

A PRAYER

To grow a little wiser day by day,
To school my mind and body to obey,
To keep my inner life both clean and strong,
To free my life from guile, my hand from wrong,
To shut the door on hate and scorn and pride,
To open them and leave the windows wide,
To meet with cheerful heart what comes to me,
To turn life's discords into harmony,
To share some weary worker's heavy load,
To point some straying comrade to the road,
To know that what I have is not my own,
To feel that I am never quite alone;
This would I pray from day to day,
For then I know my life would flow
In peace, until it be God's will I go.

ELEVATOR For Sale . . .

Bean elevator at Big Rapids, Michigan. Brick construction, good condition. Fully equipped, capacity 40,000 bushels. Large storage basement will hold 100 carloads of potatoes. Cost \$75,000 new. Will sell at a very reasonable price.

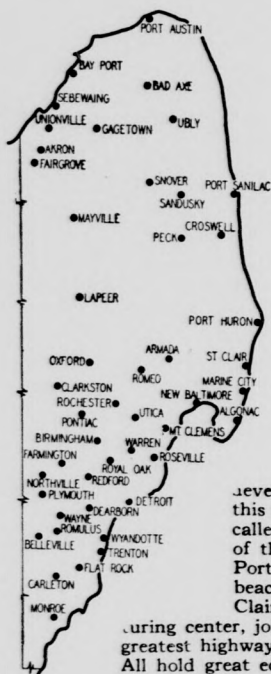
Guarantee Bond & Mortgage Co.

107 Lyon Street, N.W.

Grand Rapids, Michigan

MICHIGAN—The Ideal Vacation Land

MICHIGAN BELL TELEPHONE CO.



Call Your Attention to SOUTHEASTERN MICHIGAN

The 300-mile shore line of Southeastern Michigan, curving northward from the Ohio border on Lake Erie, follows the busy Detroit river, rounds beautiful Lake St. Clair, the Flats and St. Clair river, bounds the mighty waters of Lake Huron and forms the outline of The Thumb by circling Saginaw Bay.

This water-bordered land, cooled by the gentle breezes from two of the Great Lakes, is one of the Wolverine state's ideal vacation sections.

Dynamic Detroit, the automobile and aviation center of the world, with its beautiful suburban development, has many sister cities in this section—Mt. Clemens, frequently called "the Carlsbad of America" because of the popularity of its mineral baths; Port Huron, with its sloping white sand beaches at the headwaters of the St. Clair river; Pontiac, the lusty manufacturing center, joined with Detroit by the nation's greatest highway; and many other thriving towns.

All hold great educational, scenic and recreational interest.

Whether the visitor to Southeastern Michigan comes from far or near, he is as close to home as the nearest telephone. And *Long Distance Rates Are Surprisingly Low!*

Note the Day Station-to-Station rates for a three-minute conversation between 4:30 a. m. and 7:00 p. m. to representative points in Southeastern Michigan:

From Grand Rapids to:	Day Station-to-Station Rate	From Grand Rapids to:	Day Station-to-Station Rate
AKRON	\$.80	PECK	.95
ALGONAC	1.00	PLYMOUTH	.85
ARMADA	.95	PONTIAC	.85
BAD AXE	.95	PORT AUSTIN	1.05
BAY PORT	.85	PORT HURON	1.05
BIRMINGHAM	.85	PORT SANILAC	1.00
CLARKSTON	.80	ROCHESTER	.90
CROSSWELL	1.00	ROMEO	.95
DEARBORN	.90	ROMULUS	.90
FAIRGROVE	.80	ROYAL OAK	.90
FARMINGTON	.85	SANDUSKY	.95
FLAT ROCK	1.20	SEBEWAING	.85
GAGETOWN	.90	SNOVER	.95
LAPEER	.85	ST. CLAIR	1.00
MARINE CITY	1.00	TRENTON	.90
MONROE	.95	UTICA	.95
MT. CLEMENS	.95	WARREN	.95
NEW BALTIMORE	1.00	WAYNE	.90
NORTHVILLE	.85	WYANDOTTE	.90
OXFORD	.85		

Fourth of a series of five advertisements concerning the advantages of Michigan as the "Ideal Vacation Land."



You can keep in touch with home and office by Long Distance Telephone. Watch for the Blue Bell Sign

MICHIGAN—The Ideal Vacation Land

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.

WORDEN GROCER COMPANY The Prompt Shippers

Ask Your Trade To Try

Morton House COFFEE

It Is A Sure Repeater

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

THE MICHIGAN TRUST COMPANY, Receiver

MICHIGAN TRADESMAN

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 1, 1928

Number 2341

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

HOW ABOUT THE LAWYERS?

We have not before us the complete text of the opening address delivered before the annual convention of the American Bar Association by President Silas H. Strawn. But rather full telegraphic reports give us his analysis of the causes for the present deplorable crime situation in the United States. He named these reasons for the increase in criminal violence since the World War:

The increase and development in the means of communication, hard roads and high-powered automobiles, making the "get-away" easy.

The vastly increased wealth of our citizens and especially of the criminal classes, enabling them to buy fast motors and expensive guns.

Organized crime which enables the underworld to make liberal contributions to political campaigns and to exert a powerful influence in politics.

Delay in the apprehension and speedy punishment of criminals due in part to the leniency and paltering of political judges and in part to our too liberal laws. We do not give enough attention to the selection of our judges and prosecuting attorneys.

The apathy and indifference of our best citizens toward their duty as citizens. Those best qualified to serve as jurors seek to avoid the service because of its discomforts or because they dislike to leave their business.

Unrestricted traffic in firearms.

Speaking generally, the criminal laws, State and National, would be adequate were they promptly and fearlessly enforced. The weakness is not so much in the laws as it is in the procedure. In criminal trials justice too frequently "travels with a leaden heel."

The reduction of crime depends not so much upon prosecuting officials and courts as it does upon the attitude of the people.

This analysis is worth the attention of all of us. It lays down with the emphasis of isolation various causes of our present situation. But it does not dig into the background. It does not, so to speak, give the causes of causes.

For instance, the "vastly increased wealth of our criminal classes" is certainly in large part due to their "vastly increased" revenues as beer or alcohol

overlords of various sections of our large cities. The illegal sale of liquor offers such large rewards that it has been organized into an immense industry. The immense fortunes of bootleggers have been repeatedly revealed in income tax proceedings. "Gang murders," with their "rides," "pine-apples" and machine guns, again and again appear as phenomena directly traceable to liquor wars.

Without the existence of "prohibition" conditions the criminal would not have the cash that is back of him today. He could not make his "liberal contributions to political campaigns." He could not have his political influence. He could not have his frequent immunity from prosecution or punishment.

Another "cause of a cause" Mr. Strawn omits. He scores the slowness of procedure in our courts. But he makes no reference to the members of the bar who use every effort to win delay. He does not urge the association to work for a new procedure or a new legal conscience which shall fight relentlessly for justice and as relentlessly against sheer technical trickery.

President Strawn makes an incomplete statement of our most pressing legal problem. He does not summon our greatest association of lawyers to grapple with it. We trust that the convention will manifest a different spirit before its adjournment.

UNTYING THE STOCKING.

Throughout the war and the post-war period of inflation it was known that the French peasant was carefully hoarding his gold. The traditional stocking, hidden carefully somewhere in the thatched cotage or buried in the farmyard, was an asset which the financiers of Paris would have liked to have had in the treasury, but the canny peasant had no idea of sacrificing this visible wealth for paper notes which were constantly depreciating in value.

With the stabilization of the franc on a gold basis this hidden wealth is finally getting into circulation. The last weekly report of the Bank of France showed an increase in gold of 227,000,000 francs and none of it was from the week's gold imports. All of it was brought to the banks in the form of pre-war coin by people who stood in line for hours to convert their hoardings into notes in which they at last had absolute confidence. So unexpectedly heavy was this inflow of gold that the Bank of France had to limit the purchase of notes to 500 transactions daily, and numbered tickets were given out to applicants each morning.

If there were any doubt of what stabilization means to France as a symbol of a return to economic normalcy this

resolves it. So secure is the basis on which the franc has been placed by the fiscal policies of Premier Poincare that France is witnessing a run on the banks for paper. This is even more remarkable when we remember the conservatism of the French peasant and that it is almost fifteen years since he began to hoard his wealth.

WOOL ESTIMATE LARGER.

The feature of the week in the textile markets is the opening of staple men's wear goods by the largest producer at reductions. Opening of fancies are scheduled for late this month and early in September. The wool market is a little more active, but still classed as quiet. The preliminary estimate of the Department of Agriculture on domestic wool output for the 1927-28 season shows an increase of 6.5 per cent. over the preceding year, obtained through both an increased number of sheep shorn and a small gain in the average weight per fleece. Quotations for wool have slipped a little from the recent highs, a development more in keeping with the slow demand in the goods market and the lower levels named on staples.

During the early part of last week the primary cotton goods market was very quiet, and it was indicated that another shutdown that may take in about 90 per cent. of the Southern mills would take place this week in order to cut down stocks. The surplus of goods, but particularly the uncertainty over prices of the raw material, are causing buyers to hesitate. Once this uncertainty is removed it is believed that business will go ahead in a much better way.

In silks there is still an active demand for summer goods, wanted for sale purposes. At the same time, fall goods are being purchased liberally, and the demand is quite broad over the different weaves.

TWO ORDERS OF NITROGEN.

In an address before the American Chemical Society Institute Dr. H. E. Barnard has drawn a reassuring if not very pleasing picture of the possible solution of the problem which so aroused Malthus. He declared that when it became necessary chemists could feed a hungry world without bothering about such things as bread and meat and vegetables and the other familiars of our dining-room tables.

"The chemist will convert the light of the sun and nitrogen into food for the human family," he said. "Thirty men working in a factory the size of a city block can produce in the form of yeast as much food as 10,000 men tilling 57,000 acres under ordinary agricultural conditions." Everything will be so fixed up in time that man will

forget the taste of bread and meat "but his metabolic processes will go on just as satisfactorily as to-day."

Under this delightful regime the world's population can grow and grow until the only problem is that of finding standing room. For that the scientists have not yet advanced a solution, although they doubtless could if they wanted to. The only question we would raise is whether this future world in which our metabolic processes would be automatically taken care of, and the life struggle would be merely a struggle to breathe, seems worth while. Despite the hardships of war and pestilence we are inclined to favor the Malthus theory, even if it is a little old-fashioned.

NEW FACTOR IN THE MARKET

Just how the rules of price making have changed since the days of cost plus a certain profit was well exemplified last week when the leading producers of woollens opened up staple fabrics to be used in men's clothing for next spring. Despite the rise in wool, these fabrics were reduced 2 to 10 cents per yard. At the same time, tropical worsteds for next summer's lightweight suits were advanced 5 to 7½ cents, and it was freely predicted in the market that fancy goods to be shown later would also show an increase.

Something of a "price war" has developed in the staple branch of the industry among three or four mill organizations, but the fact is that staples have become almost a drug on the market, to quote the trade, and the ordinary method of figuring cost and profit cannot be applied to such merchandise with much chance of obtaining a selling price that will lead to business. Ordinary margins have to be slashed and the attempt made to book enough volume to prevent loss.

This state of affairs is not considered a healthy one, but it prevails in many industries. Consumers seem bent on buying only what is new, or, perhaps, they are being swayed temporarily to that course. As long as the fad for novelty persists it appears that staples must be at a discount.

In the great court of public opinion, the retailer who keeps a dirty store, has no defense; the retailer who does not trim his windows, has no defense; the retailer who buys from a chain store, has no defense; the retailer who does not watch his credits, has no defense.

A writer says that people can always collect debts if they go the right way about it. We hear of a man who was shamed into paying his account because of an intimation on the bottom, "A remittance will surprise."

THE HOUSE OF SEELY

One of the Oldest Extract Manufacturers in the Country.

The Seely Manufacturing Co., one of the oldest extract and cosmetic houses in the Middle West, has been operating since 1862. A few years after beginning operations, G. H. Smith acquired a controlling interest in the company and so continued until his death in 1893. Since that time the business has been conducted by his sons.

For many years Seely's products were known from coast to coast, but in more recent years the company has confined its activities largely to the Middle West territory. Noted throughout all these years for a product of superlative quality, it has been and still is the policy of the company to continue such a standard of quality for all its lines.

The name Seely has been so well established as a synonym for highest quality throughout the more than sixty years of its existence that it has become a household word, so that it is



James F. O'Donnell.

instinctive for careful buyers, when considering flavoring extracts to "Specify Seely's."

At one time the company marketed a general line of perfumes and cosmetics, but some time ago withdrew from the market all of this line excepting the noted hand and complexion lotion, Parisian Balm. Sales on this item have increased very rapidly and it is making for itself a position akin to that enjoyed by the extracts.

Since the recent death of Thorne D. Smith, the former president and general manager, the company has made several changes in its directorate. At the recent annual meeting M. E. Smith became president, James F. O'Donnell vice-president and C. R. Rollings secretary-treasurer. These men, with H. R. Crusoe and C. M. Edwards, comprise the present board.

James F. O'Donnell, who becomes Vice-President and Manager of Sales, is widely known throughout Michigan and the Central West, as he has been engaged in the selling of commodities since his graduation from Assumption College, Sandwich, Ontario.

After finishing college he covered Michigan territory for the American Tobacco Co. for ten years, leaving that house to become Michigan representative for the C. F. Sauer Co. and in 1923 he took over Michigan territory for the Seely Co. In 1925 he was made manager of the Michigan sales department and with the most recent promotion takes over the entire direction of the sales program as an officer of the company.

Mr. O'Donnell is a member of a well-known Michigan family, a nephew of James O'Donnell, former Congressman and well-known newspaper man of Jackson.



C. R. Rollings.

C. R. Rollings, who becomes Secretary-Treasurer in charge of finance and production, spent five years with the Williams Brothers Co., of Detroit, when that company was an outstanding factor in the food production business in the United States. Following that he was general auditor and later assistant general manager of the Northwestern Steamship Co., leaving that corporation to become comptroller and assistant secretary-treasurer for the Mansfield Steel Corporation. In addition to this, he has conducted a public accounting business for several years and possesses exceptional equipment for the position he occupies with the company.

Trading Up in Children's Wear.

The early business placed in children's wear has been of good volume and is featured by an improved demand for better merchandise. Interest in coats is said to be especially active and garments up to \$29.50 are doing well. Retailers are also said to be placing good orders for hat and coat sets which are expected to be popular. These are made of felt cloth and are wanted in the navy, tan and red shades.

Sends Photo to Former Customers.

