountain, yet we should have a break in the ordinary routine from time to time. To devote a "week" to some specialty is not a bad idea. Let us see what we can do with "Chocolate Week."

What Is Chocolate?

Here are some extracts from the encyclopedia:

"Chocolate is made from the seeds of Theobroma Cacao, reduced to a fine paste, and mixed with pounded sugar or spices, as cinnamon, cloves, cardamom, or vanilla. The heated paste is then poured into moulds, in which it is allowed to cool and harden."

"Chocolate is sometimes made without spices."

"In a pure state it soon satisfies the appetite, and is very nourishing; when it contains spices it is also stimulating."

"The Mexicans from time immemorial were accustomed to prepare a beverage from roasted and pounded cocoa, dissolved in water and mixed with maize-meal and spices. This they called chocolate (choco, cocoa, and latl, water)."

"From the Americans the Spaniards derived an acquaintance with chocolate, and by them it was introduced into Europe in 1520."

From the same source we can get descriptive matter about the cacao tree. This furnishes copy for placards to be used in the window or at the fountain. All forms of chocolate or cocoa are highly nutritious, a point worth bringing out, as it is not generally understood by the layman.

Too often we are inclined to look upon chocolate as a "fluffy" beverage. It is much more. Years ago there was many a joke about girls lunching on chocolate, but they thrived on it, and now we know why.

A Window Trim.

For a window trim we might assemble all the forms of chocolate we have in stock or can readily obtain.

Powdered chocolate.
Syrup in jars
Pure chocolate candies
Chocolate cakes
Bars
Chocolate coated candies.

Any quotation you can run across pertaining to chocolate would look well on a placard.

"I ate a little chocolate from my supply, well knowing the miraculous sustaining powers of the simple little block.—F. Marion Crawford.

"The permanent larder was represented by cakes of chocolate and tins

of sausage."—Robert Louis Stevenson.

Seeds from which chocolate is made would afford an interesting exhibit, and might be obtained from an importer.

Pictorial stuff is very good:

Trees under cultivation.

Trees in a wild state.

Gathering seeds.

Natives making chocolate.

Pack mules going to market.

Factory scenes, and so on.

In this way we might get up a very attractive window exhibit, one of considerable educational value. And we can shift our exhibits from window to fountain.

At the Fountain.

At the fountain we make a splurge sufficient to show that we are really having a Chocolate Week. For drinks and specialties we feature:

Egg chocolate.

Chocolate milk shakes.

The chocolate parfait.

Hot chocolate

Malted milk chocolate.

The chocolate sundae.

Anything goes that is associated with chocolate. Of course we make a big point of chocolate ice cream combinations, always prime favorites.

It may be well to get up some drink for the occasion, and call it, let us say—Blank's Chocolate Special.

I remember one dispenser who was having a "Chocolate Week," who procured a curious engraving of the famous Cocoa-Tree Inn of London. This was given a place at the fountain and attracted no little attention. Such things are just what we want for "atmosphere."

List your leading chocolate drinks and novelties on a special fountain placard.

What else have we besides beverages?

Chocolate Pie.

Chocolate Cake.

Chocolate eclairs.

Chocolate-coated macaroons.

These we work in with a food feature, or put on sale anyhow, just to round out the general scheme.

Other Ideas.

When having a special week we want a little carnival spirit.

One might have a musical machine playing airs from "The Chocolate Soldier."

Play up this point. Have a big placard:

Airs from

The Chocolate Soldier

Then list the various melodies.

This will get a smile from every customer who comes in.

And why not?

It fits the occasion.

Another little plan is to have an attractive young lady act as hostess. She offers a bit of chocolate candy, a macaroon, or an eclair to every person who enters the store. This doesn't cost a great deal, and the hospitality extended is bound to do the store good, particularly when the young lady is gracious and winning.

In some towns the local paper will give you a little free advertising.

"This is Chocolate Week at Blank's Fountain, with a couple of pretty girls acting as hostesses. Everybody is in-

vited, and everybody who goes has an enjoyable time."

That kind of advertising helps.

When we try a number of these ideas the effect is forceful. You can readily see that it would be.

"That is an enterprising store"—such is the verdict, and people will not soon forget a well-arranged "Chocolate Week."

William S. Adkins.

Ten Years' Experience Behind the Soda Fountain.

Occasionally, I drop out from behind the counter and assume the viewpoint of the customer exclusively for the time being. I have learned a lot about that much abused word, "Service."

I have put in several years dispensing sodas and other fountain products and all of that time I really have been earnestly studying that very subject and trying to put it into operation in waiting on my customers.

I believe that one of the best things any fountain owner or soda dispenser can do for his own good and that of his business or his employer's, as the case may be, is to get out frequently, go into various stores and order soda fountain concoctions just the same as any customer and observe carefully the kind of treatment he gets, the effect on himself of the conditions around the fountain, and be governed accordingly in his attitude towards his customers. Some of you would be amazed at the effect on yourselves of the very things you are doing on the other side of the counter.

The following experiences are actual facts and are not exaggerated in any way.

One evening last summer, my wife and I were returning from a very entertaining and wholly enjoyable performance at one of the theaters, when the happy thought struck me that a long, cool drink would be a fitting climax to the evening's enjoyment. So we walked three blocks out of our way to one of the well-known stores of the city with the idea of getting a specially good drink under particularly pleasing conditions. We arrived during the after-theater rush, which, by the way, is one of the zero hours at fountains along the "White Way," but as our spirits were high and we were still laughing at the funny lines of the play, we did not mind the wait for a couple of empty chairs at the fountain. After a while, our chance came and we scooted to two unoccupied seats. Then, like two perfectly normal persons, we turned our minds to the business of selecting a "nightcap."

The soda man in his supposedly model store was draped in a filthy apron and a not much cleaner coat. He greeted us with a growling "Whaddayuhsay?" To which I slyly replied, caught with the spirit of the thing, "Saveyuhdough." At which rejoinder he whirled on his rundown heel and left us flat. It was fully three minutes before he returned to the scene and by this time our thirst had reached the all-absorbing state, and we were willing to let bygones be bygones, providing the dispenser would kindly take our order.

In company tone I asked our friend of the soiled raiment for two frosted

chocolates. Two dripping wet glasses were slammed down in front of us, made conspicuously sloppy by the absence of holders, and a barely cool drink was poured into the glasses from a dull-looking and very wet mixer. The concoction barely filled one-half of each glass, so our dapper fellow behind the bar proceeded to fill each glass in turn with the foamiest milk I've ever seen, taking great pains to add to the mess already puddled on the surface of the counter, and followed this by slapping a check down where it was completely submerged in the overflow of our glasses.

Did this young man of the dirty apron and the not much cleaner coat attempt to wipe the bar? No. Did he offer the lady a straw or a napkin? Again No. Need it be said that our entire evening went blooey? And this in a store of a concern that fairly shrieks Service from the rooftops.

Service! Blah!

Here's another.

This happened at a well-known uptown fountain. The time as near as I can recall was 2:30 p. m. and I felt the urgent need of a bite to eat. I selected this particular place because of its reputation for excellent food and courteous service. I seated myself at the fountain and ordered a ham sandwich and a malted milk. I asked twice for a glass of water before I received it, and when my sandwich was brought to me I had to ask for a napkin. Then I asked for mustard. I had almost finished my sandwich before my drink was brought to me. And then I had another wait. Finally I had to ask for my check. Did I leave the man behind the counter a tip? I did not! Did I enjoy my lunch? I did not!

Will I go back to that particular store? No.

Here's a third example.

This one is a corker and fresh in my mind, for it happened just a fortnight back. I was passing one of a chain of high-class drug stores. A huge sign attracted me. It read:

"Our toasted sandwiches are made as you like them—Our service is incomparable."

Here, at last I thought I had come upon the ideal luncheonette, and I went in. Two other persons were at the fountain. One a man who had apparently just finished his lunch, and the other a girl of the variety that any gentleman would defer—the type that caused many a good soda man to lose his job. Well, this soda man was so engrossed in this Titian-haired amazon that no end of coughing could divert his eyes and ears for fully the next ten minutes. Not caring to spend that amount of time exercising my lungs, I walked out and once in the street could not resist the temptation once again to read that glorious banner pasted over half the window. Thank Heavens for the humor that occasionally crops most of us from time to time.

"Our service is incomparable." Now, I ask you, isn't that a hot one?

I am offering these examples as instructive rather than caustic criticism. You will say, "Well, why didn't he tell the store manager about these things?" In answer to that, I say that the store

manager who allows conduct of that sort to be dished up to the patrons either is sound asleep or he is utterly incompetent. No wide awake fountain manager would fail to observe and rectify immediately such service as this which can do only one thing, and this is, kill off his business.

I state that so many of us do not realize that no matter how good our food drinks may be, the customer lacks that satisfied feeling which means so much to any business if his or her food is not served properly. You would find it a highly profitable afternoon spent in making the rounds of your competitors, making mental notes of the worthwhile mediums employed to attract patrons and selecting the best for your own use.

Operating a fountain and luncheonette combination holds something finer for us than the mixing of syrups and sandwich fillers. It affords us an unusual opportunity to study human nature. That in itself is intriguing. It gives us a chance to use our wits, granting that there are many of your patrons who like you to think for them. The power of suggestion is a gift which most of us own but which few of us use. We can gain the utmost confidence of our patrons by suggestions. That is a phase of service that I have found is greatly appreciated by many folks. I personally believe that a patron can be sold a properly served meal in such a manner that the "somewhat larger than usual check" will be cheerfully paid without so much as a second thought to the increased amount. I have been able to swing regular thirty centers to equally regular fifty centers. It can be done. But you have to do it in an organized and carefully thought out manner.