After he had transferred to another store, Harvey N. Leonard, a salesman, sent a personally written letter to his old customers, asking them to call. As he did not mention his former connections, Mr. Leonard made sure that the customers would remember him by enclosing a small photograph of himself.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Occasionally I have called attention to the fact that the owner of a trademark, or a private brand, could easily lose his right in it, and all money he had invested in it, by exaggerated or false advertising. These cases are controlled by the ancient legal principle that "he who comes into court must come with clean hands." If his hands have become unclean because of misrepresentative advertising, the courts will turn him away without his remedy.

Before me as I write is the report of another very important case which not only illustrates this point, but yields an interesting glimpse into a modern plan of doing business.

The plaintiff in this case was the American Safety Razor Corporation, which owns the Gem, Ever-Ready and Star razors. Formerly all these were made and sold by individual concerns, but the American Safety bought them all in. The defendant was the International Safety Razor Corporation, also makers of safety razor blades. The suit was based on the allegation that the defendant was infringing on the plaintiff's brands.

The plaintiff lost his suit first, because the court found there was no infringement and second, because the American Safety Razor Corporation had been guilty of practices which dirtied its hands. It seems that when this company bought the three brands it never told the public about it, but went on advertising and selling the three as if they were still competitors.

The chief business in razors is in the blades—the holders cut no figure particularly and are often sold at a loss in order to get the user started on the blades. In this case the blade was the same in all three cases, as the testimony showed. Nevertheless, the Gem advertising contained such statements as this:

No blade in the world can give such marvelous shaves as Gem or retain its edge through so many shaves. These are not claims, they are facts.

And the Ever-Ready advertising contained this:

Past reputations can't make bad blades give good shaves. Ever-Ready is the one and only hundred percent. Use the new Ever-Ready blades—they're the keenest edge in the world.

The new Ever-Ready blades are better than the best of any other make.

And all this time, as I have said, it was the same blade in all three cases. That might not have affected the public so much were it not that the price differed.

The court dealt with this condition rather scathingly:

In commenting on the matter of this advertising, complainant's counsel described it as ordinary business puffing, and refused to see anything sinister in it. I am unable to agree with this viewpoint. To me it appears perfectly clear that, if the public knew the truth, it would buy that blade of complainant which is sold at the smallest price, and that its ignorance is costing it money without warrant every time it buys a blade at any figure beyond the minimum. Complainant's counsel talks about greater exploitation expenses, and urges that fact as one reason for a larger selling price. Why should a vendor be able to collect from a purchaser, as part of the purchase price, money which has been spent in an effort to mislead that very purchaser in making that very purchase? I cannot see it.

From the complainant's literature and advertising the keenest mind could not fathom the actual facts. And failure to know the truth imposes a financial penalty on every person who pays more than the minimum price for one of complainant's razor blades.

I am therefore of the opinion that, by reason of the character of complainant's advertising and literature, it has fallen far short of that standard of integrity which is required of a petitioner who seeks relief in a court of equity, and that this shortcoming affects its entire case against the defendants.

The complaint is therefore dismissed, with costs.

In the old days business was full of these schemes—branches of the same concern ostensibly competing bitterly with each other, but actually playing into each other's hands all the time. Slowly but surely this fake has been squeezed out by the courts, and nothing has helped more than the knowledge on the part of the perpetrators that if they did it they were liable to lose all the value of their trade-marks. I don't know whether the American Safety Razor Corporation will mend its ways or not, but if it goes ahead it will do so in full knowledge that it will have no chance against infringers. This is really of very great importance, for it means that if this decision stands, anybody can make a Gem, Ever-Ready or Star razor blade and the real own-

IF IT'S SEELY'S IT'S RIGHT

Seely flavoring extracts are made with the same exacting care that has characterized all Seely Company products for more than sixty years.

It's an all around satisfactory transaction when you sell a Seely product to a customer, because the customer knows *if it's Seely's it's right*.

All wide awake grocers carry Seely's products.

THE SEELY MANUFACTURING COMPANY

FLAVORING EXTRACTS — TOILET GOODS

A standard of quality for over 60 years.

1900 E. JEFFERSON

DETROIT

er, although it paid \$8,000,000 for the good will, can't stop him.

Elton J. Buckley.
[Copyrighted, 1928.]

A manufacturer of concentrates and syrups from which beverages are made permitted retailers to advertise a drink made from his syrups as "a delightful and refreshing drink with the aroma of the vineyards of France." The word grape was also used, although the drink was not made from the fruit or juice of the grape. The manufacturer signed a stipulation agreement with the Federal Trade Commission to discontinue use of the word grape to describe a product not made from the fruit or juice of the grape.

Although he neither owned nor operated a factory, Samuel Booth, of Chicago, sold knitted goods under the trade name of Crawford Knitting Mills, and, under the name of Household Supply Co., sold bedspreads which he advertised as silk although they contained no silk.

The Federal Trade Commission has ordered Booth to discontinue use of a trade name containing the word "mills" until such time as he shall actually own, operate or control the factory in which are manufactured the knitted goods sold by him. He is also prohibited from using the word "silk" to advertise bedspreads or other articles unless they are composed entirely of silk or unless, where such articles are made partly of silk, the word "silk" is accompanied by a word or words truthfully describing the other materials of which the bedspreads or other articles are in part composed.

Booth advertised his bedspreads under such designations as "Famous Diana Silk Spread," and "Diana Rayon Silk Spread," and represented that they were sold at wholesale prices but the commission found they were not sold at wholesale but rather at prices in substantial excess of the usual and prevailing prices.

Certain patterns of Booth's knitted goods were said to consist of 100 per cent. pure worsted, others 100 per cent. pure wool worsted and still others of silk interwoven in pure worsted. The commission found that neither the bedspreads nor the knitted goods contained any silk and the knitted wear at no time contained more than 35 per cent. of wool. Both the bedspreads and knitted goods were purchased by Booth in the manufactured state, the commission found.

The Crawford Knitting Mills were described as the largest knitting mills in the world selling knitted outerwear direct to the wearer. The commission held that use of that name had the tendency to deceive purchasers into believing the respondent owned a mill and that in dealing with him they were buying direct from the manufacturer thus saving middlemen's profits.

"Loss Leaders" No Longer Profitable.

An executive of the A. & P. chain store organization has been thinking for some time that price cutting may be overdone; that it can be too expensive a form of advertising; that its

novelty has been lost; and that on account of all the preaching of economics trade associations and other agencies, intelligent consumers have begun to realize that what is lost on one commodity must be made up on another. And to a concern that indulges habitually in so-called "loss leaders," where is the advantage when habitual shoppers buy only these commodities?

With some such thoughts in mind the manager of this concern called in conference the district managers of the organizations representing the Middle Western section of the country and proposed the idea to them of discontinuing these methods of radical price cutting.

Of course, there was immediately a riot. Every possible objection was urged. Nevertheless, the experiment was tried in a number of middle sized markets. In order to carry out the policy fairly and frankly with the public, advertisements stated that instead of special bargain prices on this or that article to attract trade the prices would be regularly low, so that consumers could be assured that day in and day out, year in and year out, they could buy everything in the company's stores at as low if not lower prices as or than could be found anywhere else in the world. One of these advertisements carried the following announcement:

Regular low prices! Practically every price quoted in this advertisement will be in effect to-day, to-morrow and every day until markets costs change.

You don't have to wait until Saturday to buy your food supplies at this store—food prices are low every day at our stores.

Strange as it may seem the new idea worked to a charm. The advertisements were supplemented by form letters from store headquarters to people in the neighborhood explaining the new policy. There was a genuine reaction from the public and sales were observed to increase to a considerable extent.

If these experiments continue to be successful the plan will be put into effect more extensively by the A. & P. Co.

Perfectly Agreeable.

A wealthy manufacturer gave a dinner party to a number of his business friends. His wife was an accomplished musician and played the piano while the guests were waiting the announcement of dinner. As she finished playing her husband turned to one of the guests and asked, "Would you like a sonata before dinner?"

"I don't mind if I do," he replied, "I had two on my way here, but I think I can stand another."

Pools Help Toweling Sales.

Continued hot weather, coupled with the growth in popularity of swimming pools throughout the country, is credited with the sudden spurt in the demand for Turkish toweling. Since the customary fall demand for such materials does not assert itself until late in August or September the popularity of the swimming pool is credited with the change.

FREE...for your asking! This Carton of UNDERWOOD Deviled Ham



Containing Six Ten-Cent Cans

LET us send you these six 10-cent cans of Underwood Deviled Ham with our compliments. See this nationally advertised product for yourself. Taste its famous "million-dollar flavor".

Buy Underwood Deviled Ham by the case of eight of these handy cartons. Sell it by the carton, or in single cans.

Just fill in and tear out the coupon in the corner,

pin it to your business letter-head and mail it to us today. Do it now.

WM. UNDERWOOD CO.
90 Walnut Street, Watertown, Mass.

Please send me a FREE carton of 6 10-cent cans of Underwood Deviled Ham, (Letter-head enclosed)

Our Jobber is _____

of _____

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.

MOVEMENTS OF MERCHANTS.

Charlotte—Fred DeHaven succeeds Radis Bros. in the grocery business.

Grand Ledge—Andrew H. Neller succeeds Fosley & Bitzer in the grocery business.

Bay City—The Riverside Dairy Co., has increased its capital stock from \$10,000 to \$25,000.

Allegan—Remodeling the First State Bank to the extent of \$15,000 will be started about Aug. 15.

Harbor Springs—Marsek & Cetus succeed C. Wager & Son in the grocery and meat business.

Traverse City—Don Layman succeeds F. Pierce in the grocery business at 901 Front street.

Detroit—The Reliance Plumbing & Heating Co., 9517 Oakland avenue, has been incorporated with an authorized capital stock of \$1,000, \$500 of which has been subscribed and paid in in cash.

Milan—The Milan Lumber Co. has been incorporated to deal in lumber and builders' supplies, with an authorized capital stock of \$15,000, \$10,200 of which has been subscribed and \$5,000 paid in in cash.

Sturgis—The Crown Fur Co., hides, garments, etc., has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in, \$355 in cash and \$4,645 in property.

Sparta—Aug. 6 the corporate style of A. A. Johnson & Co. will be changed to the Johnson-Smith Co. Plans have been made to revamp the store building, so it will resemble a city emporium in appearance.

New Lothrop—The New Lothrop Co-Operative Co. has been incorporated to deal in dry goods, groceries, shoes, etc., with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—Phil H. Lightenberg, Inc., 51 Forest avenue, has been incorporated to deal in motor trucks, parts and accessories, with an authorized capital stock of \$5,000, \$2,500 of which has been subscribed and paid in in cash.

Hancock — The Star Baking & Wholesale Co., 205 Hancock avenue, has been incorporated with an authorized capital stock of \$30,000, \$14,500 of which has been subscribed and paid in, \$3,500 in cash and \$11,000 in property.

Saginaw—William Hyman has opened a fur and fur garment shop at 506 Genesee avenue as a branch of his Hyman Fur Shop, 218 Genesee avenue, where women's wearing apparel is handled in addition to furs and fur garments.

Lowell—William Christiansen, who recently purchased the confectionery stock and store building of Mrs. Elizabeth Lalley, has remodeled the store and installed modern machinery for making ice cream, ices, etc., which he dispenses.

Port Huron—William Ruggeri, Inc., 329 Water street, wholesale dealer in fruits and produce, has been incorporated with an authorized capital stock of \$5,000, \$3,000 of which has been subscribed and paid in, \$1,000 in cash and \$2,000 in property.

Detroit — The Lurya Lumber Co., 15000 Linwood avenue, has been in-

corporated to deal in lumber and builders' supplies, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$7,540.32 in cash and \$12,459.68 in property.

Battle Creek—The Strong Hardware Co., 25 South Jefferson avenue, succeeds the Frank E. Strong Estate in business, with an authorized capital stock of \$26,660 common and \$13,340 preferred, all of which has been subscribed and paid in in property.

Detroit—Wilson, Inc., 111 East Kirby avenue, has been incorporated to deal in interior decorations, antiques, and furnishings, with an authorized capital stock of \$2,500, all of which has been subscribed and paid in, \$630 in cash and \$1,870 in property.

Grand Rapids — The Home-Acres Furniture Co., Division avenue South, R. F. D. 11, has been incorporated to deal in furniture and household furnishings, with an authorized capital stock of \$25,000, \$4,000 of which has been subscribed and paid in in cash.

Detroit—The Panacea Spring Water Co., 836 Howard street, has merged its business into a stock company under the same style, with an authorized capital stock of 1,000 shares at \$10 per share, \$10,000 being subscribed and paid in, \$200 in cash and \$9,800 in property.

Sherwood — The Sherwood Co-Operative Association has merged its business into a stock company under the style of the Sherwood Co-Operative Co., with an authorized capital stock of \$8,000, of which amount \$4,540 has been subscribed and paid in in property.

L'Anse—The Baraga County National Bank will erect a modern bank on its property on the corner of Main and Broad streets. It will be a one story structure of face brick, steel reinforcement with buff Indiana Limestone trimmed pilasters, the base being of the same stone.

Grand Rapids—The F. A. Mosher Roofing Co., 2685 Division avenue, South, has merged its business into a stock company under the style of the Mosher Roofing Co., with an authorized capital stock of 2,500 shares at \$10 per share, of which amount \$7,000 has been subscribed and paid in in property.

Traverse City—The Silver Hook Market, 401 East Front street, has been incorporated to do commercial fishing and to deal in bait at wholesale and retail, with an authorized capital stock of \$5,000, of which amount \$3,500 has been subscribed and paid in, \$1,675 in cash and \$1,825 in property.

Ludington—R. L. Smith, owner of the Consolidated Stores, South James street, is conducting a closing out sale of his stock, having sold his lease and store fixtures to the J. J. Newberry Co., with headquarters in New York City, conducting a chain of 5c to 25c stores, which will open with new stock about Sept. 1.

Bay City—Bay City has four canning industries which ship out 155,000 cases annually and pay to farmers approximately \$250,000. Thirty-six people are employed throughout the year in the plants and during the canning

season proper which lasts two months an additional number of 220 is kept busy.

Croswell—Shortage of sugar beets in Sanilac county and adjacent territory has resulted in the decision by the Michigan Sugar Co. to abandon the 1928 campaign at the Croswell plant. Sugar beet acreage in this vicinity will run low, due to excessive rains. Sugar beets grown in this vicinity will be shipped to other nearby plants of the Michigan Sugar Co.

Manufacturing Matters.

Grand Rapids — The Wolverine Upholstering Co., Market and Oak streets, has increased its capital stock from \$50,000 to \$100,000.

Negaunee—William Mitchell is now installing the machinery and equipment in the modern creamery he will open in the remodeled Torreano building on Jackson street, about Aug. 4.

Ludington—The Carrom Co. has nearly completed reconstruction of two sections of the plant, at a cost of nearly \$30,000. The company is continuing its manufacturing operations without interruption.

Benton Harbor—The Michigan Bell Telephone Co. has bought property on Elm street, adjoining the Benton Harbor State Bank block, and within a year will build an exchange plant to cost approximately \$150,000.

Detroit — The Jefferson Products Co., 3525 Torrey Court, has been incorporated to manufacture and sell malt, with an authorized capital stock of \$25,000, of which amount \$10,000 has been subscribed and paid in, \$412.02 in cash and \$9,587.98 in property.

Detroit—The Vacuum Carburetor Co., 1220 Free Press building, has been incorporated to manufacture and sell carburetors, with an authorized capital stock of \$10,000, of which amount \$8,100 has been subscribed and paid in, \$3,000 in cash and \$5,100 in property.

Three Rivers—The Egg-Safe Manufacturing Co. of Michigan has been incorporated to manufacture and deal in egg cases and other containers, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$2,000 in cash and \$3,000 in property.

Detroit—The Slite-O-Hand Manufacturing Co., Sallan building, has been incorporated to manufacture soap, cleaners and polishes, with an authorized capital stock of 2,500 shares at \$10 per share, \$25,000 being subscribed, \$2,500 paid in in cash and \$20,000 in property.

Watervliet—After nearly eighteen years of continuous use the paper machine in the Watervliet Paper Co.'s mill will be rebuilt. The machine has been able to produce twenty-eight to thirty tons of paper daily and improvements in progress will materially increase the output.

Belding—The Metal-Glass Products Co., has been incorporated to deal in sheet metal products, enameled ware, trunks and accessories, with an authorized capital stock of \$50,000, of which amount \$29,600 has been subscribed and paid in, \$1,898.09 in cash and \$27,701.91 in property.

Detroit—The Keller Tractor & Shovel Co., 2524 Braden avenue, has been incorporated to deal in caterpillar tractors and other industrial machinery and supplies therefor, with an authorized capital stock of \$300,000, \$175,000 of which has been subscribed and paid in, \$45,000 in cash and \$130,000 in property.

Saginaw—The Saginaw Glass Products Co., 323 South Niagara street, glassware, picture frames, mirrors, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in, \$2,000 in cash and \$8,000 in property.

Detroit—Albert E. Mallard, 3021 Wabash avenue, manufacturing chemist, has merged his business into a stock company under the style of the LaSalle Laboratories, Inc., to manufacture and sell drugs, medicines, toilet preparations, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and \$2,000 paid in in cash.

Manistique—A new cheese factory, one of the largest in Michigan, will be erected soon on US 2 at the city limits of Manistique, by William Hemb, of Marinette, Wis., who will be proprietor and manager. The factory will have a daily output of 1,000 to 1,500 pounds. The milk consumption will be 10,000 to 15,000 pounds daily. Mr. Hemb is proprietor of a large cheese factory in Marinette.

Cheboygan—M. D. Olds, of this place, has been named as one of the commission that will have charge of the Hansen tract of pine timber that was recently presented to the State. It is planned not only to preserve the 100 acres of cork pine that stands on the tract, but to assemble an old time logging camp, big wheel's, cook shanty, bunk house and all of the other things that made famous Michigan's logging camps of 40 years ago. Mr. Olds is a retired lumberman, having operated in both the Upper and Lower peninsulas.

Mancelona—The iron furnace and chemical plant of the Antrim Iron will be shut down Aug. 1 for general repairs. It was originally planned to have the shut-down last about ninety days, but Manager R. D. Durrett states it will probably not be more than sixty days. The sawmill will continue running until its hemlock cut is completed, when it will also shut down for overhauling. This shut-down will not be over ten days or two weeks. An important alteration, as planned, will be to change the power drive from steam to motors. No contract has been let for this change as yet, as two or three companies are figuring on the work. This change will not be made just now, but probably will be consummated before fall. It will require something like 700 horsepower in motors to motorize the mill. The Antrim Iron Co.'s railroad up into its timber Northeast of Alba is progressing nicely. About ten miles of steel has been laid, and the remaining ten miles of main line and branches is being pushed as rapidly as possible.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.55 and beet granulated at 6.35.

Tea—The market shows no special change for the week. Buying appears to be entirely from hand to mouth. General undertone, however, is still fairly firm and buyers are paying full prices. India teas are higher in the primary markets.

Coffee—The market for green Rio and Santos coffee has shown practically no change during the week. Business is very quiet and prices are about like last week, possibly a very slight fraction lower. Mild coffees have worked up a small fraction since the last report. The jobbing market for roasted coffee unchanged for the week.

Canned Fruits—One of the leading canners of California fruits has named opening prices but they were not released until the end of the week, and while it is believed that canners of equal standing will quote much the same figures there has been some tendency among buyers to postpone rapid action until the remainder of the price lists are out. Conservatism is expected to some extent in peach confirmations as that is the largest pack produced in California, but quick action is predicted in pears and apricots due to the scarcity of these items in many grades in carryover with a free sale of cherries because they too are in a favorable statistical position. Further confidence in the fruit situation may be created when the details of the agreement which canners and growers have reached regarding the size of the peach pack and just what grades will be handled are known. Buyers want to see a reasonable production, as there is a large peach crop throughout the country and home canning may be more of a factor this season than usual. In any event the limitation of the pack to 13,000,000 cases puts the trade in a better position to market the crop than a year ago as the carryover has been reduced, while consuming outlets have been increased by offering unusually good quality on a reasonable price basis to the consumer.

Canned Vegetables—The pea pack is being finished and it is generally estimated in the neighborhood of 16,000,000 cases, somewhat larger than last year but less than the record output of 1926. The present pack runs more to standards than buyers would like to see. Additional buying is not important at the moment. Tomatoes have been steady on old goods and in fair demand for new packs in conservative volume. Corn is still quiet in both positions.

Canned Fish—Canned fish shows some little demand, without any important change in price. Columbia River chinook salmon expected to show this year a deficit in volume of about 60 per cent., particularly on the fancy grades. This grade of chinook salmon is scarce and wanted. Alaska pink salmon is selling to some extent at stiff prices. Red Alaska salmon is dull and neglected. Prices rather easy. Other canned fish quiet and unchanged.

Beans and Peas—The past week has

shown a slight improvement in pea beans, both as to demand and price. Other varieties of dried beans are very dull. Prices unchanged. Dried peas neglected.

Rice—The market is quiet, as the bulk of the trade is on a hand-to-mouth basis and expects to remain so during the balance of the present crop season. Reports from the South regarding growing conditions vary to some extent and show that the crop is spotty and generally somewhat late. No indications have been given so far as to what opening prices will be. A gradual reduction in carryover is being made with indications of a shortage in Blue Rose before new crop is available in jobbing centers.

Syrup and Molasses—The continuing warm weather has reduced the demand for molasses to the summer minimum. Business is very dull, but prices are nevertheless steady. Sugar syrup remains about unchanged for the week. Demand light. Compound syrup very moderate demand at steady prices.

Cheese—The demand for cheese is keeping up very well and because the offerings are comparatively small, the market is steady at ruling quotations.

Salt Fish—The wholesale market in all types of salt fish is inactive, as there is merely a nominal movement through retail channels. The warm weather so far this summer has slowed up the demand, but it has not influenced prices as distributors are not overstocked and they look for an increase in the demand in the near future when weather conditions are more favorable. No important developments have occurred in the American shore mackerel production situation.

Dried Fruits—Further weakness developed in raisins on the Coast last week and offerings of Thompsons have been made at 4¼c dock. Packers have been soliciting business without much response on the part of the buying trade and a further tendency to work for an unstable market has been the report that the attempts of outside growers to pool their fruit this season have not been satisfactory enough to make it appear that any arrangement will be made covering 1928 crop. The intention was to pool fruit and deal collectively with independent packers, thereby preventing them from obtaining raisins from growers on a low cost basis. The weakness in raisins has affected the sale of all dried fruits and business all along the line is quiet. Some trading in new crop prunes is going on but there is reluctance to make commitments among buyers and equal hesitancy among packers, who say there is little profit in trading when growers demand such a high basis. Oregon new packs have not been quoted and are a dark horse as to value and tonnage. Peaches remain steady on the Coast at the recent range of prices. Apricots are also stationary.

Pickles—Genuine dills are scarce, although there are increasing offerings of so-called overnight dills. The entire line of sweet and sour pickles is in light supply with assortments badly broken and the popular sizes pretty

well out of first hands. The new pack so far has been light in the Southern States and there is no surplus to weaken the market. Commitments for later crops have been light and with no overproduction in sight, distributors are showing confidence in the spot market and in the trend of prices in the near future.

Sauerkraut—Bulk and canned kraut are in limited demand with no prospects of a material increase in the turnover until cooler weather sets in. The report of a large acreage in cabbage for kraut manufacture has caused additional conservatism in covering for the future.

Olives—The situation on the spot is much the same as it was a week ago except that the advance in prices which was made then is more general as importers who had been selling fruit which was acquired earlier in the season on a lower basis have exhausted their supplies and their quotations are based upon present replacement. The market in Seville remains firm and curers are not shading their prices. No evidence of weakness is to be found in primary markets and the strength in Spain is being reflected here more generally than at any time in several weeks.

Nuts—The steadily advancing Brazil nut market is the feature of the nut situation. The persistent rise in quotations has not frightened off buyers but has acted as a spur to business and there has been an unusually good booking for fall shipment. Offerings are narrowing among importers, who predict they will clean up their holdings much in advance of usual. Other nuts in the shell were quiet all week as there is little call for any variety for transient needs. Most operators have stocked up to some extent for the early fall, doing so when the market was more favorable during the spring, and until their inventories are converted into cash they are not ready for reinvestment. The market on nut meats is firm. Business is not along broad lines as offerings of most varieties are limited and cannot easily be duplicated. Enquiries for early fall shipment are on the increase but importers are slow to book business as they look for a generally higher basis when the nuts are actually wanted for consuming and manufacturing trade outlets.

Review of the Produce Market.

Apples—Western Winesaps, \$3 per box; home grown Transparent and Duchess, \$2@2.25 per bu.

Bananas—5@6c per lb.

Beets—60c per doz. bunches or \$1.25 per bu.

Blackberries—\$3.50 per 16 qt. crate.
Butter Beans—\$2 per bu. for home grown.

Black Raspberries—\$3 per 16 qt. crate.

Butter—The demand is firm. The market is unchanged from a week ago. Jobbers hold prints at 44c; fresh packed in 65 lb. tubs, 43c; fresh packed in 33 lb. tubs, 43½c.

Cabbage—Home grown, 85c per bu.

Cantaloupes—Arizona stock sells as Jumbos, 45s ----- \$3.50
Jumbos, 36s ----- 3.50
Standards ----- 3.00

Flats ----- 1.50
Arkansas melons 50c per crate lower than above.

Carrots—25c per doz. bunches or \$1.50 per bu.

Cauliflower—New from Ill. \$3 per doz.

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

Cherries—\$2.50 per crate for sour and \$4 per crate for sweet.

Cocoanuts—\$1 per doz. or \$7.50 per bag.

Cucumbers—Home grown hot house, \$1.25 per doz.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$8.50
Light Red Kidney ----- 8.75
Dark Red Kidney ----- 9.00

Eggs—A good many heated eggs are coming forward, which have to be priced for sale. Supply of fine fresh eggs is small and the market is firm. The only fluctuation during the week was an advance of 1c per doz. Jobbers are paying 29@30c for strictly fresh, according to quality.

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

Green Corn—40c per doz. for Ill.

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

Honey Dew Melons—\$2.25 per crate.

Lemons—Ruling prices this week are as follows:

360 Sunkist ----- \$9.00
300 Sunkist ----- 9.00
360 Red Ball ----- 8.50
300 Red Ball ----- 8.50

Lettuce—In good demand on the following basis:

Home grown iceberg, per bu. --- \$1.50
Outdoor grown leaf, per bu. --- .75

New Potatoes—\$2.50 per bbl. for Virginia stock; home grown, 90c per bu.

Onions—Spanish, \$2.25 per crate; Walla Walla, \$2.75 per 100 lb. sack.

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

126 ----- \$9.00
150 ----- 9.00
176 ----- 9.00
200 ----- 9.00
216 ----- 9.00
252 ----- 9.00
288 ----- 9.00

Peaches—Elbertas from Georgia, \$2.25 per bu.

Peppers—Green, 50c per doz.

Pieplant—Home grown, \$1 per bu.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 24c
Light fowls ----- 17c
Heavy broilers ----- 30c
Light W. L. broilers ----- 18c
Radishes—20c per doz. bunches for home grown.

Red Raspberries—\$4 per 16 qt. crate.

Tomatoes—Home grown hot house are now in market, commanding \$1.25 per 7 lb. basket.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 22c
Good ----- 19c
Medium ----- 16c
Poor ----- 10c

Watermelons—40@60c for Missouri stock.

Items of Interest to Grand Rapids Council.

Surely the months of July and August in Michigan are rightly known as the vacation months. Of the many attractive places in the United States to spend a vacation, it is the opinion of the writer that Michigan offers more opportunities of real enjoyment, health giving recreation and the things which make a vacation an unbroken series of pleasant memories than any other place in the Union. The scribe has been on a vacation, so far as collecting a few news items and sending them to the Tradesman is concerned, and while we have nothing startling to report for this issue, there are a few things of general interest to the members of the Council.

We urge each and every member to read carefully the first article in August number of the Sample Case by Charles F. Abbott on "Price Cutting Undermines the Economic Stability of the Nation at Large." It is a revelation to many laymen to learn that the firm that cuts prices to obtain business finds the practice very detrimental to the industry in which it is engaged. He proves to a fair-minded man that cut prices do not even benefit the customer. If you did not receive your copy or have mislaid it, buy one from a news stand. It is well worth it. Charles H. Smith, editor and manager is making the Sample Case a very worthwhile magazine.

The Council has leased the former Masonic Temple, which is being remodeled and decorated and some changes and additions made, to make it one of the most desirable places of holding our meetings and social affairs that we could secure in Grand Rapids. The location is excellent, being in the George L. Young building, Louis and Ionia streets. The owner of the building expects to have the rooms in readiness for the first meeting in September, which will be Sept. 1.

Mr. and Mrs. John Olney are spending a combined vacation and business trip of three weeks in the Upper Peninsula. Mr. Olney is an enthusiastic member of the Isaac Walton League and he, undoubtedly, knows how and where to catch some of the large ones.

Walter Lypps, who has been confined to his home for two weeks by illness, is again on the trail of orders for the Lorillard Co., of New York.