Here's a small list of Don'ts which

I have found work out successfully:

Don't fail to greet a patron.

Don't place a paper napkin in front of your patron until you have thoroughly dried the bar or table.

Don't fail to suggest the day's special.

Don't handle cakes and pastry with your hands—use a fork.

Don't serve a soda that has overflowed the glass—take a moment longer and transfer it to another glass—it looks neater.

Don't serve a cup of coffee or hot chocolate that has partially spilled onto the saucer—it is not very appetizing.

Don't wipe your hands on your apron—use a towel.

Don't allow your patron to wait for a check after service has been completed.

Don't hesitate to ask your patron if he or she is enjoying the food or drink, whichever the case may be.

Don't serve hot dishes until the proper hardware and a side of bread and butter has been placed before the patrons in the following manner: knife to the right, fork, soup and teaspoons to the left in that order. Place bread on the left in front of fork and spoons, and butter chip on the right just ahead of the knife. (All this may sound technical, but nevertheless it is all important if you wish to offer true service.)

Incidentally, I practice what I preach and find it highly satisfactory to both my patrons and myself. I am open to all criticism and suggestion from both my patrons and my co-workers. I refuse to believe the remark that "there is nothing new under the sun." I feel that the successful business of to-day is founded on a combination of good merchandise, flawless service and popular prices.

Bert C. Libas.



CARBONATED SOFT DRINKS

of the Better Quality are in demand in Michigan all the year around, especially during the hot months. Here is a list of the leading Brands we stock:

**Ginger Ale, Carbonated—
Ready to Serve**

	Less	Case	Doz.	Case
Cliquot Club, 15½ oz., 2 doz. in case		\$1.75		\$3.35
Cliquot Club (Dry) 15½ oz., 2 doz. in case		1.75		3.35
Canada Dry (Pale) 12 oz., 48 to case		2.05		7.40
Canada Dry (Pale) 12 oz., 48 to cases, 5 case lots				7.30
Canada Dry (Pale) 12 oz., 48 to case, 10 case lots				7.20
Canada Dry (Pale) 12 oz., 1 doz. to case				1.85
Canada Dry, (Pale) 6 oz. Size, 100 to case		1.75		12.50
Cantrell & Cochrane's 16 oz., 2 doz. to case		2.40		4.50
Cantrell & Cochrane's (Pale) 12½ oz., 5 doz. to case		2.40		11.25
Vernor's 15½ oz., 2 doz. to case		2.00		3.50
Vernor's 24 oz., 1 doz. to case		2.60		2.40
Vernor's 24 oz., 1 doz. to case, 5 cases, \$2.35 case; 10 cases				2.25
White Rock, 12 oz., 2 doz. to case		2.00		3.75
White Rock, 1½ Pins, 2 doz. to case		2.60		5.00
White Rock, Nips, 100 to case		1.20		9.00
White Rock (Pale Dry) Quarts, 2 doz. case		3.20		5.75
White Rock (Pale Dry) Pints, 50 to case		2.10		7.50
White Rock (Pale Dry) Pints, 1 doz. to case				2.10
White Rock (Pale Dry) Splits 100 to case		1.65		12.25
Silver Spray (A Soft Drink)				
12 oz., 2 doz. to case		\$2.25		\$4.00
7 oz., 4 doz. to case		1.35		5.00
12 oz., 3 case Lots \$3.95 case; 5 case \$3.90 case; 10 cases				3.85



Hazeltine & Perkins Drug Company
MANISTEE Michigan GRAND RAPID

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed	1 35@1 50	Belladonna	@1 44
Boric (Powd.)	10 @ 20	Cubebs	6 50@6 75	Benzoin	@2 28
Boric (Xtal)	15 @ 25	Eigerson	6 00@6 25	Benzoin Comp'd.	@2 40
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Buchu	@2 16
Citric	53 @ 70	Hemlock, pure	2 00@2 25	Cantharides	@2 52
Muriatic	3½ @ 8	Juniper Berries	4 50@4 75	Capsicum	@2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	@1 44
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cinchona	@2 16
Sulphuric	3½ @ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubebs	@2 76
Ammonia		Lavender Gar'n	85@1 20	Digitalis	@2 04
Water, 26 deg.	06 @ 16	Lemon	5 00@5 25	Gentian	@1 35
Water, 18 deg.	05½ @ 13	Linseed, raw, bbl.	@ 78	Guaiac	@2 28
Water, 14 deg.	04½ @ 11	Linseed, boiled, bbl.	@ 81	Guaiac, Ammon.	@2 04
Carbonate	20 @ 25	Linseed, bld less	88@1 01	Iodine	@1 25
Chloride (Gran.)	09 @ 20	Linseed, raw, less	85@ 98	Iodine, Colorless	@1 50
Balsams		Mustard, arifil. oz.	@ 35	Iron, Clo	@1 56
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Kino	@1 44
Fir (Canada)	2 75@3 00	Olive, pure	4 00@5 00	Myrrh	@2 52
Fir (Oregon)	65@1 00	Olive, Malaga,		Nux Vomica	@1 80
Peru	3 00@3 25	yellow	2 85@3 25	Opium	@5 40
Tolu	2 00@2 25	Olive, Malaga,		Opium, Camp.	@1 44
Barks		green	2 85@3 25	Opium, Deodor'd	@5 40
Cassia (ordinary)	25@ 30	Orange, Sweet 12 00@12 25		Rhubarb	@1 92
Cassia (Saigon)	50@ 60	Origanum, pure	@2 50	Paints	
Sassafras (pw. 60c)	@ 50	Origanum, com'l	1 00@1 20	Lead, red dry	13¼@13¾
Soap Cut (powd.)		Pennyroyal	3 50@3 75	Lead, white dry	13¼@13¾
35c	20@ 30	Peppermint	5 50@5 70	Lead, white oil	13¼@13¾
Berries		Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2½
Cubeb	@1 00	Rosemary Flows	1 25@1 50	Ochre, yellow less	3 @ 6
Fish	@ 25	Sandelwood, E.		Red Venet'n Am.	3½ @ 7
Juniper	10@ 20	I.	10 50@10 75	Red Venet'n Eng.	4 @ 8
Prickly Ash	@ 75	Sassafras, true	1 75@2 00	Putty	5 @ 8
Extracts		Sassafras, art'l	75@1 00	Whiting, bbl	@ 4½
Licorice	60@ 65	Spearment	8 00@8 25	Whiting	5½ @10
Licorice, powd.	60@ 70	Sperm	1 50@1 75	L. H. P. Prep.	2 90@3 05
Flowers		Tany	7 00@7 25	Rogers Prep.	2 90@3 05
Arnica	1 75@1 85	Tar USP	65@ 75	Miscellaneous	
Chamomile (Ged.)	@ 40	Turpentine, bbl.	@ 58	Acetanalid	57@ 75
Chamomile Rom.	@ 50	Turpentine, less	65@ 78	Alum	08@ 12
Gums		Wintergreen,		Alum, powd and	
Acacia, 1st	50@ 55	leaf	6 00@6 25	ground	09@ 15
Acacia, 2nd	45@ 50	Wintergreen, sweet		Bismuth, Subni-	
Acacia, Sorts	20@ 25	birch	3 00@3 25	trate	3 15@3 40
Acacia, Powdered	35@ 40	Wintergreen, art	75@1 00	Borax xtal or	
Aloes (Barb Pow)	25@ 35	Worm Seed	5 50@5 75	powdered	05@ 13
Aloes (Cape Pow)	25@ 35	Wormwood	18 50@18 75	Cantharides, po.	1 50@2 00
Aloes (Soc. Pow.)	75@ 80	Potassium		Calomel	2 72@2 82
Asafoetida	50@ 60	Bicarbonate	35@ 40	Capsicum, pow'd	62@ 75
Pow.	75@1 00	Bichromate	15@ 25	Carmine	7 00@7 50
Camphor	85@ 90	Bromide	69@ 85	Cassia Buds	30@ 35
Guaiac	@ 60	Bromide	54@ 71	Cloves	40@ 50
Guaiac, pow'd	@ 70	Chlorate, grand	23@ 30	Chalk Prepared	14@ 16
Kino	@1 25	or Xtal	16@ 25	Chloroform	53@ 66
Kino, powdered	@1 20	Cyanide	30@ 90	Chlorhydrate	1 20@1 50
Myrrh	@1 25	Iodide	4 56@4 75	Cocaine	12 85@13 50
Myrrh, powdered	@1 35	Permanganate	20@ 30	Cocoa Butter	65@ 90
Opium, powd.	19 65@19 92	Prussiate, yellow	35@ 45	Corks, list, less	30-10 to
Opium, gran.	19 65@19 92	Prussiate, red	@ 70	40-10%	
Shellac	65@ 80	Sulphate	35@ 40	Copperas	2¾ @ 10
Shellac	75@ 90	Roots		Copperas, Powd.	4 @ 10
Tragacanth, pow.	@1 75	Alkanet	30@ 35	Corrosive Sublm	2 25@2 30
Tragacanth	2 00@2 35	Blood, powdered	40@ 45	Cream Tartar	35@ 45
Turpentine	@ 30	Calamus	35@ 75	Cuttle bone	40@ 50
Insecticides		Elecampane, pwd.	25@ 30	Dextrine	6 @ 15
Arsenic	08@ 20	Gentian, powd.	20@ 30	Dover's Powder	4 00@4 50
Blue Vitriol, bbl.	@07½	Ginger, African,		Emery, All Nos.	10@ 15
Blue Vitriol, less	09@ 16	powdered	30@ 35	Emery, Powdered	@ 15
Bordea. Mix Dry	12@ 26	Ginger, Jamaica	60@ 65	Epsom Salts, bbls.	@ 05
Hellebore, White		powdered	45@ 60	Epsom Salts, less 3¾	@ 10
powdered	18@ 30	Ginger, Jamaica,		Ergot, powdered	@ 4 00
Insect Powder	42½ @ 50	powdered	45@ 60	Flake, White	15@ 20
Lead Arsenate Po.	13½ @ 30	Goldenseal, pow.	7 50@8 00	Formaldehyde, lb.	11@ 30
Lime and Sulphur		Ipecac, powd.	@ 60	Gelatin	80@ 90
Dry	08@ 22	Licorice	35@ 40	Glassware, less 55%	
Paris Green	24@ 42	Licorice, powd.	20@ 30	Glassware, full case 60%	
Leaves		Orris, powdered	30@ 40	Glauber Salts, bbl.	@02½
Buchu	@1 05	Poke, powdered	35@ 40	Glauber Salts, less	04@ 10
Buchu, powdered	@1 10	Rhubarb, powd	@1 00	Glue, Brown	20@ 30
Sage, Bulk	25@ 30	Rosinwood, powd.	@ 50	Glue, Brown Grd	16@ 22
Sage, ¼ loose	@ 40	Sarsaparilla, Hond.		Glue, White	27½ @ 35
Sage, powdered	@ 35	ground	@1 10	Glue, white grd.	25@ 35
Senna, Alex.	50@ 75	Sarsaparilla, Mexic.	@ 60	Glycerine	20@ 40
Senna, Tinn. pow.	30@ 35	Squills	35@ 40	Hops	75@ 95
Uva Ursi	20@ 25	Squills, powdered	70@ 80	Iodine	6 45@7 00
Oils		Tumeric, powd.	20@ 25	Iodoform	8 00@8 30
Almonds, Bitter,		Valerian, powd.	@1 00	Lead Acetate	20@ 30
true	7 50@7 75	Seeds		Mace	@ 1 50
Almonds, Bitter,		Anise	@ 35	Mace, powdered	@1 60
artificial	3 00@3 25	Anise, powdered	35@ 40	Menthol	7 50@8 00
Almonds, Sweet,		Bird, Is	13@ 17	Morphine	12 83@13 98
true	1 50@1 80	Canary	10@ 16	Nux Vomica	@ 30
Almonds, Sweet,		Caraway, Po.	30 25@ 30	Nux Vomica, pow.	15@ 25
imitation	1 00@1 25	Cardamon	@3 00	Pepper, black, pow	57@ 70
Amber, crude	1 25@1 50	Coriander pow.	40 30@ 25	Pepper, White, pw.	75@ 85
Amber, rectified	1 50@1 75	Dill	15@ 20	Pitch, Burgudry	20@ 25
Amber	1 25@1 50	Fennel	35@ 50	Quassia	12@ 15
Bergamont	9 00@9 25	Flax	7@ 15	Quinine, 5 oz. cans	@ 59
Cajeput	2 00@2 25	Flax, ground	7@ 15	Rochelle Salts	28@ 40
Cassia	5 00@5 25	Poenugreek, pwd.	15@ 25	Sacharine	2 60@2 75
Castor	1 55@1 80	Hemp	8@ 15	Salt Peter	11@ 22
Cedar Leaf	2 00@2 25	Lobelia, powd.	@1 60	Selditz Mixture	30@ 40
Citronella	1 00@1 20	Mustard, yellow	17@ 25	Soap, green	15@ 30
Cloves	2 00@2 75	Mustard, black	20@ 25	Soap mott cast	@ 25
Cocanut	27¼ @ 35	Poppy	15@ 30	Soap, white Castile,	
Cod Lievr	2 00@2 45	Quince	1 25@1 50	case	@15 00
Croton	2 00@2 25	Sabadilla	45@ 50	Soap, white Castile	
Tinctures		Sunflower	12@ 18	less, per bar	@1 60
Aconite	@1 80	Worm, American	30@ 40	Soda Ash	3@ 10
Aloes	@1 56	Worm, Levant	6 50@7 00	Soda Bicarbonate	3½ @ 10
Arnica	@1 50	Tinctures		Soda, Sal	02½ @ 08
Asafoetida	@2 28	Aconite	@1 80	Spirits Camphor	@1 20
		Aloes	@1 56	Sulphur, roll	3½ @ 10
		Arnica	@1 50	Sulphur, Subl.	4½ @ 10
		Asafoetida	@2 28	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@ 11