A few days ago, while Arthur Borden and wife were returning from a 6,000 mile business trip through the East, they had the misfortune to skid from the pavement and upset their car when six miles East of Grand Rapids. On the entire trip they had not even had a flat tire or trouble of any kind, and it is a peculiar piece of hard luck to upset the car when within six miles of home. An unusual thing about it was the fact that the first persons to render assistance were Brothers Raymond W. Bentley and J. Clyde Larraway, who were nearby providing themselves with angle worms prior to leaving on their vacation. Brother Borden sustained a broken rib and severe bruises.

The Grand Rapids Sash and Door

Co., which suffered such a disastrous fire on May 7, has moved into its new warehouse and expects to complete and move into the new offices within two weeks. Clarence Myers, who is secretary and sales manager of this company, is a valued member of Grand Rapids Council. He states that notwithstanding the disaster, all contracts will be executed without delay to the builders.

The members of the Council and Salesmen's Club of Grand Rapids will rejoice to learn that A. H. Behrman ((Harry) is again a citizen of Grand Rapids. Truly we have missed for the past two years his leading the community singing in our luncheon meetings and his genial personality. He is representing the Mazer Cigar Co., of Detroit, in Western Michigan and is residing at 330 Woodmere avenue. To you, Harry, we say, all together, "Welcome to our city."

Two members of the official personnel of Grand Rapids Council, Past Counselor, Raymond W. Bentley and J. C. Larraway, of the Executive Committee, have returned from a two weeks outing at Diamond Lake. They pronounce their vacation a perfect one, even if they did not catch a fish. They carry a coat of tan which any seaside resorter would envy, and their appearance would indicate that they were well fed and well cared for while away. They certainly returned with buoyant spirits.

W. O. Ephlin, living at 650 Lake Drive, who sold groceries for many years in the trade territory of Muskegon and Fremont, has left the road and is in the real estate business in Grand Rapids. His health became much impaired and he felt it could be restored more rapidly if he was at home. His many friends in the Council will be glad to meet him in any real estate transaction or in Council meetings.

Homer R. Bradfield and family spent the past week in Detroit, visiting their daughter and taking a part in the Knights Templar activities.

About five weeks ago we reported that G. V. McConnell, of 1342 Sigsbee street, had been brought home from Hillsdale in an ambulance. Very glad to tell members through the columns of the Tradesman that "Mac" reports himself 100 per cent. again and is doing a good business on his territory.

Fred E. Beardsley, living at 226 Benjamin street, is still made very miserable at times by the rheumatism which has plagued his life for several years. He was formerly very active in Council affairs.

Clarence Groom, son of our Junior Counselor, Robert E. Groom, is very ill with an affliction that up to this time has baffled medical science. We are eagerly hoping we can report an improvement in his condition soon, followed by a complete recovery.

The Secretary-Treasurer, Allen F. Rockwell, and wife are spending much of the warm weather at their cottage on Beechwood Point, Wall Lake.

L. L. L.

Unintelligent stubbornness is pig-headedness; intelligent stubbornness is will power.

THE CLEANLINESS,
CONVENIENCE AND
— SATISFACTION —
ASSURED BY

Domino

Package Sugars

IS OF REAL VALUE

— TO EVERY —
MERCHANDISER
WHO LOOKS AHEAD

American Sugar Refining Company

— That Sign on Main Street

in front of the best grocery store in most of the small towns throughout the country there is a sign reading:

Selling Agency for
Chase & Sanborn's
FAMOUS
Teas & Coffees

CHASE & SANBORN'S
SEAL BRAND COFFEE

—half a century on the
Nation's breakfast table.

No other coffee parallels
Seal Brand's
record

These stores have come to know the value of this sign. It has been profitable for them to handle Chase & Sanborn merchandise and to make that fact known. In the minds of consumers it links up these stores with quality merchandise. Probably it would do as much for yours.

The standard
for over
fifty years



Seal Brand Tea
is of the same high quality

Why not write us about it?

Chase & Sanborn

Importers

SEAL BRAND COFFEE AND TEA

Boston

Chicago

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

LONG HOURS AND LOW WAGES

They Cause Disloyalty of Chain Store Employees.

Independent retailers complain of business lost to the chain store because of its aggressive selling methods. Manufacturers grumble over the low prices demanded and obtained because of the chains' large buying power. Meanwhile, both retailer and manufacturer are quietly investing in the shares of the chains, led on, in spite of prejudice and resentment, by the chains' fine showing of profits.

For the chain managements, however, all is not always so rosy. To them, as to retailer and manufacturer, come hours of travail when all is black with discouragement and the game seems hardly worth the effort. These times of grief, like all growing pains, will eventually come to an end, but in these days of rapid expansion, chain store managements do face some serious problems—problems which are not at first apparent to outsiders who think chiefly of the chains' expert buying. In the handling of merchandise the chain is able to do what the independent retailer usually fails to do; obtain high turnover ratio, avoid overstocks, and buy with specialized knowledge of the market. The chain, furthermore, is able to ship slow moving goods from one unit to another with comparatively little loss, much as the department store uses its "basement store" for the same purpose.

With two or three notable exceptions, however, the chain stores appear to hire their help on the same principle that they purchase goods. They employ help on a price basis. Despite their efforts to "buy" expertly, the skill that makes a good "buyer" for merchandise does not build a strong organization. It is one matter to judge fabrics, calibrate metals, and then haggle for an additional 5 per cent. or twenty days' dating, but quite another to pick men as local managers and then devise incentives that will reward them and retain their loyalty. A good personnel cannot be built up as a stock of goods can be assembled, and, in about the measure that the chain employ men as they buy goods, they are falling short for the future.

A few months ago in the leisure of a Palm Beach afternoon, at a time when the stock market was soaring, a promotion banker made the remark:

"I'd sell short on every one of the chains. A lot of their wonderful gains from month to month are due simply to their rapid expansion. They're adding units by the thousand and, of course, that swells their volume. But all these new ones aren't old enough to show up their losses. Wait until the end of their second year when the auditors compel them to charge off all their expense accounts and when all their bad deals come to light—bad deals, I mean, of ridiculous rentals and distress managers."

To my request for a definition of "distress managers," the banker replied:

"A 'distress manager' is like a bankrupt stock. The bankrupt stock of goods has been milked by its former

owner of everything he could sell at a fair price. All that's left for the advertised 'bankrupt sale' is the out-of-date stuff, or odd sizes, or inferior qualities. The price is slashed because the stuff is high at any price. That's the way it is with these chains. They buy out some weak-kneed brother who's on the verge of quitting but can't because he's hog-tied with a lease or is being bolstered up by some wholesaler. The chain employs the unsuccessful retailer as its manager. If that doesn't happen, it picks up some clerk who has never managed anything and makes him manager.

"The chains can't get real men for their jobs. A journeyman plumber or a garage mechanic makes three times the money, and he works only eight hours and has Sundays and nights to amuse the wife. The chain store manager has no evenings off, and his day is nearer sixteen hours than eight.

"It's only the man in distress who'll take the job. Not the down-and-outer exactly, but the fellow that's close to it—the kind that's always close to the wall if he's in business for himself—plus, of course, the ambitious clerk who's forging ahead."

And, upon enquiry, it proves that the chains do buy their help on a price.

Local managers begin at about \$25 a week. Gradual advancement to \$40 or \$50 follows.

The Penney stores are one example of a carefully wrought plant for incentives. That company deliberately starts men at a low wage, using a measure of self-denial as the yardstick for testing a man's sincerity. Each manager is given, from the first, a share of the net profits of his unit, that share being cumulative for each new unit that is established as an outgrowth of his store. In this manner, local managers of the Penney chain may, and frequently do, attain annual incomes of ten thousand dollars and over. The Penney system of training is most gruelling, and the men who survive are "pure gold" in the world of chain management.

Nor is this the only chain with a scheme of incentive. It is but an example.

The ordinary chain, however, has not yet advanced to this stage. A score of experiments are being tried out on all the usual bases: percentage participation, stock ownership, etc. Nevertheless, the turnover of store managers is high, and of clerks excessive.

The chains, for one matter, are keen for the pennies. Their supervising auditors and the insatiable demands of the head office for "reports" result in the managers being held to a most elaborate accountability. The local manager is made responsible for losses of his unit, be those losses of merchandise or of cash. Both these, in fact, amount to the same, for the reason that the manager is charged with the total inventory of his store, to be accounted for either in goods or in cash at the periodic audit or at the termination of his service.

Shoplifting losses are his losses. The customer who slips into his pocket an

article from the aisle counter is not, as he probably supposes, mulcting from some Wall Street giant corporation.

He is, instead, dipping into the \$25 weekly pay of the man who is trying to teach an awkward girl to wrap a bundle so that it will hold together for five minutes.—H. A. Haring in Advertising and Selling.

Bathing Suit Lines To Advance.

Indications are not lacking that the new lines when opened will show prices in advance of those quoted for the present year, due to an increase of over 30 cents per pound in the cost of yarns. Manufacturers, it is pointed out, are figuring that the ribbed type of garment will retain its popularity next year and as the light weight numbers in this class require from seven and one-half to eight pounds of yarn per dozen, increased prices will be inevitable.

Summer Dresses Still Sought.

In addition to the growing volume

of business in Fall dresses there was a surprisingly good call for summer styles during the week. This call has found the market quite bare of merchandise, but several manufacturers are cutting dresses to order to meet the demand. Sleeveless styles in sheer and washable materials have been particularly sought. Consumer demand for printed tub silk dresses has been very good, according to reports.

Stonehouse Carting Co.

Let us take care of your hauling troubles.

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Phone 65664

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INVESTMENT BANKERS

Listed and Unlisted Securities.

933-934 Michigan Trust Bldg.
GRAND RAPIDS, MICHIGAN

Keep Your Will A Living Document

Do Not Permit It To Stagnate With Out-of-date Provisions

It should change as the needs of your family develop. Provisions which were ideal at one time often prove utterly unsuitable at another. Some grow up and go into business; daughters marry. The family circle grows and shrinks; your circumstances change, and so should your Will.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

Howe Snow & Co.

Incorporated

Investment Securities

Grand Rapids

Fourth Floor, Grand Rapids Savings Bank Building

CHAINS ARE DISINTEGRATING.

Evidence is not lacking that the chain store has reached its zenith and has started on the down road.

Many noticeable features contribute to this conclusion.

In the first place, the chain stores have completely lost any prestige they may have originally enjoyed in the estimation of the buying public, due to mistakes they have made and errors of judgment they have committed.

Short weighting customers, which was originally attributed to carelessness, is now conceded to be due to positive and persistent orders from headquarters. The wholesale arrests and punishment of store managers who have been apprehended in persistently practicing this swindle have opened the eyes of food buyers to the fact that any reduction in price paraded by the chain store is practically offset by a corresponding reduction in the weight of the goods purchased.

Knowledge that manufacturers of canned goods, soap and many other articles sold as leaders by chain stores have been prevailed up to reduce the quality and weight of goods produced for chain store consumption has done much to make customers suspicious of everything they procure from chain stores.

The fact that manufacturers and jobbers who sell goods to the chains are compelled to pay bonuses and blood money to brokers, purchasing agents and buying concerns connected with the chain stores is productive of much bad feeling and resentment on the part of people who are thus victimized.

The low wages paid all minor employees and the vicious system of fines and penalties maintained by the chain organizations leads to much dissatisfaction, dissipating all possibility of store loyalty and faithful service.

Instructions given to employees to resort to short weighting of goods necessarily leads to the lowering of the morale of employees, frequently resulting in betrayal of trust, deceit and actual thievery.

These are only a few of the reasons why chain stores cannot continue to exist under present day conditions. Either the system must be radically reformed by the adoption of honest methods and the employment of honest managers and clerks or the chains will fall by their own weight and the competition they create among themselves by grouping themselves together in trading centers.

This means, of course, that the men who are responsible for the degradation which appears to be a part of the chain store system must be replaced by other men who deal fairly with the public, cease to incite their managers and clerks to resort to criminal practices and place the business on a high level, so far as mercantile honor is concerned.

TALKING MOVING PICTURES.

What is the future of the "talkies"? Moving picture houses are asking for helpful hints to send back to Hollywood as to the public's opinion on what should be talkified. News pictures,

comedies or drama? Or all three? And at the same time they are being attacked by outraged actors and musicians as "art debasing."

There are naturally two confident schools of opinion on the future of this latent entrant into the amusement world. There are those who foresee the final death of the legitimate stage and the concert hall. They believe that the perfected "talkies" will replace the movies of to-day and that the no longer silent "silent drama" will represent the ultimate in dramatic art.

Against this school are those who consider the "talkies" a temporary novelty. Granting that they be technically perfected, they do not believe Hollywood capable of finding actors who can speak the part as well as look the part on a movie screen. Nor do they believe that Hollywood can survive the revolution in technique which the "talkies" would demand both in scenarios and in direction.

More important, perhaps, is the objection that the movie audiences don't want the "talkies." For a while they may think they do because they are new, but there are those who go to the movies because they like the quiet atmosphere and accompanying music or because they don't want to think. Neither of these classes will permanently enjoy the "talkies," for they involve a certain amount of concentration. It is doubtful if they will ever demand much mental effort, but if the characters on the screen are talking all the time some attention must be paid to what they say. If their words are stupid and banal, that will not make listening to them any pleasanter; if they are fraught with meaning, it will not make it any easier.

The value of talking moving pictures in news reviews has already been proved. In this department they have doubtless come to stay. Their future in feature film and comedies is not so certain. Yet there are impressive possibilities in this new development, which, after all, is still in its infancy. If the "talkies" of the future are to compare to those of to-day in the same manner as to-day's movies compare with the early flickerings of the silver screen, we don't know quite what to expect.

CODDLING CHILDREN.

The foremost authorities on child welfare declare that coddling children is harmful. Dr. William Healy, of the Baker foundation of Boston, is of the opinion that if you would have your child develop character and personality you should not spare him the hardships which many of you underwent in your earlier years. You should not be like many doting parents, who leave their children no opening for the forming of good habits. Such parents fancy that they are protecting the child, when in reality they are injuring him beyond estimation.

It is more desirable that a child should be forced to consider others and to do things for others than that he have others do things for him. The path of intelligent control is in seeking out the constructive side of the conflicts into which he walks. Psychology

up to this point has been too interested in analyzing the child and pointing out his defects, and too little interested in outlining a constructive program.

The failures of youth loom large, and the blame is put on youth instead of those natural guardians of youth who have failed in the high performance of their duty. Youth is not responsible for forming evil ethical ideas. Those who cling to that idea are in error. Youth is aware, more or less clearly, that the older generation has made a failure out of life. There is, therefore, an inclination to reject the principles on which this life is said to rest. And lacking the insight and understanding that an early training of responsibility would have tended to engender, it fails to realize that the failure is in performance and not in principle.

Children have a right to the character and personality that only proper early training can develop, and we are glad to see that the coddling ideas responsible for the lack of stability of youth to-day is being discarded as unsound.

GERMAN MILITARY MENACE.

It is not probable that the promoters of Vienna's musical festivities in honor of Franz Schubert realized that they were setting a spark to the slumbering spirit of Anschluss, but what had been intended as a tribute to a great composer soon resolved itself into a demonstration in favor of the union of Austria and Germany. It was so interpreted by the President of the German Reichstag, who did not hesitate to declare that the spontaneous demand of two million Viennese for annexation by Germany was a warning to foreign opponents of reunion that the popular will could not be long withstood.

So logical would such a step be that it is difficult to see how it can be permanently opposed. There is no denying the natural kinship between the Germans of the Reich and of Austria, and there is no denying the economic gain Anschluss would mean to the latter country. As it is now, Austria is a capital without a country and Vienna a top-heavy city without any hinterland to draw upon for the supports of its population.

France, Italy and the Little Entente would see in such a development a recreation of a German Mittel Europa and a potential military menace as great as that which Germany and the Austro-Hungarian Empire represented before the war. Yet if the world is to be dedicated to peace, objections based upon this one argument cannot be permanently justified. Any sudden move for Austro-German union might precipitate a crisis, but if it is promoted gradually and unobtrusively France and Italy may some day find themselves faced with a fait accompli they will have to accept.

DRY GOODS CONDITION.

Clearance sales and volume on seasonal offerings are described as quite satisfactory for the week by local stores, and reports obtained in this market from out-of-town retailers are equally encouraging. Trade on the av-

erage appears to be running definitely ahead of the figures of a year ago, and August should show a fair increase and perhaps less variation as between districts.

While there is reason to believe that these fluctuations are not as wide as they were, the results in individual cases vary perhaps more than ever. In former years when business was good most merchants could probably boast of about the same gain. But conditions have changed. Progressive management is able at present to push forward volume even under adverse circumstances, while the concerns not so ably managed are making only small headway under the best of conditions. The variation in results, therefore, reflects only the wider variation that has grown up between efficient and inefficient management.

In the wholesale markets fall operations are well under way, although considerable business for immediate delivery is still being done in hot weather goods. Buyers have been numerous in the primary markets. Chief activity has centered in the apparel lines. Orders on women's coats for the sales next month have been about completed, but a sprinkling of early fall business has been placed on the higher-grade goods. The stores show less tendency to rush the seasons and, along with the emphasis upon timeliness, is also noted more attention to quality.

GOOD BASIS FOR FALL LAID.

The month just closed has enjoyed as a feature less than the usual downturn for this season of the year. Perhaps it will be shown that construction contracts given out have fallen a little under the same month last year, but otherwise the basic lines of industry are likely to report gains. In Detroit the employment in automobile factories is headed upward again and the level is some 30 per cent. above a year ago. The steel industry is also maintaining a higher rate of operations. Last year at this time, of course, the easing in trade and industry was well under way, but present evidences are encouraging inasmuch as they point to a good basis from which fall operations may start.

So far as general business is concerned, keen competition gives cause for complaint, but it is not a new factor. Money developments have brought in a fresh element, and the outlook is being viewed in different ways, although the main trend of opinion seems agreed that rates are likely to stay firm and perhaps go higher as fall requirements come into play. There are, however, numerous considerations that weigh political, international, speculative and other influences.

It has been demonstrated that, aside from their effect upon sentiment, higher money rates are little handicap to business. However, sentiment plays quite a part in shaping up transactions, especially those that are planned ahead. Coupled with small profit margins now so common, second thought is apt to be given projects which otherwise might be entered.

Competence spells a competency.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

I cannot now recall ever experiencing a more perfect summer day than last Saturday. White, fleecy clouds, constantly changing on a background of blue, presented a marvelous appearance. A strong North wind tempered the heat of the sun, keeping the thermometer down to about 65. The heavy downpour of Thursday night had washed the dust off the foliage, settled the gravel and dirt roads and gave the air a freshness which brought renewed vigor and a new interest in life, after nearly two weeks of extremely hot weather.

Heading North on U. S. 131, I could not help casting a pitying glance at the poor fellows who were doomed to spend the afternoon chasing a little ball over a 100 acre lot, so intent on following the ball they could not take time to glance at the heavens and watch the fleeting clouds. I could not help being thankful that I could navigate 100 miles of beautiful country, with a constantly changing scene every minute during the afternoon. Playing golf may be a panacea for good health, but a 100 mile ride in the country, viewing the wonderful things God has made for our enjoyment, is good for the soul.

The ten mile ride to Plainfield, with its curves, elevations and depressions, is always exhilarating, particularly so at this time of the year. The views of distant houses, forests and nearby lakes are very attractive.

I hear that Joseph Brewer is spending money with great prodigality in creating his new golf club on the site of the defunct Plainfield Club. I have no fear that a penny will be wasted, however, because the work is in charge of the famous landscape artist, Eugene Goebel, who knows how to make a dollar go further in landscape embellishment than any other man of my acquaintance in his line of business. No one but the owner of the property knows what disposition is to be made of the development—and he is not talking very much about it. He insists that the golf ground be made the most perfect—in point of utility and beauty—of any golf ground in the country. Everything that experienced brains can conceive and carry into execution and money can purchase is being drawn on to produce the result the owner aims to accomplish.

There are few more active men at 79 years of age than Howard Morley, who has now been engaged in general trade at Cedar Springs for over 50 years. It is currently reported that Mr. Morley is worth from one to three million dollars, most of which he acquired through fortunate investments in timber lands in Michigan, the South and the West. At the present time Mr. Morley appears to take more pride in his fine farm, near Cedar Springs, than any other single interest he possesses.

At Pierson I was told that the eight mile road East to Trufant was in good condition. I freely forgive the man who misinformed me. A two mile

stretch is under construction. It will be fine when it is completed, but until that time my advice to my friends is to take the regular Howard City road to Coral when wishing to reach Trufant in comfort.

I was pleased to add three new names to our list at Trufant—the banker, the hardware dealer and the druggist. All are men of commanding influence in the community. If they can be prevailed upon to read the Tradesman for a few weeks, I know from past experience that I will be able to keep them with me as long as they remain engaged in active business.

Greatly to my surprise, I found one merchant in Trufant who would not talk with me or even consent to accept the sample copy of the Tradesman I tendered him. I do not know his name, but he is the last merchant on the street as I was leaving for Coral. I cannot help feeling sorry for any merchant who is so crabbed in disposition and so sordid in his aspect of life that he will not give even as poor a conversationalist as I am an opportunity to say a few words in his own behalf. I have never willingly wronged any merchant. I have done many merchants good and hope to be able to continue that programme so long as I am permitted to occupy my present position.

These regular Saturday visits to the trade, which are described under the heading of Out Around, are a source of great strength to me, because it keeps me in touch with the needs and requirements of merchants as a class and enables me to so shape the utterances of the Tradesman as to be a material assistant to my friends in trade. Meeting a grouchy merchant who will not talk and who assumes by his manner that I am an object of suspicion, instead of a real friend to the retailer, is so unusual that I am greatly amused over the circumstance. Whether I am able to interest a merchant in the Tradesman or not, I aim to leave him with some piece of store news or mercantile information worth knowing. I also undertake to give him a ray of hope in the present chaotic condition of trade in some localities, due to the influx of too many chain stores and the consequent demoralization which necessarily ensues as the result of fierce competition among the chains themselves. I have found no better panacea for this condition than the Congressional measure I hope to see enacted into law at the next session of Congress. The bill is now being drafted by competent authorities and will be presented to readers of the Tradesman for their consideration in the near future.

At Coral I took on a local passenger for an hour—the village Poo Bah, who holds down more jobs than any other man of my acquaintance. He is postmaster, editor of the local paper, undertaker, official lecturer for the Anti-Saloon League and correspondent for several outside newspapers. Fred O'Brien is now one of the oldest residents of Coral, during which time he has reared and educated a family of children, held many offices of trust and responsibility in the community and al-

ways been first and foremost in every cause for the public good. I think he ought to add several other jobs to his repertoire—such as corner, lay preacher, school trustee and Sunday school superintendent.

Charles A. Baldwin, dealer in fuel and building material, showed me his stock of planed lumber—all carefully housed—which is one of the most complete I have ever seen in a country town. He is frequently called upon to fill orders from Grand Rapids furniture factories whenever they happen to run short of some lines which he happens to have on hand.

The last time I was in Howard City the town was in a turmoil over the pavement on the main street. The work is now completed and the effect is remarkable. The appearance of the thoroughfare is very greatly improved. I was told that the new pavement on U S 131 was completed to Morley and would be opened to travel in about ten days. On Saturday the pavement was open for four miles North of town.

One of the busiest men in town is J. H. Prout, who is now a member of the county road commission and who is putting into the work the same relentless energy which has characterized his career in Howard City ever since he was a lad. I am under great obligations to Mr. Prout, because it was he who introduced me to the methods of the Michigan Millers Mutual Fire Insurance Co. in settling claims. His grist mill had been struck by lightning and partially burned before the fire could be extinguished. I called on him a few days later while he was busy restoring that portion of his mill which had burned. I asked him what stock companies carried his insurance and if he had received fair treatment at the hands of the adjusters. "Stock company nothing," he replied, "I am insured in the Michigan Millers."

"Did the company deal fairly with you in adjusting your loss?" I asked.

"That's the only way that company knows how to deal," he replied.

"How did its adjuster arrive at the amount of your loss?" I asked.

"He enquired if I proposed to restore the mill with local help. When I replied in the affirmative, he said I might keep account of the money I paid the men and used for the purchase of material and send same into the home office once a week; that checks would be sent me the same day the statements were received."

This situation opened my eyes to a new way of adjusting losses—the mutual way. I enquired about the identity of the managers of the Millers Mutual and thus became acquainted with some of the finest men it has ever been my good fortune to know. From that day on I have been a strong champion of mutual insurance, providing it is exploited by men of experience, honesty and ability. I have done all I could in all the ways I could to induce my friends to change their policies from stock to mutual companies, thus securing the return of from 30 to 60 per cent. in profits which would otherwise go to stockholders and be absorbed in useless expenses.

This explains why I am so fond of J. H. Prout, because he opened up a new world for me—a world full of good men who are pursuing an honorable calling along honorable lines by taking fire insurance out of the realm of exploitation and spoilation and putting the business on a sane and sensible basis.

It has been my great pleasure and satisfaction to assist my mercantile friends to make many changes for their betterment during the forty-five years I have published the Tradesman, but no accomplishment has given me more satisfaction than to see thousands of merchants abandon stock insurance on their stores, stocks and homes and replace it with policies written by perfectly solvent and honorably conducted mutual companies.

Speaking of the Tradesman, reminds me that my forty-fifth year as editor and publisher was concluded last week, so this week I start on my forty-sixth year with Tradesman readers and supporters. We have been in the habit of celebrating this annual birthday with the publication of an anniversary edition, but that will come later in the year, when the weather is cooler and advertisers are looking face to face with fall and winter trade.

Howard City also has a newspaper man who has done other things than editing a good newspaper under somewhat discouraging circumstances. I refer to James B. Haskins, who has certainly stayed by his town with singular fidelity. He has had many advantageous offers to pull up stakes, but has turned a deaf ear to every entreaty and turned down many attractive inducements to change his occupation and location. Although mature in years, he continues to put into his publication the same enthusiasm and aspiring outlook on life which were distinguishing characteristics of his career twenty-five years ago. It will be a sorry day for Howard City when the bells toll a requiem for Jim Haskins, because they will chronicle the passing of a man who has done more for Howard City, considering the compensation he has received, than any other resident of that interesting community.

E. A. Stowe.

Dedication of the Scenic Highway.

Muskegon, July 31—Muskegon's State Park, a tract of 1,000 acres of permanent and shifting dunes, described by one of America's leading park authorities as among the outstanding dunes formations of the world, and Muskegon Scenic Highway, will be dedicated Wednesday, Aug. 8, by Governor Fred W. Green and members of the State Administrative Board, Michigan Conservation Commission and State Highway Department.

The program opens with a luncheon at the Occidental Hotel at noon, followed by a motorcade to the State Park four miles North of Muskegon and the dedicatory exercises at 3:30 p. m. A program of music, vaudeville, daylight fireworks, etc., has also been arranged. Several men prominent in park development throughout the United States have promised to attend.

The purpose of this dedication is to stimulate a National interest in the park system of Michigan and the manifold advantages which this system holds out to the summer vacationist. W. W. Richards, General Chairman.

Is the Horse Really Coming Back?

Grandville, July 31—Who said that Dobbin was down and out?

You can't abolish that noble animal even though the automobile seems to be filling every nook and corner of the universe to the exclusion of even manhood on foot.

The horse is one of the most noble of God's creatures and the thought of abolishing him from the face of the earth has caused many heart pangs among the people, both young and old.

Dobbin on the farm has ever been the pet of the farm boys and girls and it will be a relief to know that he is gaining ground in point of numbers to-day, rather than going down grade.

Good news, indeed, for the horse fancier. There are now more draft horses in the United States than there were fifteen years ago, despite the invention of tractors and other substitutes for horse power.

"There are 17,000,000 horses and 5,000,000 mules doing heavy work in the United States," said E. W. Anderson, one of the exhibitors at the horse net and blanket manufacturers' convention, meeting at the Auditorium Hotel, Chicago.

Horses provide a market for farmers' hay and grain, in addition to the work they do. They can't "raise" gasoline on a farm.

This increase in horse population will, no doubt, prove a surprise to most people, and yet it will be an agreeable sensation when we have been led to believe that gas motors were driving man's best friend, the horse, to the wall.

Get out in the morning and whistle. All is not lost. When Dobbin comes into his own again there will be a glad reunion at the old stable. Mechanical contrivances seem to be taking the place of flesh and blood, but it is not nature's way and cannot last.

We read the inspiring news that horses are coming back with a feeling akin to joy and will welcome even the roadhorse with open arms. Many farmers have clung to the horse through good and evil report and would not give up their old friend under any considerations.

There may be some who will doubt Mr. Anderson's figures. Nevertheless there seems to be a pretty good foundation for them. Even here in Michigan horses are more often seen on our highways than for years past. It is a healthy sign that man has not quite forgotten his old friend and will not be coerced by the great automobile plants to sacrifice the horse to the greed of auto builders.

Were I a poet I should like to invoke the aid of the muse in favor of good old Dobbin, driven to the fence but balking there, turning tail and racing with a snort back to his stable.

What is the farm without the horse? A gloomy old place, indeed. Even the child has learned to love old Tom or old Doll with an affection bordering on that for his human friends.