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

Bulk Oats
Smoked Hams
Pork

DECLINED

AMMONIA

Quaker, 24-12 oz. case 2 50
Quaker, 12-32 oz. case 2 25
Bo Peep, 24, sm. case 2 70
Bo Peep, 12, lge. case 2 25



APPLE BUTTER

Quaker, 24-12 oz. doz. 2 25
Quaker, 12-32 oz. doz. 3 35

AXLE GREASE

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

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2 70
Royal, 12 oz., doz. 5 20
Royal, 5 lb. 31 20
Calumet, 4 oz., doz. 95
Calumet, 8 oz., doz. 1 95
Calumet, 16 oz., doz. 3 35
Calumet, 5 lb., doz. 12 75
Calumet, 10 lb., doz. 19 00
Rumford, 16c, per doz. 95
Rumford, 8 oz., doz. 1 85
Rumford, 12 oz., doz. 2 40
Rumford, 5 lb., doz. 12 50

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. 6 85
10 lb. size, 1/2 doz. 6 75

BLUING

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

Am. Ball, 36-1 oz., cart. 1 00
Quaker, 1 1/2 oz., Non-freeze, dozen 85
Boy Blue, 36s, per cs. 2 70

BEANS and PEAS

100 lb. bag
Brown Swedish Beans 9 00
Pinto Beans 9 50
Red Kidney Beans 11 00
White Hand P. Beans 11 50
Cal. Lima Beans 11 00
Black Eye Beans 8 50
Split Peas, Yellow 8 00
Split Peas, Green 8 00
Scotch Peas 5 75

BURNERS

Queen Ann, No. 1 and 2, doz. 1 35
White Flame, No. 1 and 2, doz. 2 25

BOTTLE CAPS

Single Lacquer, 1 gross pkg., per gross 16
Dbl. Lacquer, 1 gross pkg., per gross 16 1/2

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 2 00
Krumbs, No. 424 2 70
Bran Flakes, No. 624 2 25
Bran Flakes, No. 602 1 50
Rice Krispies, 6 oz. 2 70
Rice Krispies, 1 oz. 1 50
Kaffe Hag, 12 1-lb. cans 7 30
All Bran, 16 oz. 2 25
All Bran, 10 oz. 2 70
All Bran, 3/4 oz. 2 00

Post Brands.
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s 2 60
Post Toasties, 24s 2 60
Post's Bran, 24s 2 70
Pills Bran, 12s 1 90
Roman Meal, 12-2 lb. 3 35
Cream Wheat, 18 3 90
Cream Barley, 18 3 40
Ralston Food, 18 4 00
Maple Flakes, 24 2 50
Rainbow Corn Fla., 36 2 50
Silver Flake Oats, 18s 1 40
Silver Flake Oats, 12s 2 25
90 lb. Jute Bulk Oats, bag 4 25

Ralston New Oats, 24 2 70
Ralston New Oats, 12 2 70
Shred. Wheat Bis., 36s 3 85
Tritscuit, 24s 1 90
Wheatena, 18s 3 70

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

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

Shaker 1 80
No. 50 2 00
Peerless 2 60

Shoe
No. 4-0 2 25
No. 20 3 00

BUTTER COLOR
Dandelion 2 85

CANDLES
Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.3
Paraffine, 6s 14 1/4
Paraffine, 12s 14 1/4
Wicking 40
Tudor, 6s, per box 30

CANNED FRUIT
Apples, No. 10 5 15@5 75
Apple Sauce, No. 10 8 00
Apricots, No. 2 1/2 3 40@3 90
Apricots, No. 10 8 50@11 90
Blueberries, No. 10 7 50
Blueberries, No. 10 13 00
Cherries, No. 2 3 25
Cherries, No. 2 1/2 4 00
Cherries, No. 10 15 00
Loganberries, No. 10 8 50
Peaches, No. 2 75
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. 2 25@2 60
Peaches, 10 3 50
Pineapple, 1 sli. 1 35
Pineapple, 2 sli. 2 45
P'apple, 2 br. sl. 2 25
P'apple, 2 br. sl. 2 40
P'apple, 2 1/2, al. 3 00
P'apple, 2, cru. 2 60
Pineapple, 10 cru. 8 50
Pears, No. 2 3 00
Pears, No. 2 1/2 3 50
Raspberries, No. 2 blk 3 25
Raspb's. Red, No. 10 11 50
Raspb's. Black, No. 10 15 00
Rhubarb, No. 10 6 00
Strawb's, No. 2 3 25@4 75

CANNED FISH
Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 50
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1/2 2 25
Pinnan Haddle, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddle, No. 1 3 75
Fish Flakes, small 1 35

CATSUP.
Beech-Nut, small 1 65
Lily of Valley, 14 oz. 2 25
Lily of Valley, 1/2 pint 1 65
Paramount, 24, 8s 1 35
Paramount, 24, 16s 2 25
Sniders, 8 oz. 1 75
Sniders, 16 oz. 2 55
Quaker, 8 oz. 1 35
Quaker, 10 oz. 1 40
Quaker, 14 oz. 1 90
Quaker, Gallon Glass 12 00
Quaker, Gallon Tin 8 00

CHEESE.
Roquefort 45
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
Longhorn 29
Wisconsin Daisy 27
Sap Sago 40
Brick 35

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

CLEANER
Holland Cleaner
Mfd. by Dutch Boy Co.
30 in case 5 50

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

CHOCOLATE.
Baker, Caracas, 1/4s 37
Baker, Caracas, 1/2s 35
COCOANUT
Dunham's 48
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
Bralded, 50 ft. 2 25
Sash Cord 3 50@4 00

GOLDEN BERRY
FULL VALUE
COFFEE
HUME GROCER CO.
ROASTERS
MUSKOGON, MICH.