It was a sad day in America when the auto took the place of the farm horse. To note the decline of farm animals to make room for mechanical workers without souls was indeed a sorrowful condition.

However, such a condition was not to be. The horse is as much a part of the farmer's life as is his wife and family. That farmer would be less than human could he see his faithful horse displaced forever by mechanical devices which fail to respond to voice or caress.

We Americans are trying to accustom ourselves to the diminution of bird life to the vanishing point, and we may even consent to suffer in consequence, but the utter extinction of his lifelong friend and helper, dear old Dobbin, never!

The horse is coming back!
Isn't that good news? Is not there another Riley to celebrate the good

news and awaken the heart of America to the needs of the hour?

You can't keep a good and noble animal, such as the horse, down. The proof that there has been an increase in horse population during the few years last past seems sufficient to justify our rejoicing over the fact.

It may seem a puzzle as to how the horse and gas wagon are to combine forces on the farm, but enough tillers of the soil have found that no mechanical contraption under heaven can take the place of good old Dobbin. This fact is sufficient to make good the boast of the man who said the horse is once more on the up grade in our country to-day.

It surely is good news for those who once associated with their almost human animals on the farm in the by-gone days before the gas machines came into use.

No matter how many million autos may be produced there is still room for that noblest animal of all, the horse. To annihilate him would be to fly in the face of the divine will and endanger human salvation.

"A horse, a horse! my kingdom for a horse!" shouted one of the ancient monarchs when his life was endangered by an onrush of enemies. To-day we are missing good old Dobbin on farm and ranch and in the home as never before in the history of the world.

The horse is contemporary with the earliest times: he has come down from the days of ancient Greece and Rome. To think of abolishing the noble animal now is not to be entertained.

Let Americans everywhere stand up for Dobbin and vow that his life shall not be sacrificed to the greed of mechanical contrivances anywhere.

Old Timer.

Late News From Grand Traverse Bay.

Traverse City, July 31—Dr. Halliday, city health commissioner, has issued his annual proclamation in regard to the protection of fruits and vegetables exposed for sale against contamination by flies and other noxious insects. He again called attention to an ordinance passed by the city commission several years ago, which requires dealers in such articles to cover them with screens. The ordinance has not been enforced in the past and it is doubtful if the city has a sufficiently strong police force to compel obedience to the order of the health officer. Fruits hanging on the trees and vegetables on the ground are exposed to the harmful practices of flies and insects before they are gathered for market. After their sale to urban people they are exposed in open wagons or trucks to contamination during the hours that precede delivery. Local dealers quite generally have covered their stocks with netting, but one notices collections of melons, cabbages and kindred garden truck unprotected on the sidewalks in front of stores. The only protection that is available to consumers, it would seem, is to thoroughly cleanse fruits and vegetables in the kitchen before they shall be placed on the dining table. Ordinances fail to serve the purpose the public authorities expect them to serve.

The National orchestra and band, which is holding daily rehearsals and concerts on Green Lake, near Interlochen, attracts the attention and attendance of many persons from the resorts from Mackinac Island to Manistee, and from Frankfort to Alpena. The orchestra is composed of 130 musicians from the high schools, representing every section of the United States. The band is composed of eighty members of both sexes. The resorters expend considerable money in the city during their visits to the concerts.

A lady whose pleasant home is on the shore of West Bay rents rooms to tourists. A party which inspected her

accommodations asked to be shown the bath room. "Bath room?" the lady exclaimed. "If you need a bath, run across the street and jump in the bay."

Dean E. Hobart, formerly manager of the City Bookstore, is spending a few days with his family in this city. Mr. Hobart is an engineer in the employ of the General Motors School of Technology, at Flint, as an instructor.

General Dawes, during his short stay in this city last week, showed the admiring populace how to smoke an underslung pipe; also, how to satisfy an abnormal appetite for sweet cherries.

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	6.00
Horse, No. 2	5.00
Pelts.	
Lambs	50@1.25
Shearlings	25@1.00
Tallow.	
Prime	07
No. 1	07
No. 2	06
Wool.	
Unwashed, medium	@40
Unwashed, rejects	@30
Unwashed, fine	@30

Bread Cast Upon the Waters.

During a long life I have proved that not one kind word ever spoken, not one kind deed ever done, but sooner or later returns to bless the giver and becomes a chain binding men, with golden bands to the throne of God.

Lord Shaftesbury.

The Brand You Know by HART



Look for the Red Heart on the Can

LEE & CADY

Distributor

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.



GREENBUSH INN

BY THE LAKE
NORTHEASTERN 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.

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.
Bi 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!

Independent Merchant or Hireling— Which Do You Prefer?

The war of the American Revolution was a commercial war. It was fostered by the big business interests of London in an effort to secure a monopoly of the American trade and to enforce the payment of certain taxes which would give the big commercial companies of England an unfair competitive advantage with excess profits to invest. These great commercial bodies sought to acquire a profitable investment at the expense of the American people.

It was just another phase of the civilization-old battle between organized greed and individual action.

And the battle is still on.

The fight between your individual store and the chain system is nothing more than a contest between inordinate riches with excess profits seeking investment and your individual efforts.

When the time comes when any man, or group of men acquire more money than they can legitimately spend and are forced to seek investment in already crowded fields at the expense or extinction of those already occupying such fields, it is time for the Government to sequester, confiscate or tax these excess profits and apply them to the public good.

This is not socialism or anarchism, but plain American common sense.

In times such as these, when hundreds and thousands of men are seeking work; when great National projects like the Mississippi flood situation and the necessity for better roads demand attention, it is far better that these enormous excess profits should be used by the Government to put these men to work to accomplish these results than to be invested in business that must (in order to exist) tear down established activities. The seg-

regation of the wealth of the Nation in the hands of the comparative few is a menace to the welfare of the American public. The corporation which talks longer hours, lower wages and larger dividends is a traitor not only to the Nation, but to humanity. Its photograph belongs in the same gallery with and alongside of those of Judas Iscariot and Benedict Arnold. The independent who slacks in the fight and falters in his duty is a weakling, and not deserving of the name of a man.

There is but one way in which such strong forces can be combatted—by the weight of numbers of the masses as an organized, solid unit. But the masses run hither and thither, and their efforts are of no avail. Organization is the keynote of the situation. If we had two thousand grocers in our organization working as one, do you think the consumer could buy Fels-Naphtha soap at 1½ cents less than the carload cost? With two thousand members working as one, can you conceive of Maxwell House coffee being sold at 39 cents per pound? With such an organization do you believe that P. & G. Naphtha soap could be advertised at 10 bars for 35 cents?

The question is, are you grocers of Michigan willing to organize, and, having organized, are you willing to throw your immense strength into a united formation to strike with the force of that organization, or are you willing to be effaced one by one from the picture? In a larger sense, are you willing to fold your hands and meekly submit to being deprived of your rights as an individual merchant and become a mere hired man, forced to this not by an aristocracy of birth or valor, but by the combination of greed, graft and wealth dominated politicians?

Choose now. Is it your desire to be

individual business men or hirelings?

Harry W. Walker.

Remarkable Grocery Store Sixty-Four Years Old.

On one of the busiest corners of New Orleans, and with well-trimmed windows extending hundreds of feet on both streets, is "Solaris, Since 1864."

Entering, one finds himself in a brilliantly lighted store, finished in enameled white.

Forty-six large electric domes furnish the indirect lighting that makes the interior day-like.

As one enters the first department is the meat one. Here everything is kept under refrigerated glass.

Next the fruits and vegetables in wondrous profusion and splendid display. This occupies one side.

Another side is taken up by heavy goods, soap powders, etc. Along the rear is ranged the real grocery section.

In the center is a bakery department. Here are bread, rolls, cakes, buns, pies and pastries, all fresh from their own bakery.

Adjoining this is a light lunch department, and the female patronage of this section is astounding.

The front, broken by doors, of course, carries an extensive display and stock of candies and package cakes. Candy cases are refrigerated. Cheese, butter and eggs are likewise carried in refrigerated cases.

In front of the grocery counter are seats for patrons. The management declares this to be one of their most effective policies. Sales folks told us it is easier to get an extended order out of a seated customer than it is out of a standing one.

Particularly is this so when special articles are being pushed. The item is handed to the prospect, and she has

plenty of time to examine and decide.

The store itself is manned by seventy-two salesmen. Shipping and accounting departments bring the total employees to over 100.

Weekly advertisements are published in the papers and occasionally special sales are staged.

Delivery is charged for at the rate of 5 cents for \$2.50 order, 10c for \$5 and 15 cents for \$15 order.

The store has one price, but if your credit has been approved, you can pay monthly. In this event a monthly statement is rendered and an additional 2 per cent. is added for credit.

Solaris is a wonderful institution. It displays the possibilities of the independent retailer.

"Scientific" Accounting.

A wholesaler who had a lot of trouble in getting a certain retail client to pay his bills—not to pay them promptly, but to pay them at all. Finally, losing patience, he wrote the merchant in question a rather threatening letter and, in reply, received the following communication:

Dear Sir—What do you mean by sending me a letter like the one you wrote on the tenth inst.? I know how to run my business.

Every month I place all my bills in a basket and then figure out how much money I have to pay on my accounts. Next I blindfold my book-keeper and have her draw as many bills out of the basket as I have money to pay for.

If you don't like my way of doing things, I won't even put your bills in the basket.

All There.

He: You look like a sensible girl. Let's get married.

She: Nothing doing. I'm just as sensible as I look.

DEL MONTE FRUITS

Advertising makes the
first sale easy ~
Quality makes repeat
sales sure!



FINANCIAL

Production 40 Per Cent. Above 1927 Period.

Detroit, July 28—Compared with the preceding weeks of July, the present one showed no important change in production for the major branch of the automobile industry. Week to week figures, however, indicate an increase of approximately 40 per cent. over the corresponding period of one year ago, and the present summer period seems up to the best the industry has ever known.

Schedules of the leading plants indicate continued activity for at least the next few weeks because of a demand for cars well above the normal.

A new production record will not be hung out for the year, as Ford has been unable to get into better than 25 per cent. of capacity production, with indications that it will be some time yet before the plant will reach the 50 per cent. point. The output, however, is increasing daily.

Dealers are said to report sales a little above the average for the season, with a steady demand continuing for cars in all classes, especially in new models. The trade is expected to be further stimulated by future announcements of new models.

Buick celebrated its twenty-fifth anniversary to-day by introducing its new and completely changed line of cars for 1929. The new cars are distinctly different from present models, departures being in the daring treatment of body lines, colors and enlarged and improved power plant. Smaller wheels and larger tires are noticeable changes, which give the car a lower appearance although its road clearance remains unchanged. Wheel-base lengths have been extended and horsepower stepped up. Eighteen models make up the new line.

Celebrating its sixteenth anniversary, the Chandler-Cleveland Motors Corporation has announced an entirely new line of cars, including a low-priced Six and a low-priced Eight.

Dealers in some localities, it is said, report a used-car shortage and this branch of the business is reported the most favorable since the beginning of the year.

Although seven changes have been made in the Pontiac Sixes sold in the past two months, announcement of them has just been made.

Production of automobiles and trucks in the United States and Canada in June increased 19 per cent. over June last year, with a total of 357,087 passenger cars and trucks produced, without including Ford.

Sales of passenger automobiles in Wayne county (Detroit), a good barometer of the entire country, in the first half of July, compared with the first half of June, decreased 501 cars. The total was 3,544 against 4,045. Twenty-five different makes were included in the sales. Six concerns showed gains ranging from fifteen to 106 cars, and the remainder suffered decreases of four to 195 cars. All the gains were in the low price field.

Employment in the various automobile plants and accessories shops here-

about is again on the rise, the gain for the week being 1,086.

Announcement of its intention to extend activities with a line of commercial vehicles and busses, to be known as Fargo Express, is made by a leading motor car producer. It will be for delivery in the early fall.

Gold Resists Exchange Lure.

Failure of gold to flow this way from Canada in response to a drop this month in the exchange rate to a level distinctly below the gold import point is a puzzle bankers in Wall Street have not yet unraveled.

Charges on shipments of metal from Montreal are not so dear as those on shipments from Ottawa, so it should not take so drastic a decline in exchanges to induce shipments from Montreal as to induce shipments from Ottawa. Even in the case of Ottawa it becomes profitable to ship gold after Canadian exchange has dropped to 99.8352. And yet a relatively small amount of gold has come across the border in the last seven weeks since the end of May, when the exchange rate fell below the gold import point.

Those who had anticipated a general reversal in the gold tide this autumn frankly do not understand the resistance against a movement of gold this way in connection with the July decline in the Canadian exchange. Over \$18,000,000 came in from Canada during June when the rate was higher than it now is. The suggestion some bankers make is that the movement has been discouraged in Canada, and that efforts to ship gold in volume from Europe to this country might likewise be discouraged.

In somewhat more than a year the country's monetary gold stocks have been drawn down \$580,000,000 through exports and earmarkings and of \$500,000,000 in net exports roughly 78 per cent. has gone to France and Argentina, countries resuming gold payments. The question arises whether, with the return to a gold basis in countries that have drawn heavily upon the supply here, there might not be a release in pressure for American metal.

Those who predicted a reversal in the gold movement are not now so confident as formerly of any substantial inflow from Europe. The view is that while demands for metal from this side will lighten, neither England nor Europe will allow any large export of gold. Nobody reasons that the European exchanges would long remain below the gold import point without inducing shipments. Governmental opposition to the loss of metal in such a circumstance would arouse criticism. What the authorities do believe is that before much gold moved out the European central banks would raise their rate sufficiently to hold their metal.

With money rates distinctly higher here than abroad the fact remains that conditions now are developing that tend to discourage further exports of gold from this country and to encourage an import of metal.

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

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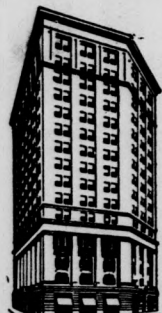
Only When Helpful

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

GRAND RAPIDS NATIONAL COMPANY
Investment Securities

Affiliated with Grand Rapids National Bank

American Investors Obtain Higher Yield.

Of almost \$5,000,000,000 in foreign capital invested in Canada, more than half has been supplied by American investors, according to recent estimates. A large part of the remainder has come from Great Britain.

Most of the capital going to Canada from the United States has been invested in basic industries, such as mining, manufacturing and forestry, while the major items of British investment have been in public bonds, railway, mortgage, banking and insurance securities, according to a survey by Mathewson, McLennan & Molson of Montreal and New York.

In spite of the large increase of foreign capital attracted to Canada by the Dominion's prosperity since the war, however, Canadians have not had to rely greatly on these funds, for their own investments have grown even more rapidly.

One result of the conservative policy on the part of the British investor is that he receives a much lower yield on his investment than that accruing to the investor from the United States, the review points out.

"Investors in the United States have been awakened to a new interest in the possibilities of Canada as a result of that country's prosperity in the last three years. The great field crops of those years; the flow of wealth from the mines; the record-breaking volume of newsprint production; the improved position of the railroads; and the steady expansion of Canadian manufacturing have combined to produce an outlook of optimism and confidence.

"As in all young countries, agricultural prosperity is basic to the trend of Canadian business. The great crops of 1925 assisted the farmer to recover from the post-war agricultural depression, and the large cash returns from the crops of 1926 and 1927 permitted him once again to enjoy some of the luxuries he had to forego in recent years. Trade was stimulated throughout the country, and manufacturing activity increased in all lines.

"At present all branches of manufacturing industry report a larger volume of production than at any similar period for years. This is reflected by the index of employment for the manufacturing industry, which stands at a higher level than at any previous time since the index was inaugurated in 1920.

"Newsprint paper production in the first four months of the year totaled 768,292 tons, compared with 654,264 for the same period last year. Unfortunately for this industry, recent expansion has brought productive capacity well in excess of current consumption, and mills have reduced their operating schedules.

"A further indication of industrial expansion is shown in statistics of electric energy production. The number of kilowatt hours produced for Canadian use in the first quarter of 1928 exceeded that of the corresponding period of 1927 by 15.4 per cent. and that of 1926 and 1925 by 44 per cent. and 77.7 per cent. respectively. Canada consumes more electric energy per

capita than any other country in the world." William Russell White.

[Copyrighted, 1928.]

Loan Rise Reflects Bond Sales.

This week's \$10,496,000 shrinkage in brokers' loans is viewed in Wall Street as a result almost entirely of liquidation in bonds.

Nobody expected an improvement in the loan position this week from any other source, since the stock market itself has been creeping upward. Apparently an increased demand for funds in the stock market was more than offset by the release of funds here tied up in bonds. Precisely what share of the change is traceable to bonds is not revealed in the figures, which represent loans on stocks and bonds, without any indication of the amounts loaned on each.

Member bank loans for the account of others again rose substantially and this offset a pronounced reduction that would otherwise have appeared in loans for the account of out-of-town banks. No important change occurred in those for the member banks' own account. It emphasizes anew that the extraordinary expansion in brokers' loans for 1928 to date results from an expansion in offerings by lenders not directly under Reserve control.

At \$1,809,000,000 the volume of loans now outstanding for the account of others represents a total about twice that on January 4, 1928, and nearly three times that at this season two years ago. Instead of the smallest item of all it now towers in importance far above either member bank loans for their own account or member bank loans for the account of out-of-town banks.

What this means is that the Reserve system's money program has successfully and substantially choked off the supply of loans by member banks, but not that from private lenders. Member bank loans for their own account since January 4 have dropped from \$1,511,000,000 to \$824,000,000. Those for others have jumped in the same period from \$928,000,000 to \$1,809,000,000.

Whether the increase in loans by private lenders will continue indefinitely is a question the financial district itself cannot answer. It will depend in part upon the banks themselves. So long as private lenders can get more for their funds on the call money market than at the banks, they doubtless will if allowed continue to instruct the banks to put their money out on call, rather than to put it on deposit.

If the time comes that these private lenders begin to call back their funds in volume it will obviously tighten the market perceptibly.

Paul Willard Garrett.
[Copyrighted, 1928.]

He Knew the Animal.

Being told to write an essay on the mule, a small boy turned in to his teacher the following effort:

"The mowl is a hardier bird than a guse or turkie. It has two legs to walk with, two more to kick with, and wears its wings on the side of its head. It is stubbornly backward about coming forward."

LEWIS--DEWES & Co., Inc.

INVESTMENT SECURITIES

Chicago, Illinois

~ Representatives ~

GEORGE C. SHELBY · HARRY T. WIDDICOMBE
Phone 6 8 8 3 3 GRAND RAPIDS, MICHIGAN 930 Michigan Trust Bldg.

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.

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

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DETROIT, MICH.
Phone, RANDOLPH 1505

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TOLEDO, OHIO
Phone, ADAMS 5527

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Investment Securities

Peninsular Club Building
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The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

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MICHIGAN

Investment Securities

E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit
Michigan Trust Building, Grand Rapids

Boston
Denver

New York
San Francisco

Chicago
Los Angeles

MUTUAL FIRE INSURANCE

Dangers From a Chimney Fire.

Chemical extinguishers or lines from a chemical engine can be used to successfully extinguish almost any chimney fire. If building has open fire places, a covering should be put over them to prevent damage when the extinguishing fluid is used in the chimney. Care should also be used in the application of the liquid so that if the chimney is very hot the use of the liquid would not crack the chimney. If sparks are being emitted from the top of the chimney have the men proceed to the roof and kill sparks in order to prevent the communication of fire to adjacent roofs or through open windows.

This may be done by directing the chemical stream down the top of the chimney. Proceed to the basement and remove the cover to the clean out of the chimney. Usually by application of the extinguishing fluid and the removal of the soot at this point the heaviest source of the fire is removed. Proceed to the various floors and remove the flue or chimney caps and where fire is found apply the extinguishing fluid.

Dangers from a chimney fire consist of its communication to the house itself through a defect in the chimney or by sparks falling on inflammable materials. The danger from sparks is particularly acute where wooden shingles, awnings, open windows or clothes reels are in close proximity. In many old houses where individual stoves in the rooms have been replaced by a central heating apparatus it will be found that the chimney caps on the various floors have been covered with wall paper. These caps become porous through rust and deterioration and fire is easily communicated through them to the partitions. A thorough examination should be made of the chimney, top and bottom, and on the various floors in order to ascertain that the fire is out. All soot should be removed through the chimney cleanouts. If the walls around the chimney feel unduly warm at any spot a hole should be put through the plastering in order to make sure that fire has not communicated to the building. At a particularly bad chimney fire a detail of one man with an axe and a small chemical extinguisher should be left to watch for any rekindling or any concealed fire that has been overlooked.

What Is Insured?

Fire insurance is too closely related to every business man's bank account to be given the scant attention that it often receives. Fire insurance is written in plain understandable English and every man owes it to himself to know that he is not only insured, but insured correctly.

If your stock is insured, what does that stock consist of? Sometimes a man thinks his entire stock is insured when it is only partially insured. Various classes of merchandise may have been added after the policy was written, that do not come under any of the heads listed in the policy.

Oftentimes goods are stored some distance away from the main building referred to in the policy. Usually such stocks may be covered by one policy, providing the various conditions are specified in the policy.

Don't assume that everything is all right. Don't take too much for granted. Be sure that what you want insured is definitely specified in the policy.

In many businesses, looking after insurance is a man's size job. Better study fire insurance as it applies to your own business. You will get satisfaction out of it, and raise your own standing.

High Interest Rates Expected in Chicago.

Chicago, July 31—High interest rates for money, with a larger use in all lines of business, is expected here for the fall months and possibly extending into the early winter season. Stock and bond interests continue to absorb large amounts of funds, despite efforts of bankers and Federal Reserve officials to curtail the speculative movement. Investors, however, continue in the market to a surprising extent.

Loans to stock brokers are in the main around 5½ to 6 per cent., some of the large bankers reporting that their rate is 6 per cent. on this business. For commercial loans money is being put out as low as 5¼ per cent. It ranges up to 6 per cent., depending upon the nature of the industry and the character of the borrower. Small collateral loans are charged 6 to 6½ per cent.

In the face of the strong money market, there will be a good supply of funds for all crop-moving purposes, and no scarcity is looked for.

Chain Store Problem.

There is one aspect of the chain store problem which has not been hinted at by any writer on the subject so far as I am aware.

Some time before and after the panic of 1907 I was closely associated with the late Frank W. Woolworth, who, as the "father of the system," surely spoke with authority. He admitted that his one regret was the number of old-line dealers that were being forced out of business by his methods. I asked why he did not employ them as managers of his neighborhood stores, and he replied he could not, as his men required special training.

Another aspect which will cause financial writers to revise their premise that the prosperity and growth of such systems is an index of "prosperity" as interpreted by President Coolidge was set forth by Mr. Woolworth in the words: "The harder the times, the greater our business."

The later capitalization of the goodwill of the corporation for \$50,000,000 represented by the common stock and wiped out by earnings within a few years, tells part of a story the last chapter of which is yet to be written.

Charles Lummis Robinson.

Have you managerial ambitions? Then develop the ability to take responsibility.

Merchants Life Insurance Company

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President



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Offices: 3rd floor Michigan Trust Bldg.—Grand Rapids, Mich.
GREEN & MORRISON—Michigan State Agents

Class Mutual Insurance Agency

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"The Agency of Personal Service"

INSPECTORS, AUDITORS, STATE AGENTS

Representing The Hardware and Implement Mutuals—
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Mutual and Associate Companies.

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

FIRE - AUTOMOBILE - PLATE GLASS

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An Association of Leading Merchants in the State

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

OUR FIRE INSURANCE
POLICIES ARE CONCURRENT
with any standard stock policies that
you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENE, SECRETARY-TREASURER

Should Recognize Our Friends Across the Water.

Grandville, July 31—While Secretary Kellogg, in behalf of Uncle Sam, is making peace propositions to the various nations of Europe, what is he doing to mitigate the hatred that even Americans have expressed for China and other yellow nations of the world?

China is now in a position to meet the United States half way in affairs of state. The time may come when we shall need even the friendship of this heathen nation, since the make believe friendship of many European countries is not worth the paper on which it is written.

China has not been free from foreign domination since Europe made it a point to center her capacious appetite on confiscating heathen countries for her exploitation.

There is little wonder that our missionaries have such a hard time Christianizing the yellow people of Asia. Like our treatment of the Indians in America has been the malpractice of white Christians where Asiatic countries are concerned.

We need more of the Christian spirit right here at home before we set out to make heathens over into God-fearing men and women. America has a grand opportunity to make of those Eastern yellow people our lasting friends. Better have the friendship of a yellow cur than its enmity.

Europe, with whom we are now seeking anti-war agreements, has not given over her spoilation plans against the heathen Chinese, nor is she likely to unless America comes to the rescue of the right. Better the genuine friendship of China than the quasi lip service of hypocritical Europe.

Let America recognize the independence of China, and go on treating her justly and a new era of goodfellowship will come upon the world which will do more to eliminate the horrors of war than all the pacts for peace which can be invented.

Think of the immensity of the Chinese nation with its four hundred million people anxious to be at peace with the remainder of the world, yet having national pride sufficient to refuse to be made longer the tool and victim for the spoilation of white Christendom.

Here is a chance for a great work along lines never before attempted. Let America treat the Chinese as equals, deal with them as we would deal with nations of our own color, and we shall soon be in a position to defy the machinations of Europe and place the United States on a pedestal which would excite the admiration of all liberty loving people the world over.

The time is ripe for action. Will this country take advantage of it by making great China our friend for all time? Procrastination may kill the goose which lays the golden egg. Toy less with our enemies in Europe and get to the front on this new line while the chance offers.

China for the Chinese as well as America for Americans. Keep the foot of the foreign despoiler forever out of China and we shall have a new world peace that is fraught with the highest meaning. Not the peace of Warsaw, but the peace which comes from a friendly spirit manifest on every hand.

Complications with Japan may come about when we shall need a friend such as China promises to be if we treat her as an equal and not as a low-down heathen nondescript.

Should half a dozen of our European enemies choose to attack us at one time the friendly voice of China saying, "Uncle Sam, we are here," will be as music to our souls. China and the United States should be friends and the best statesmanship of this country should put in time working toward that end.

Then there is Russia, once the most

powerful nation in Europe. She has been down and out for a number of years, but the signs of the times point to a rejuvenating influence at work in an effort to bring the Russ national character and set her once more before the world as a power to be reckoned with.

As it is necessary for the peace of the world that Uncle Sam makes China her friend, so may we say that we have neglected Russia, who was once the best friend we had in Europe, and which has never cast off the strings of affection which bound her to the American Government.

Few Americans, perhaps, realize the importance of the friendship of the Muscovite. Perhaps a less number realize that Russia at a critical time in our history sprang into the breach and saved the day for the American Union.

It was at a danger point in our civil war that Britain mobilized her armies along the Canadian border and made preparations for war on the United States.

The time was that in which Mason and Slidel, two rebel emissaries, were taken from a ship and brought to the United States by one of our war ships. England at once demanded the release of these men. They were released, although even then Britain, which was "rarin' for a fight," might have opened her guns on us but for a silent notification from the head of a Russian fleet of war which lay anchored at the time in New York harbor.

The Russian commander notified John Bull that an attack on the United States on his part would lead to the Russian guns bearing down on British shipping and the opening guns of war with Russia.

Great Britain heeded the warning and to-day it behooves the United States to recognize her friends on the other side of the Atlantic.

Old Timer.

Should Grocers Sell Simple Proprietary Drugs?

There is an interesting controversy on between the grocers and the druggists—a controversy quite replete with possibilities for certain National advertisers.

The grocers want to sell certain simple drug proprietary articles requiring no pharmaceutical knowledge. The druggists are fighting the idea. The grocers want, for instance, to sell dentifrices. Some of them, in fact, do, and the druggists are retaliating by "getting the law on them"—on the ground that it is "dangerous to let anyone but registered pharmacists sell drug proprietaries and common household remedies."

The New York Wholesale Grocers' Association adopted a resolution a few days ago strenuously objecting to passing laws prohibiting grocers from such enterprise.

Why shouldn't dentifrices be sold by as many distributors as sell, say, candy or tobacco? The grocery chains now sell cigarettes, and druggists sell plenty of candy—and also some groceries. There can be no more question of pharmaceutical knowledge in selling household disinfectant than in selling household ammonia.

The real question is the merchandising desirability of wide open distribution as against strictly functionalized distribution—if there is such a thing left today!—Advertising and Selling.

Hate is the child of ignorance and stamps the hater as inferior.

Retail Inventories To Show Light Stocks.

Semi-annual inventories already made or to be completed this week are expected to reveal fairly light department store stocks. Comparison of the inventory showing with those of six months and a year ago is said to be favorable. A factor in the situation has been the recent improvement in consumer response to both clearance sales and also offerings of new merchandise at regular mark-ups, following the retarding of business during the late Spring and early summer by bad weather.

"This Is Not a Chain Store."

Harvey A. Gish, who is in the Canadian Northwest this summer for his house, writes from Wakaw, Sask.,

that John J. Kwasnica, of that place, put a big sign over his door, after the other merchants in the town went into the chain store business, reading as follows: "This Is Not a Chain Store."

There are chain stores on both sides of him.

Since he put up this sign he has been doing the lion's share of the business in the town.

Holds a Surprise Day.