COFFEE ROASTED
1 lb. Package
Melrose 36
Liberty 25
Quaker 42
Nedrow 40
Morton House 48
Reno 37
Royal Club 41
McLaughlin's Kept-Fresh

COFFEE
Nat. Gro. Co. Brands
Lighthouse, 1 lb. tins 48
Pathfinder, 1 lb. tins 43
Table Talk, 1 lb. cart. 41
Square Deal, 1 lb. cart. 38
Above brands are packed in both 30 and 50 lb. cases.

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

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 45
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
Longhorn 29
Wisconsin Daisy 27
Sap Sago 40
Brick 35

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

CLEANER

Holland Cleaner
Mfd. by Dutch Boy Co.
30 in case 5 50

COCOA

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

CHOCOLATE

Baker, Caracas, 1/4s 37
Baker, Caracas, 1/2s 35
COCOANUT
Dunham's 48
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
Bralded, 50 ft. 2 25
Sash Cord 3 50@4 00



COFFEE
HUME GROCER CO.
ROASTERS
MUSKOGON, MICH.

COFFEE ROASTED
1 lb. Package
Melrose 36
Liberty 25
Quaker 42
Nedrow 40
Morton House 48
Reno 37
Royal Club 41
McLaughlin's Kept-Fresh

COFFEE
Nat. Gro. Co. Brands
Lighthouse, 1 lb. tins 48
Pathfinder, 1 lb. tins 43
Table Talk, 1 lb. cart. 41
Square Deal, 1 lb. cart. 38
Above brands are packed in both 30 and 50 lb. cases.

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 60

EVAPORATED MILK

Quaker, Tall, 4 doz. 4 50
Quaker, Baby, 8 doz. 4 40
Quaker, Gallon, 1/2 doz. 4 40
Carnation, Tall, 4 doz. 4 80
Carnation, Baby, 8 doz. 4 70
Oatman's Dundee, Tall 4 80
Oatman's D'dee, Baby 4 70
Every Day, Tall 4 80
Every Day, Baby 4 70
Pet, Tall 4 80
Pet, Baby, 8 oz. 4 70
Borden's Tall 4 80
Borden's Baby 4 70
Van Camp, Tall 4 50
Van Camp, Baby 4 40

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c 75 00
Worden Grocer Co. Brands
Airedale 35 00
Havana Sweets 35 00
Hemeter Champion 37 50
Canadian Club 35 00
Little Tom 37 50
Tom Moore Monarch 75 00
Tom Moore Panetris 65 00
T. Moore Longfellow 95 00
Webster Cadillac 75 00
Webster Astor Foil 75 00
Webster Knickbocker 95 00
Webster Albany Foil 95 00
Bering Apollos 95 00
Bering Palmitas 115 00
Bering Diplomatica 115 00
Bering Dellosos 120 00
Bering Favorita 135 00
Bering Albas 150 00

CONFECTIONERY

Stick Candy Pails
Standard 16
Pure Sugar Sticks 600s 4 00
Big Stick, 20 lb. case 18

Mixed Candy

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

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc. Marshmallow Dp 1 70
Milk Chocolate A A 1 75
Nibble Sticks 1 85
Chocolate Nut Rolls 1 85
Magnolia Choc 1 25
Bon Ton Choc. 1 50

Gum Drops Pails

Anise 16
Champion Gums 16
Challenge Gums 14
Favorite 19
Superior, Boxes 22

Lozenges Pails

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

Hard Goods Pails

Lemon Drops 18
O. F. Horehound dps. 14
Anise Squares 18
Peanut Squares 17
Horehound Tablets 18

Cough Drops Bxs

Putnam's 1 35
Smith Bros. 1 50

Package Goods

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

Specialties

Pineapple Fudge 22
Italian Bon Bons 17
Banquet Cream Mints 27
Silver King M. Malloes 1 25
Handy Packages, 12-10c 80

Bar Goods

Mich. Sugar Ca., 24, 5c 75
Pal O Mine, 24, 5c 75
Malty Milkies, 24, 5c 75
Lemon Rolls 75
Tru Luv, 24, 5c 75
No-Nut, 24, 5c 75

COUPON BOOKS

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

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

CREAM OF TARTAR

6 lb. boxes 43

DRIED FRUITS

Apples

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

Apricots

Evaporated, Choice 22
Evaporated, Fancy 28
Evaporated, Slabs 17

Citron

10 lb. box 40

Currents

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

Dates

Dromedary, 36s 8 75

Peaches

Evap. Choice 17
Evap. Ex. Fancy, P.P. 18

Peel

Lemon, American 30
Orange, American 30

Raisins

Seeded, bulk 8
Thompson's s'dles blk 9
Thompson's seedless, 15 oz. 10
Seeded, 15 oz. 10

California Prunes

60@70, 25 lb. boxes...@09 1/2
50@60, 25 lb. boxes...@10
40@50, 25 lb. boxes...@11
30@40, 25 lb. boxes...@12
20@30, 25 lb. boxes...@16

Hominy

Pearl, 100 lb. sacks 2 50

Macaroni

Mueller's Brands
9 oz. package, per doz. 1 20
9 oz. package, per case 2 60

Bulk Goods

Elbow, 20 lb. 07 1/2
Egg Noodle, 10 lbs. 14

Pearl Barley

Chester 4 50
9000 7 00
Barley Grits 5 00

Sage

East India 10

Taploca

Pearl, 100 lb. sacks 00
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant 3 50

FLAVORING EXTRACTS

55 Years Standard Quality.

JENNINGS
PURE
FLAVORING
EXTRACT

Vanilla and
Lemon

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

2 1/2 Ounce
Taper Bottle

Jiffy Punch
3 doz. Carton 2 25
Assorted flavors.

FLOUR

V. C. Milling Co. Brands
Lily White 9 90
Harvest Queen 9 80
Yes Ma'am Graham, 50s 2 40

FRUIT CANS
F. O. B. Grand Rapids

Mason
Half pint 7 50
One pint 7 75

GELATINE



26 oz., 1 doz. case	6 50
3 1/2 oz., 4 doz. case	3 20
Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 05
Plymouth, White	1 05
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.	35
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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 20
Diamond, 144 box	5 00
Searchlight, 144 box	5 00
Ohio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 00
*Blue Seal, 144	4 85
*Reliable, 144	4 00
*Federal, 144	5 00

Safety Matches

Quaker, 5 gro. case	4 50
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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 30
Dove, 6 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	5 75

NUTS—Whole

Almonds, Tarragona	26
Brazil, New	24
Fancy Mixed	25
Filberts, Sicily	22
Peanuts, Vir. Roasted	17
Peanuts, Jumbo, std.	17
Pecans, 3 star	20
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, California	25

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds	60
Peanuts, Spanish,	12 1/2
125 lb. bags	12
Filberts	32
Pecans Salted	89
Walnuts	57

MINCE MEAT

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

OLIVES

5 oz. Jar, Plain, doz.	1 35
10 oz. Jar, Plain, doz.	2 25
26 oz. Jar, Plain, doz.	4 50
Pint Jars, Plain, doz.	5 25
Quart Jars, Plain, doz.	5 25
1 Gal. Glass Jugs, Pla.	1 00
5 Gal. Kegs, each	7 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 25
9 1/2 oz. Jar, Stuff., doz.	3 50
1 Gal. Jugs, Stuff., dz.	2 40

PARIS GREEN

1/4s	34
1s	32
2s and 5s	30

PEANUT BUTTER



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

PETROLEUM PRODUCTS.

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

ISO-VIS MOTOR OILS

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



Iron Barrels

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



Semdac, 12 pt. cans	2.75
Semdac, 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.	9 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 65
Bicycle	4 75

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef	
Top Steers & Hef.	22
Good Steers & Hef.	15 1/2@19
Med. Steers & Hef.	13
Com. Steers & Hef.	15@16
Veal	
Top	23
Good	22
Medium	21
Lamb	
Spring Lamb	36
Good	32
Medium	30
Poor	21
Mutton	
Good	18
Medium	16
Poor	13

Pork

Light hogs	11 1/2
Medium hogs	10 1/2
Heavy hogs	10 1/2
Loin, med.	25
Butts	21
Shoulders	17
Spareribs	13
Neck bones	06
Trimnings	14

PROVISIONS

Barreled Pork	
Clear Back	25 00@28 00
Short Cut Clear	26 00@29 00
Dry Salt Meats	
D S Bellies	18-20@18-19

Lard

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

Sausages

Bologna	14
Liver	13
Frankfort	19
Pork	18@20
Veal	19
Tongue, Jellied	35
Headcheese	16

Smoked Meats

Hams, Cer. 14-16 lb.	@26 1/2
Hams, Cer., Skinned	
16-18 lb.	@26
Ham, dried beef	
Knuckles	@40
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @22
Boiled Hams	@25
Mince Hams	@20
Bacon 4/6 Cert.	24 @32

Beef

Boneless, rump	28 00@38 00
Rump, new	29 00@32 00

Liver

Beef	20
Calf	65
Pork	10

RICE

Fancy Blue Rose	05 1/4
Fancy Head	07

ROLLED OATS

Silver Flake, 12 New	
Process	2 25
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 70
Mothers, 12s, China	3 80
Nedrow, 12s, China	3 25
Sacks, 90 lb. Jute	4 25

RUSKS

Dutch Tea Rusk Co.	
Brand.	
36 rolls, per case	4 25
12 rolls, per case	2 25
12 rolls, per case	1 50
12 cartons, per case	1 70
18 cartons, per case	2 55
36 cartons, per case	5 00

SALERATUS

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

COD FISH

Middles	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.	9 00
Mixed, bbls.	16 00
Milkers, Kegs	1 10
Milkers, half bbls.	10 00
Milkers, bbls.	18 00
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 45
Boned, 10 lb. boxes	16
Lake Herring	
1/2 bbl., 100 lbs.	6 50
Mackerel	
Tubs, 100 lb. fancy fat	24 50
Tubs, 50 count	8 00
Pails, 10 lb. Fancy fat	1 75
White Fish	
Med. Fancy, 100 lb.	13 00

SHOE BLACKENING

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

STOVE POLISH

Blackene, 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 85
Med. No. 1, 100 lb. bk.	95
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
50, 3 lb., per bale	2 85
25 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 20



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



BORAX

Twenty Mule Team	
24, 1 lb. packages	3 25
48, 10 oz. packages	4 35
96, 1/2 lb. packages	4 00

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	3 85
Export, 100 box	3 85
Big Jack, 60s	4 50
Fels Naptha, 100 box	5 50
Flake White, 10 box	3 90
Grdma White Na. 10s	3 75
Swift Classic, 100 box	4 40
Wool, 100 box	6 50
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	11 00
Lava, 100 bo	4 90
Octagon, 120	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Brillo	35
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 55
Grandma, 24 Large	3 55
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
Jinx, 3 doz.	4 50
La France Laun., 4 dz.	3 60
Luster Box, 54	3 75
Old Dutch Clean, 4 dz	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 80
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	4 75

SPICES

Whole Spices

Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@22
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochlin	@25
Mace, Penang	1 39
Mixed, No. 1	@32
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70@90	@59
Nutmegs, 105-1 10	@59
Pepper, Black	@48

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 13.—We have to-day received the schedules, reference and adjudication in the matter of Earl N. Smith, Bankrupt No. 3473. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of none with liabilities of \$1,694. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Prange's Credit Dept. Store, G. R.	\$ 60.00
Chas. Trankla & Co., Grand Rapids	40.00
Riverview Furn. Co., Grand Rapids	70.00
Ione Burnett, Grand Rapids	50.00
Palais Royal, Grand Rapids	30.00
Heyman Furn. Co., Grand Rapids	80.00
Hub Clothing Co., Grand Rapids	75.00
A. May & Sons, Grand Rapids	15.00
L. Kleiman & Son, Grand Rapids	80.00
Hall Restaurant, Grand Rapids	10.00
McMeals Mineral Vapor Baths, Grand Rapids	15.00
Evelyn Rench, Grand Rapids	40.00
Ted Freeman, Grand Rapids	10.00
Fred Emmens, Grand Rapids	50.00
Nellie Dennis, Grand Rapids	300.00
Kathern Kapff, Grand Rapids	200.00
Liebert Charon, Grand Rapids	15.00
Bill Walter, Grand Rapids	12.00
Herpolsheimer, Grand Rapids	50.00
Houseman & Jones, Grand Rapids	50.00
Paul Steketee & Son, Grand Rapids	50.00
Wurzberg Co., Grand Rapids	50.00
Friedman-Spring, Grand Rapids	65.00
Harrison Park Dairy, Grand Rapids	25.00
Liberal Clothing Co., Grand Rapids	40.00
Peoples Credit Co. Co., Grand Rapids	33.00
National Credit Co. Co., Grand Rapids	44.00
Donovans Credit Co. Co., Grand Rapids	60.00
Ed. More, Grand Rapids	40.00
Morris R. Lyons, Grand Rapids	10.00
J. Van Wiltburg & Son, Grand Rapids	15.00

June 13. We have to-day received the schedules, reference and adjudication in the matter of David A. Pearce, individually and trading as Sanitary Plumbing & Engineering Co., Bankrupt No. 3447. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Wyoming township, and his occupation is that of a plumber. The schedules show assets of \$5,831.80 of which \$500 is claimed as exempt, with liabilities of \$11,472.46. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

City Treasurer, Grand Rapids	\$ 30.00
Motor Bankers Corp., Grand Rapids	64.50
Standard Sanitary Mfg. Co., G. R.	5,087.75
Chicago Furnace Co., Chicago	778.85
Baxter & Hunt, Grand Rapids	30.90
Barclay Sales & Eng. Co., South Williamsport, Pa.	102.50
Bixby Office Supply Co., Grand Rapids	17.90
Dayton Pump & Mfg. Co., Dayton	53.12
Duro Co., Dayton, Ohio	570.35
Favorite Stove & Range Co., Piquette, Ohio	182.64
Hardin Lavin Co., Chicago	65.48
W. C. Hopsen Co., Grand Rapids	887.63
Humphrey Co., Kalamazoo	199.00
Monitor Furnace Co., Cincinnati	1,889.87
Natl. Water Lift Co., Kalamazoo	101.50
Peerless Mfg. & Supply Co., N. Y.	47.62
Petersen Hydraulic Sewer Co., Milwaukee	9.52
A. Silverman & Son, Grand Rapids	15.94
Van Plaag Sales Corp., New York	22.50
Home Utilities Co., Grand Rapids	86.85
A. B. Knowlson Co., Grand Rapids	61.85
Eason Meeth Co., Grand Rapids	79.95
F. F. Wood Motor Co., Grand Rapids	3.65
Mayer Mfg. Co., Chicago	41.28
Dr. Wm. H. Veenboer, Grand Rapids	35.00
Dr. S. B. Hirschberg, Grand Rapids	14.00
C. W. McPhail, Grand Rapids	75.00
Home Acres Block Co., Grand Rapids	150.00
Furniture City Paint & Glass Co., Grand Rapids	142.76
R. E. Kliensteker, Grand Rapids	23.50
Division Ave. Lbr. Co., Grand Rapids	198.00

June 14. We have to-day received the schedules, reference and adjudication in the matter of Vernon McCarty, Bankrupt No. 3475. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. This matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$28.61 with liabilities of \$1,148.31. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Automobile Insurance Co., Lansing	\$ 19.80
Standard Oil Co., Grand Rapids	155.33
R. W. Hollingsworth, Detroit	5.35
A. B. Smith, Grand Rapids	109.00
Drs. Larned & Clay, Grand Rapids	30.00
Joe DeBoer, Grand Rapids	47.85
Fulton Heights Garage, Grand Rapids	51.25
E. E. Johnson, Grand Rapids	20.00
Standard Oil Co., Grand Rapids	487.47
Stocking Ave. Garage, Grand Rapids	68.76
A. M. Campbell, Grand Rapids	27.00
Dr. Paul S. Miller, Grand Rapids	24.00
Grams & Waldmiller, Grand Rapids	40.00
T. R. Donovan, Grand Rapids	46.50
William Schriver, Grand Rapids	20.00
Richard Garage, Grand Rapids	8.00

June 20. We have to-day received the schedules, reference and adjudication in the matter of Phillips S. Grien, Bankrupt No. 3476. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Charlotte, and his occupation is that of a druggist. The schedules show assets of \$6,146.72 of which \$500 is claimed as exempt, with liabilities of \$14,252.75. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors is as follows:

Vine B. Peters, Charlotte	\$5,545.45
Vic. Shaw, Charlotte	676.75
Eaton Crane & Pike, Chicago	18.89
General Cigar Co., Detroit	33.98
G. R. News Co., Grand Rapids	16.76
G. H. P. Cigar Co., Detroit	82.22
June Days, Des Moines	56.00
Graves & Evans, Battle Creek	30.28
Harnit & Hewitt Co., Toledo	152.21
Heyboer Co., Grand Rapids	26.75
International Magazine Co., New York	21.55
Lambert Chocolate Co., Jackson	64.30
Mary Lee Candy Shop, Detroit	50.78
Mich. Bell Tel. Co., Charlotte	8.61
Mahoning Finance Corp., Youngstown, Ohio	60.00
A. C. McClurg & Co., Chicago	82.28
Chicago Herald Examiner, Chicago	21.36
MacFadden Publications, New York	32.82
Richard Hudnut, New York	76.26
Hollinger Cutlery Co., Fremont, O.	28.53
Hazeltine & Perkins Drug Co., Grand Rapids	63.42

National Grocer Co., Jackson	300.00
Norwich Pharmacal Co., Chicago	10.45
Peterson Nut Co., Cleveland	144.40
Parker Pen Co., Janesville, Wis.	47.25
Princess Pat. Ltd., Chicago	33.50
Penn. Rubber Co., Detroit	10.97
Publishers News Co., Chicago	37.14
Solan Palmer, New York	7.28
Rysdale Candy Co., Grand Rapids	60.35
Shaw News Co., Grand Rapids	35.63
Standard Service, Inc., Chicago	25.50
Superior Photo Service, Battle Creek	20.01
Armand Co., Des Moines	21.34
Claude J. Marshall, Charlotte	30.00
Butler Bros., Chicago	14.40
Bauer & Black, Chicago	65.42
Bridgeport Shear Co., Bridgeport	46.40

B. C. Dog Food Co., Battle Creek	1.18
Evening Amer. Pub. Co., Chicago	.54
Charlotte Tribune Co., Charlotte	7.25
Charlotte Leader, Charlotte	4.00
Colegate & Co., Jersey City	61.84
Carrier Stephens Co., Lansing	6.61
Christy Sales Co., Fremont	12.65
Cincinnati Soap Co., Cincinnati	22.45
Camburn Candy Co., Grand Rapids	31.20
DePree Co., Holland	85.94
Dudley Paper Co., Lansing	14.51
Ellis Printing Co., Charlotte	5.00
Fisher Bros. Paper Co., Ft. Wayne	192.98
Eaton Co., Telephone Co., Charlotte	6.50
Frederick Stearns & Co., Detroit	21.96
R. W. Snyder Co., Battle Creek	16.00
Standard Oil Co., Grand Rapids	13.32
Stanley Mfg. Co., Dayton, Ohio	10.19
Wandon Inc., New York	38.75
Upjohn Co., Kalamazoo	6.33

Vasco Products, Brentwood, Md.	24.66
U. S. Rubber Co., Detroit	12.81
Woodhouse Co., Grand Rapids	241.35
Weber Chocolate Co., Milwaukee	27.00
Wattles Hdwe. Co., Battle Creek	481.88
X Cigar Co., Grand Rapids	32.88
Fuller Morrison, Chicago	925.31
O. E. Packard Estate, Charlotte	91.70
Sheldon Sanders, Charlotte	53.25
Mate Furniture Co., Charlotte	26.97
Hygenol Co., Minneapolis	58.00
Plough Chemical Co., Memphis	71.94
Ora Chaffee, Hastings	300.00
Harry T. McGrath, Charlotte	370.00
Snow Ice Cream Co., Charlotte	400.00
A. K. Tower, Charlotte	200.00
R. W. Carr estate, Charlotte	400.00
Fred S. Morey, Charlotte	75.00
Bert Porter, Charlotte	20.00
Snow Ice Cream Co., Charlotte	7.08
Vic Shaw, Charlotte	420.00
L. Goldsmith, Charlotte	2.75
M. H. Fielder, Charlotte	6.40
Charlotte Republican, Charlotte	100.00
Floyd Griffin, Charlotte	16.00
Peter Smith, Charlotte	20.04
Warren Shaul, Charlotte	13.12
Walter Holdern, Charlotte	100.00
Asa R. Morgan, Charlotte	13.00
Harold Smith, Charlotte	31.70
Richey Bros., Charlotte	2.56
Lawrence Robinson, Charlotte	3.50
Iva Hlene Grier, Charlotte	530.00
Farrand, Williams & Clark, Chicago	116.00
Vine B. Peters, Charlotte	273.49
L. Darby, Charlotte	150.00

June 20. We have to-day received the schedules, reference and adjudication in the matter of Stanley Sackett, Bankrupt No. 3477. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a grocer. The schedules show assets of \$2,945.80, with liabilities of \$5,836.39. The first meeting will be called promptly and note of same will be made herein. The list of creditors of said bankrupt is as follows:

City Treasurer, Kalamazoo	\$ 60.80
Peter Eckrich & Son, Kalamazoo	21.79
Ryder Coal Co., Kalamazoo	96.00
Sullivan Packing Co., Detroit	28.50
C. E. Glover, Kalamazoo	32.25
Mr. Green, Kalamazoo	20.00
Mich. Bell Tel. Co., Kalamazoo	13.65
Mayo Clinic, Rochester	50.00
Tuxpan Importing Co., Chicago	21.58
Consumers Power Co., Kalamazoo	79.51
L. J. Field, Inc., Kalamazoo	.77
Gloucester Fish Co., Boston, Mass.	34.80
A. W. Walsh Co., Kalamazoo	900.00
Community Fund Inc., Kalamazoo	20.00
Geo. Benton, Lawton	24.23
Southern Mich. Groc. Co., Coldwater	14.00
C. Sagers, Kalamazoo	71.81
Taylor Produce Co., Kalamazoo	65.00
A. H. Perfect & Co., Sturgis	3.75
Veeder Brown Co., Hillsdale	12.00
Wilson & Co., Chicago	92.45
Thos. J. Webb & Co., Chicago	41.10
Woolson Spice Co., Kalamazoo	63.16
Mrs. Rose Sliter, Kalamazoo	150.00
H. P. Buzzell & Co., Kalamazoo	25.95
Isaac Buse, Kalamazoo	38.88
Armour & Co., Kalamazoo	95.13
Blanton Co., St. Louis, Mo.	14.40
Bay State Fishing Co., Boston	62.70
Corbin Sons & Co., Chicago	13.88
Durand, McNeil & Horner Co., Chi.	20.56
Johnson Paper Co., Kalamazoo	70.00
Kal. Gazette, Kalamazoo	31.00
Loose Wiles Biscuit Co., Kalamazoo	34.29
Harry J. Lewis, Kalamazoo	40.00
McCaskey Register Co., Alliance	16.00
Perfection Biscuit Co., Fort Wayne	10.99
Swift & Co., Kalamazoo	181.41
Kal. Trust & Savings Bank, Kal.	11,850.00
Mattawan State Bank, Mattawan	800.00
John Hunt, Kalamazoo	614.09

In the matter of Harold R. Harner, Bankrupt No. 3107 the trustee has filed his return showing that there are no assets in said estate over and above exemptions. The case has accordingly been closed and returned to the district court as a no-asset case.

June 18. In the matter of Ward R. Brown, Bankrupt No. 3111, the final meeting of creditors was held this day. The trustee was present in person. The bankrupt was present in person. The trustee's final report and account was approved and allowed. The bills for expenses of administration were approved and ordered paid, and a final dividend of 10 per cent. declared and ordered paid. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

June 26. On this day was held the final meeting of creditors in the matter of Donald H. Starks, Bankrupt No. 3149. The bankrupt was present in person. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand will permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Clarence P. Jeffrey, Bankrupt No. 3097. There were no appearances. The trustee's final report and account was approved and allowed. The bills for administration were approved and ordered paid. No dividends were paid. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

June 25. We have to-day received the schedules, reference and adjudication in the matter of Erwin Fahner, Bankrupt No. 3478. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Wyoming township, and his occupation is that of a farmer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$4,236.02. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Schoolcraft township, Kalamazoo	\$ 12.36
Matt Fahner, Reed City	600.00
A. B. Kingsburg, Schoolcraft	14.00
R. Reed, Schoolcraft	1.80
Kal. Battery Ser. Co., Kalamazoo	6.00
L. E. Baribeau, Kalamazoo	17.00
Adam Fahner, Detroit	30.00
Julian Goldman Union Store, Kala.	38.00
R. J. Haas, Vicksburg	7.45
Citizens Tel. Co., Schoolcraft	16.00
Mrs. Charles Lane, Vicksburg	5.00
General Motors Co., Grand Rapids	250.00
Shell Gas Co., Kalamazoo	6.00
Mr. Krum, Schoolcraft	5.00
Louisa Fahner Estate	3,000.00
Mr. Baumhoff, Grand Rapids	35.00
Dr. Hutchinson, Grand Rapids	50.00
Alfred Beukema, Grand Rapids	7.00
Wilcox-Kuennen Co., Grand Rapids	27.41
Desenberg's Store, Grand Rapids	50.00
Opaline Sign Co., Battle Creek	15.00
Wilson & Co., Grand Rapids	25.00
Stanley Strong, Grand Rapids	22.00

June 25. We have to-day received the schedules, reference and adjudication in the matter of Chester C. Bricker, individually and as Auto Park Tire Shop, Bankrupt No. 3479. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation

is that of a garage and tire shop owner. The schedules show assets of \$2,568 of which \$500 is claimed as exempt, with liabilities of \$3,356.22. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Goodlin Auto Equip. Co., So. Bend	\$250.00
Natl. Cash Register Co., Kalamazoo	365.00
Richard Early & Sons, Grand Rapids	35.00
Chase Mfg. Co., St. Louis, Mo.	400.00
Goodrich Rubber Co., Akron, Ohio	160.00
Augustinian, Kalamazoo	59.00
Brown & Sehler, Grand Rapids	6.12
Central Illustrating Co., New York	52.03
DeBoer & Sons, Kalamazoo	5.50
Elliot Service Co., New York	8.40
Goodyear Tire & Rubber Co., Akron, Ohio	6.60
Hycop Bros. Garage, Kalamazoo	48.00
Jal. Chamber of Com., Kalamazoo	25.00
E. S. Rankin Agency, Kalamazoo	45.00
Dr. Rush McNair, Kalamazoo	300.00
Nusbaum Motor Supply, Kalamazoo	2.75
M. Allen Reed, Kalamazoo	41.00
Southern Mich. Tire Co., Kalamazoo	66.00
Sinclair Oil Ref. Co., Kalamazoo	10.00
Dr. Ertell, Kalamazoo	75.00
A. J. Bray, Battle Creek	700.00
First Natl. Bank, Kalamazoo	300.00
Kal. Pub. Co., Kalamazoo	45.00

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

Link, Petter & Company

(Incorporated)

Investment Bankers

7th FLOOR, MICHIGAN TRUST BUILDING
 GRAND RAPIDS, MICHIGAN

J. CLAUDE YODAN

ATTORNEY AND COUNSELOR

Special attention given creditors proceedings, compositions, receiverships, bankruptcy and corporate matters.

Business Address:
 433 Kelsey Office Building,
 GRAND RAPIDS, MICHIGAN

WILLETT-CHULSKI & Co.
INVESTMENT BANKERS
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THE TOAST SUPREME

DUTCH
TEA
RUSK

Baked from
finest wheat
whole milk
fresh eggs



THE DUTCH TEA RUSK CO.
 HOLLAND, MICHIGAN

Modern Appliance Co., Kalamazoo 15.00
 Superior Auto Sales Co., Kalama. 70.00
 Mlo Simons Coal Co., Kalamazoo 36.00
 Dr. R. G. Cook, Kalamazoo 20.00
 Bigelow Service Station, Kalamazoo 56.00
 Pisk Rubber Co., Kalamazoo 70.00
 Kal Tent & Awning Co., Kalama. 29.00
 L. A. Williams Radio Corp., Kala. 19.05
 Hollingshead Co., Chicago 3.80
 H. H. Langeries & Son, Grand R. 80000
 Mead & True, Kalamazoo 3.00
 Johnston Drug Store, Kalamazoo 21.00
 In the matter of Thomas-Daggett Co., Bankrupt No. 2708, the trustee has filed his final report and account and a final meeting of creditors and adjournment was held June 15. The bills for administration, as modified, were approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 14.51 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court upon closing of the account and return of the vouchers from the bank.

Do I?

A traveling salesman lay in his bed on a Sunday morning, thinking. Never before had he such useful thoughts.

"My firm," he thought, "has a right to expect me to know my territory and all the possible buyers of our goods. Do I?"

"It expects me to know all the quality points of our goods, so that I can maintain prices against stiff competition. Do I?"

"It expects me to plan my work, so that I do not waste the time that it pays for. Do I?"

"It expects me to study salesmanship, so that, if sales are lost, it will not be my fault. Do I?"

"It expects me to keep my eyes open and to send in information about new styles and the wishes of our customers. Do I?"

"It expects me to smooth out troubles and to increase its prestige and good-will. Do I?"

"It pays me my full share on all the sales I make. It treats me like a partner. I ought to act like a partner. Do I?"

"It gives me the best goods it knows how to make. It helps me by advertising. It entrusts me with hundreds of its customers. I ought to get on my toes and show that I appreciate this. Do I?"

On Time.

When the train is late—

Or a friend, keeping an appointment—

Or dinner—

What a hubbub springs up in your brain!

How ready you are, however, to have an alibi if you keep a friend waiting.

It has been said by those who study the matter, that we are never late for an appointment we really want to keep. If a lover is calling on his sweetheart, he's usually fifteen minutes early; if it's a dance, we're on time.

One is entitled to enjoy his work, and if he really enjoys it he will be on time, if not ahead of it. It takes a philosopher to be on time for a licking, for most of us do not realize that unpleasant things, postponed, grow thereby more unpleasant.

If you are in the habit of being late at the store, quiz yourself, not so much for the good of the company as for the good of yourself. You may not admit it, but you don't like your

job. It were better for you and for the company that you get another, either with your present employer or elsewhere.

Being on time tells the story of enjoyment of work, and to enjoy one's work is essential to real success. Being late means lack of enjoyment, dislike.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 3—Everything is set for homecoming week, which will include a big Fourth of July celebration. The city is all decorated in gala attire. Many responded to the invitation sent out to the old timers. One was received from W. H. Shobrock and family, who are on their way from Kamsack, Saskatchewan, traveling 1,699 miles to see the old folks after being away for the past twenty-five years. Sunday will be devoted to registration and welcome. The welcome home address will be given by Ex-Governor Chase S. Osborn. The Tuesday programme will start with the unveiling of the General Lewis Cass memorial tablet in Brady park at 10 a. m. Judge Charles Chapman will give the dedicatory address. At 10:30 the home coming queen will be crowned, at which Francis T. McDonald will give the address and crown the queen. At 11:30 a community picnic will be held at Harmony beach. There will be special music, games, singing, etc. At 8:30 in the evening the home comers night will be held at the high school auditorium, with the city band in attendance. The programme will be in charge of the Detroit Soo Club. Wednesday programme will be the busiest of the week. It will start in the morning at 10 o'clock with monster parade of floats. Ex-Governor Osborn will deliver the principal address. The afternoon programme will be devoted almost exclusively to sports, coast guard demonstration and the water battle between the fire departments. On Thursday there will be a trip to the Agawa Canyon on a special train via the Algoma Central Railway at 10 a. m., returning at 8:30 in the evening. Friday will be Canadian day, when our Canadian friends will join us in a huge parade, starting at the ferry dock at 7:30 in the evening. A farewell programme has been arranged for Saturday.

Mr. and Mrs. Leon Winkelman have moved to Detroit, where they will reside. Mr. Winkelman will continue his store here.

Morris Caden, who for the past twenty-three years has conducted a second-hand store here, has removed to St. Ignace, where he expects to go into the dry goods business.

The merchants have not been closing for any half holiday here for the past several years, all but one and that is Edward Reidy, who has demonstrated that it could be done. He is the only merchant still closing Thursday afternoons. He seems to prosper and is getting that much more kick out of business. Ed says that all work and no play makes Jack a dull boy.

Colwell & Burns have opened a new branch store on Ashmun street, featuring \$22.50 men's suits.

J. J. Hurska, who for many years conducted a meat market at Manistique, has sold out to J. Weber and J. Heric, formerly employed by J. Shuster. Mr. Hurska expects to try farming. Mr. Webber and Mr. Heric are both young men and are well and favorably known and should make a success of their new venture.

J. C. Royce, one of our well-known grocers for the past fifteen years, made an assignment for the benefit of his creditors to P. McDougall, manager of the National Grocer Co., which is one of the largest creditors. Mr. McDougall will dispose of the stock and settle with the creditors. Mr. Royce

has not as yet decided as to what he will do.

It is said that a Scotchman can avoid being seasick by swallowing a quarter before boarding the boat.

William G. Tapert.

The elephant won't cross a bridge until he has tested it. Is this trait of "safety first" the reason why the elephant is the longest lived of the jungle beasts?

Spuds from the garden to eat and flowers from the garden to look at make the evening meal a pleasant one.

Consult someone that knows
 Merchandise Value.

GET YOUR BEST OFFER FIRST.
 Then wire, write or phone me and I will guarantee you in good American Dollars to get you more for your store or plant of any description.

ABE DEMBINSKY

Auctioneer and Liquidator

734 So. Jefferson Ave., Saginaw, Mich.
 Phone Federal 1944.

Buyers inquiring everyday—

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.

Grand Rapids Safe Company

OLDEST

LARGEST

STRONGEST

Handlers of Safes in Michigan

No Commission too Large

No Order too Small

Our prices are 10 to 20 per cent. lower than those of Chicago and Detroit dealers, due to our low overhead.

Business Wants Department

Grocery For Sale—Old established stand doing fine business. Reason, illness. Might take some exchange. Address No. 883, c/o Michigan Tradesman. 883

For Sale—Meat market and grocery. For full particulars, write Vint Pullman, Tustin, Mich. 884

For Sale—General store in small village. Good ten-grade school, community church, many social activities. In addition to general merchandise, store handles good line of tires and fencing. Gas and oil station, also ice cream parlor in connection. Address No. 885, c/o Michigan Tradesman. 885

FOR SALE—Seven lots on Eastern avenue, Grand Rapids, valued at \$7,000. Will trade for desirable stock of goods or other income property. Arthur Mulholland, Reed City, Mich. 886

LOOK HERE MERCHANTS—140 acre farm Indiana, \$6,500. Tennessee farm, \$10,000. Tennessee, 160 acres, \$15,000. Tennessee, eighty acres, \$5,000. Montana ranch. New Mexico and various other properties to trade for stock of merchandise. Send for list. P. Phillips, Manchester, Tennessee. 884

FOR SALE—The Quality Store, of Ionia, has for sale five mahogany clothing cabinets of the double revolving type made by the Welch-Wilmarth Co. These cabinets are in perfect condition and are offered for sale at a very low price. 875

GENERAL store, good business, seven nice living rooms, all modern. Hessler's, East Flint St., Lake Orion, Mich. 876

FOR SALE—Good furnished cottage at Greenbush on Lake Huron. W. H. Parry, Vassar, Mich. 877

FOR SALE—Store building in Sunfield, living rooms in rear, also above, good garage. Also double store building in Byron, Mich., hall above, good location. Must be sold at once, to close estate. Write D. G. Weippert, Administrator, Sunfield, Mich. 878

BUSINESS OPPORTUNITY—I have a \$10,000 stock of clothing, furnishings and shoes in growing manufacturing city of 10,000. Will sell stock or take a partner. Investigation solicited. Address No. 880, c/o Michigan Tradesman. 880

FOR SALE—Clothing and shoe store. Will take farm for part payment. W. H. Parry, Vassar, Mich. 882

FOR RENT

Wonderful corner location in central block of city of Cadillac. Store room about 21 ft. by 82 ft. See Miller Bros., 218 No. Mitchell St., Cadillac, Michigan.

FOR SALE—First-class dwelling in good, live town. Eight rooms. Summer home in connection. Will sell furnished if desired. Price of house, \$4,500; if furnished, \$6,500. Address No. 869, c/o Michigan Tradesman. 869

FOR SALE—Three-story brick block, 100x25 feet in size, centrally located three doors from main corners in good, live town. Price \$18,000. Address No. 870, c/o Michigan Tradesman. 870

FOR SALE—Splendid business property in the beautiful town of Byron. Twelve-grade school. Twenty-two miles from Flint. Brick store, full basement, six rooms above. Four car garage. Also complete grocer and meat market equipment. Would cost \$8,500 to build this store. Cash, terms or trade. You can buy this right. Act quickly. Inquire Moffett Grocer Co., 212 Smith St., Flint, Mich. 872

CASH FOR MERCHANDISE

Will Buy Stocks or Parts of Stocks of Merchandise, of Groceries, Dry Goods, Shoes, Rubbers, Furniture, etc.

N. D. GOVER, Mt. Pleasant, Mich.

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.

Want a Profitable Business?—Must sacrifice for quick sale, due to ill health, well-established growing wholesale fried cake business in Grand Rapids. Completely equipped. Runs on small capital. Cash business. No experience necessary. Six busy months ahead. Address No. 861, c/o Michigan Tradesman. 861

ALTO ELEVATOR FOR SALE

Contains elevating and bean picking machinery, grain storage and feed grinding equipment. Forced to sell by court order.

J. CLAUDE YODAN,
 Attorney for Receiver
 Grand Rapids, Michigan
 421 Kelsey Bldg.

Retailers Appeal For Profit on Tobacco Products.

On behalf of the Joint National Committee of Tobacco Retailers and Jobbers for a Living Margin of Profit, made up of one hundred leading tobacco retailers and jobbers from all parts of the country and on behalf of the tobacco retailers of the United States, hundreds of whom have written confirming the urgent necessity for revision of conditions to secure a living margin of profit, an appeal was made in letters to C. W. Toms, president of the Liggett & Myers Tobacco Co.; George W. Hill, president of the American Tobacco Co.; Benjamin L. Belt, president of the P. Lorillard Co.; Bowman Grey, president of the R. J. Reynolds Tobacco Co., and G. J. Whalen, president of the Union Tobacco Co. Each company was asked what they could do towards a revision of the situation in order to give retailers and jobbers a just share of profit on the tobacco merchandise which they sell. In the last twenty-five years retailers and jobbers have seen their percentage of profit cut in half during a period of economic life when all overhead and general operation expenses have mounted. The problem has become such a pressing one in the wholesale and retail tobacco business and has assumed such seriousness that the determination was reached among small as well as large tobacco dealers that a radical change in relations between manufacturers on one side, and jobbers and retailers on the other, must be made. The committee and the thousands of tobacco retailers for which it speaks are awaiting response from companies before proceeding further.

Manufacturing Matters.

Detroit—The Industrial Equipment Co., 3491 Lincoln avenue, has changed its name to the Wolverine Tractor & Equipment Co.

Detroit—The Detroit Piston Pin & Manufacturing Co., 5680 Twelfth street, has increased its capital stock from \$25,000 to \$50,000.

Battle Creek—The James Moon Co., Elm street, has been incorporated to manufacture electrical appliances, with an authorized capital stock of \$50,000, \$14,000 of which has been subscribed and paid in in cash.

Adrian—The Clark Manufacturing Co., Michigan street, has merged its veneers and wood products business into a stock company with an authorized capital stock of \$50,000, \$26,000 of which has been subscribed and paid in in property.

Detroit — The Holley Permanent Mold Machine Co., Inc., Vancouver avenue & P. M. R. R., has been incorporated, with an authorized capital stock of \$50,000, of which amount \$41,500 has been subscribed and paid in, \$5,000 in cash and \$36,500 in property.

Detroit—The Barton Brass Works, 3627 Superior street, has merged its business into a stock company under the same style, with an authorized capital stock of \$30,000, of which amount \$18,030 has been subscribed, \$217 paid in in cash and \$17,882.90 in property.

Detroit—The Central Specialty Co.,

7529 St. Aubin avenue, has been incorporated to conduct a foundry specialty business with an authorized capital stock of 100,000 shares at \$5.51 per share, of which amount \$408,956.90 has been subscribed and paid in in property.

Muskegon—The Muskegon Screw Works Co., 247 Lakeston avenue, has merged its business into a stock company under the style of the Muskegon Screw Works, Inc., with an authorized capital stock of \$50,000, \$11,000 of which has been subscribed and paid in in property.

Detroit—The Teter-Rabbit Co., 680 East Fort street, manufacturer of toys and games, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000 preferred and 1,000 shares at \$1 per share, of which amount \$6,800 has been subscribed and \$2,000 paid in in cash.

Thirty-Four New Readers of the Tradesman.

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

Clarence J. Withers, Charlevoix.
Retail Credit Co., Atlanta, Ga.
Archie V. Lindberg, Grand Rapids.
Bestervelt Market Co., Kalamazoo.
R. W. Feldt, Cascade.
Fred M. Maus, Lyons.
Don Smith, Carson City.
Ira J. Garlock, Carson City.
A Newburg, Crystal.
H. F. Volz, Crystal.
Wm. F. Hadden, Six Lakes.
T. R. Ralston, Six Lakes.
J. R. Colton, Pewamo.
Sheffield Bros., Grand Haven.
F. P. Reber, Fremont.
Gates & Son, Lansing.
F. A. Rouse, Lansing.
W. H. Sturgis, Lansing.
Mrs. C. M. Schmitke, Lansing.
G. A. Strickland, Lansing.
A. Purcell, Lansing.
Ray W. Metzger, Lansing.
Brown's Coffee Ranch, Lansing.
B. Denstaedt, Lansing.
Fred S. La Noble, Lansing.
Fred J. Kotz, Lansing.
Fred Tabor, Lansing.
Carl N. Fox, Lansing.
H. E. Robinson, Lansing.
J. B. Hauser, Lansing.
W. A. Glaser, Lansing.
F. W. Davis, Lansing.
H. C. Fiedig, Lansing.
Charles Burtraw, Lansing.

Summer Buying Still Good.

Prospects of active retail turnover of hot weather apparel, particularly dresses, are said to be unusually good this year, according to views expressed in this market. So much consumer buying has been held off later than usual that there remains a substantial percentage yet to be taken care of. Much of this buying is of a type primarily interested in reduction sales, but retailers, through the featuring of new styles in fresh merchandise, figure on a good turnover at normal mark-ups.

Big Coat Sales in August.

Activity in the coat trade indicates that many retailers plan to get an early start on their August coat sales,

which promise to be on a much larger scale than in recent years. For a time there was considerable agitation against these sales events on the ground that they started off the season with lower prices, which created a wrong impression in consumers' minds of the prices made later in the Fall. This argument has apparently been lost sight of, as both the manufacturing and retail trades are now getting behind the August sale idea very strongly.

Hope To Bring Back Veils.

Factors in the lace trade are continuing to put forth efforts to bring back a vogue for veils. They pointed out yesterday that Paris is sponsoring veils to a marked degree and that some measure of success was achieved in playing up the merchandise here during the Spring. The styles favored for Fall lay stress on the nose veil, although one of the latest French creations reverses this type and makes a "chin veil" of it, the lower part of the face being covered instead of the upper.

Attend To Details If Success Is Desired.

The difference in elements that make for failure or success usually is slight. The retailer who fails merely does not grasp the fundamentals of business. The retailer who succeeds usually can trace success to painstaking care in looking after the details of his business.

There are a multitude of small details which, properly attended to, make success almost inevitable, but when neglected, prove cumulative stepping stones to failure. The retail business has more of these petty details to attend to than are found anywhere else in the business world.

To Hold Dental Plates in Place.

We understand the powders used in holding dental plates firmly in the mouth consist essentially of finely powdered tragacanth with possibly a trace of antiseptic added.

Living in the past yields a poor living.

DETROIT, during the past few years has been greatly strengthened as a wholesale textile distributing center by the entry of several specialty houses and direct mill representation. The Mc Connell-Kerr Co., largest of these modern distributors, offers in addition to the standard staple lines many cotton and linen products heretofore unobtainable in the Detroit market—and at prices that reflect not only our direct mill connections but bring into evidence our lower operating expense.

IF YOU WANT TO MEET ALL COMPETITION — WE CAN HELP YOU.

We are exclusive Michigan representative for A. S. Hermann Inc. America's largest distributor of household linens, fine Moravian damask cloths and napkins and Bohemian tickings including the nationally famous "Tannwald" brand.

Dwight Anchor sheets and cases and Alexander sheetings are sold in Michigan exclusively by us.

We feature Cannon Mills towels and Bates bed spreads and carry large assortments at the lowest prices—for spot delivery.

Here you will find a complete stock of Stevens linen crashes in the staple and new pastel borders.

When in the Detroit Market don't fail to pay us a visit. Price quotations gladly furnished on request.

McCONNELL-KERR CO.

349 JEFFERSON, E.

DETROIT

CUTTING UP TIME —

Ready for prompt delivery from Detroit—all that is new and in demand in summer wash fabrics including printed rayon voiles (100 designs to select from) plain and printed voile, plain and printed batistes and dimities, silk and cotton crepes, plain and printed organdies.

A wide range of silks and velvets.

Specialization and direct mill representation means lower prices to you.

A complete line of samples in charge of our Western Michigan representative S. Stroup, 415 Woodlawn Ave., Grand Rapids

THE DETROIT TEXTILE CO.

Michigan's Largest Exclusive Wash Goods Distributors
318 JEFFERSON AVE., E.

DETROIT