Surprise day, as the Pettes Dry Goods Co., Indianapolis, stages it, appeals so strongly to curiosity that people are virtually compelled to come to the store.

Advertising for the occasion is of the usual sale kind, only that not a price is mentioned. Question marks are used in place of prices.

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

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Representing the

MICHIGAN MILLERS MUTUAL FIRE INSURANCE COMPANY
(MICHIGANS LARGEST MUTUAL)
AND ASSOCIATED COMPANIES



Combined Assets of Group

\$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass



VIKING AUTOMATIC SPRINKLER CO.

AUTOMATIC CONTROL of FIRE

Installations Made on Cash or
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OFFICE 406 MURRAY BLDG. GRAND RAPIDS, MICH

FURNACES

Jobbers of Richardson and Boynton Warm Air Furnaces for Churches, Schools, Garages, Lodge Rooms, Dance Halls, and all Commercial Buildings.

Special attention to perfect Ventilation.

G. R. FURNACE, HEATING and VENTILATING CO.
Grand Rapids Awning & Tent Bldg., Grand Rapids, Mich.

ICELAND NOT ALL ICE.

Much Popular Misconception Regarding the Island.

The unfortunate connotation of the name Iceland is responsible for most of the misconceptions regarding the island and its inhabitants, according to Miss Thorstina Jackson, the daughter of an Icelandic-American. The home life of the Icelanders, essentially the same as that of persons in other parts of the world, is described by her in a recent number of the American-Scandinavian Review, issued by the American-Scandinavian Foundation.

"Few realize that the friendly Gulf Stream modifies the climate of Iceland to such an extent that the extreme cold of the North Central United States and Canada is quite unknown, and that the Southern part of the island there is seldom enough snow for skiing or skating," she says. "Furthermore, science has penetrated to that remote land and connected it with the rest of the world by a cable and a steamship line and furnished it with such conveniences and amusements of modern life as electric lights, the automobile, radio and moving pictures.

"It is, however, only a few years since Iceland was isolated and the natives were forced to depend largely on their own ingenuity for most of the essentials of life. Then the home was the chief center of industry, supplying 90 per cent. of the needs of the family. Present-day inventions have altered this situation somewhat, but many of the time-honored characteristics of the Icelandic home are still preserved, more particularly in the country districts.

"The Norse settlers of Iceland brought with them a type of domestic architecture which, though considerably altered, still prevails in the majority of farm homes. The walls are built of alternate layers of turf and stone, and are usually about six feet thick. The front of the house is finished with boards on the outside, topped by from four to seven gables, which are usually painted white. In the summer time these white gables offer an attractive contrast to the green sod roof and the walls. Here and there daisies and other native flowers peep forth out of the cracks and crevices. The Icelandic farm house, or baer, comprises, under the same roof, not only living quarters for the family but also shelter for the live stock, the abode of the latter being separated from the human dwelling only by a narrow passage.

"The main entrance to the building is in the center of the front of the house. On either side are the gabled walls of the parlor, living room, store-room, and smithy. The main door opens into a long, narrow passage, extending frequently the entire length of the building, and from which are entrances to the various rooms. The parlor, or stofa, generally comes first along the hallway. It is, in most cases, a pleasant room with walls of unpainted boards.

"Beautiful plants, tenderly nursed by the housewife, invariably are found

in the windows, while on chest and table stand rows of framed photographs of relatives and friends and the departed. Colorful rugs, often of dyed sheepskin, are scattered around the floor. There is a marked absence of glaring or flashy colors; it is as if the color scheme within the homes were in harmony with the beautiful blending of tints that is such a factor in the mystic loveliness of Icelandic scenery.

"The living room, or baostofa, is the most important room in the house. It is long and narrow. Along the walls stand the beds for the women of the household. At one end the bedroom of the farmer and his wife is partitioned off, and at the other is the room set aside for the children.

"The very pulse of Icelandic home

life is to be found in this baostofa. It is there that the family assembles during the dark winter afternoons and evenings, each person with his or her appointed task. The women spin, knit, sew and weave, while the men card wool or busy themselves over their tools. One person, the reader of the household, occupies the seat of honor under the light. He reads aloud the old Norse Sagas and Eddas, or perhaps from some modern books, native and foreign.

"Many Icelandic homes boast a large number of English books as well as the Icelandic and Danish. The reader is often so well versed in the latter language that he can translate it at sight with very little hesitation. Sometimes the entertainer sings one

of the numerous Icelandic ballads and the audience joins in the refrain, the women working their spinning wheels in time to the tune.

"It is in the baostofa that the Icelandic children receive the most effective instruction in the classics of their country, and it is rare indeed to find a farmer boy who has not read the Sagas and Eddas at the age of twelve. The influence of this reading is very noticeable in the ordinary speech of the children, which is singularly pure and free from slang. Iceland, indeed, knows no dialects, and when the scholar wishes to express himself in the purest classical Icelandic he endeavors to copy the ordinary diction of the farmer: for nowhere is the language so pure and free from for-

There are as many kinds of automobile insurance contracts as there are Automobile Insurance Companies

The State of Michigan does not regulate the contents of automobile insurance contracts. Neither does it regulate the rates charged by various companies.

Investigate before you buy automobile insurance

The Preferred Policy Postively Protects You!

IT

**Insures against liability instead of loss and expense
guarantees to pay any judgment rendered against you**

has no territorial limitations or restrictions

**allows your passengers to buy gasoline without violating the
terms of your contract**

DOES YOURS?

The Preferred Automobile Insurance Co.

On the Square

Suite 824 G. R. National Bank Bldg.

Phone 8-1374

Assets over one-half million dollars

eign innovations as in the country districts. Here it is that the many hours of reading in the baostofa bear fruit.

"The average Icelandic farmer's wife—of whom, as the center of the home, we must give some account—leads an existence no less busy than that of her sisters in other lands. She not only supervises the food and clothing of her family and the management of her home, but also has charge of the education of her children until they reach the high school age. To be sure, she is assisted somewhat in this task by a tutor who goes from house to house, staying some six weeks at each home. The fact that in Iceland children enter high school at the same age and as well prepared as in the United States is a striking testimony to the ability and devotion of the Icelandic mothers as teachers."

From the Saga time to the present the Icelandic matron has always enjoyed a free hand in the management of her home, but it was not until the middle of the last century that the women of this little island began to demand certain public rights, Miss Jackson explains. In 1847 the inheritance law making women equal heirs with men was passed, and in 1874 the first women's college was established at Reykjavik. "The twentieth century has witnessed the culmination of the feminist movement; in 1911 women received the right of practicing all professions and were made eligible to all state offices, and in 1915 full suffrage was granted them by the government."

In spite of the discouraging difficulties of communication, Icelandic women are well organized. They maintain a central federation, with headquarters in Reykjavik, in which representatives from all the organizations in the country have a seat.

"The great majority of Icelandic women are engaged in the business of home making," Miss Jackson states, "for as yet the country has no great industries to offer employment as stenographers or clerks, nor do the different professions attract a large number of women. The daughters in a family for the most part remain at home until they marry, or they seek employment in other homes. Since the war the fisheries have attracted a considerable number of girls to the coast towns."

"Judged by the flapper standards of present-day America, the Icelandic girl is probably somewhat old-fashioned. A very important part of her education and her training for life consists of a thorough course in her mother's kitchen. To be a successful wife and mother Icelandic standards demand that she be a good cook, understanding how to prepare meat and fish in a variety of ways, how to make the delicious soups for which the Northern nations are so justly famed, and, above all, how to brew that favorite beverage of the nation—coffee. She must be adept, too, at using milk, which forms such an important part of the diet of the Icelanders in the form of cheese and skyr, a concoction of curdled milk, cream and sugar which is the ice cream of the Icelanders. The Icelandic maid must be no less skillful in the use of the needle than in the

arts of cooking. Sewing, knitting, spinning and weaving must be second nature to her, and every ambitious girl is skilled at beautiful fancy work—at hardanger and other lace work and the exquisite embroidery on the national costumes.

"Possibly the Icelandic girl has a craving for other forms of self-expression than these domestic ones, and is disturbed by psychoses and complexes which have become so familiar to us since the world war; but if she is she hides such emotions under a very calm and happy manner. She looks upon marriage as a very serious business and exerts herself to make a success of it. No doubt Icelandic husbands and wives have their difficulties and the course of true love does not always run smoothly, but there is a very marked and widespread sentiment of loyalty between married couples of this country which makes them loath to discuss their difficulties in the divorce courts or with their neighbors."

"There have been numerous changes in the Icelandic homesteads during the last few years, some making for improvement, others for the contrary. In some instances the Icelanders have been, perhaps, somewhat over-eager in adopting foreign customs and discarding their own. This deplorable tendency is especially marked in recent domestic architecture, the style of many new houses, both in town and country, being far less dignified and colorful than were the old homesteads."

"The square, box-like cement structures that many of the farmers have erected strike a particularly discordant note. They quite lack the friendliness of the old baer, with their attractive gables, so admirably suited to the peaked mountains of the country. To quote Dr. Sigurdur Nordal, Professor of Norse Literature at the University of Iceland, 'The old gabled homesteads seem to have grown naturally out of the Icelandic soil, while the cement boxes appear as if somebody left them by mistake.'

"To be sure, the old-fashioned walls of turf and stone, as well as the sod roofs, are very impractical and are incapable of resisting the heavy rains of the country for any great length of time. But the characterless buildings which have in so many instances replaced them aroused such a storm of criticism that architects have worked out plans to preserve the external appearance, the color and beauty of the old houses without their disadvantages and discomforts. The solution to the problem has been found in the use of more durable material, such as cement, and the Icelandic government is now building on the site of Njal's home at Bergthorsvol a large edifice, using this material for construction but preserving the native domestic architecture."

"There is a widespread interest, both at home and abroad, in the water power of Iceland, that sleeping giant with the strength of four million horsepower, of which only four thousand are utilized at the present time. Many people have learned the advantages of electricity for heating, lighting and cooking, and a number of farmers have made their own installations for these

purposes. Almost every home in Iceland, indeed, is situated not far from some mountain brook or waterfall that might be used as a generator of electricity.

"The radio is another modern innovation that appeals very much to Icelanders, both for practical purposes and for entertainment. Some of the receiving stations to be found in the country are very satisfactory indeed; the writer heard, in one evening, excellent programs from London, Paris and Cologne with remarkable distinctness, and just after midnight dinner music from New York City was wafted into the room."

"Although Iceland is thus quite up to date in its enjoyment of the ma-

terial advances of the twentieth century, it shows no signs of participation in the social and economic unrest which obtains so widely at the present time. The little island is still a country of no great extremes in poverty and wealth; the difference between the employer and the employe is not so wide that they have ceased to take a personal interest in each other's welfare. It is safe to say that there is not an individual in Iceland who cannot, with little difficulty, get his three meals a day and a tolerably comfortable bed for the night. This kingdom of 100,000 inhabitants is more or less of a family."

Good habits in youth mean dollars in old age.

The Oldest Bond House in Western Michigan

A.E.KUSTERER & Co.

Investment Securities

303-307 Michigan Trust Building

A MICHIGAN CORPORATION

Capital and Surplus

More Than \$450,000

ARTHUR E. KUSTERER
President

GEO. L. O'BRIEN
Vice President

ROGER VERSEPUT, JR.
Sec'y and Treas.

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

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.

Parasols Seen in Many Styles.

A number of entirely new styles are seen in parasols, which are much in demand in the countryside. At the country clubs the lawns are dotted with pretty shades in flowered taffeta, crepe and chiffon in the shapes and colors that duplicate the sheer mid-summer frock. Organdie and chiffon are used for dainty parasols that are decorative gestures for real protection, but are dressy, flattering accessories that complete the costume. The Japanese umbrella is the most fashionable shape, and another, new this season, has but five ribs, covered with crepe printed in geometric pattern, sharply defined and ultra-modern in type. On the parasols for more formal dress the all-over laces are shown, and some in plain colored crepes, chiffon and batiste are trimmed with fine tucks in rows and in clusters arranged in different ways. An especially handsome parasol received from Paris with an ensemble to be worn at the polo match is made of neptune green moire. The parasol is untrimmed and has ribs and stick of bamboo in the natural shade.

Beach umbrellas are gay in color—bright red, vivid green, yellow, blue. Many are made of striped cottons in strongly contrasting colors—scarlet and white, white and black, orange and blue. One of the stunning beach shades shown this season is made of ultra-marine and white awning cloth. Sunshades especially designed for the seashore are shown in linen and cotton unbleached domestic and straw, on which are printed large patterns of gulls, elephants, dolphins and an amusing variety of other animal pictures—the more dashing in design and vivid in color the better.

In the crowd at the fashionable resorts it is evident that beach outfits are designed in ensemble, with the sunshade or parasol matching the suit. The tricolor ensemble is very smart this season and many engaging combinations are shown in red, white and blue.

New Beaded Gowns Simple in Effect.

Beaded gowns are still worn, but in new versions. The stereotyped robe de style is replaced with simple, slim gowns of net and chiffon on which the flowers and conventional patterns are traced in fine beaded lines with high lights of crystal, pearls or colored jewels. The effect is very delicate and graceful, and in some models the lines illustrate striking patterns in the conventional and modernistic style. Color symphonies are worked out with much charm and beauty in some of the beaded costumes. In one lately received from Paris a straight slip of maize satin is covered with a princess robe of yellow net beaded in shades of topaz and deep orange velvet ribbon is knotted in a large bow with long ends over one hip. Some of the newest beaded gowns are slashed at the sides or

about the bottom, with godets and pleated panels inset to give a flare at the hem. Green glass and crystal beads tracing a pattern on white net make a dainty robe to be worn over a slip of pale green taffeta. A dance frock is made of coral and silver beads with silver threading on a white net ground, with foundation of silver tissue. Wool embroidery is employed on muslin frocks and linen coats, and brilliants are used in single lines to finish the neck and arm holes of evening gowns, without other trimming than a buckle or ornament of brilliants.

Sales Plans For Christmas.

A look ahead to the Christmas season features the Data Book of the Sales Promotion Division of the National Retail Dry Goods Association, which was issued last week. Developments call for a readjustment of the retailers' attitude toward advertising for this period, according to Kenneth Collins, advertising manager of R. H. Macy & Co., Inc. Bromides, he says in his article, must be eliminated and retailers must now play up useful gifts, with particular emphasis on wearing apparel, good-looking jewelry and well-designed household utilities. Institutional advertising at the Christmas season, he adds, is particularly appropriate.

Mail Order Prices Drop Sharply.

Lower prices on practically all lines of merchandise feature the Sears-Roebuck fall and winter catalogue, advices from Chicago say. The new catalogue, for example, shows a top price for women's coats of \$39.95, which compares with \$55 for a garment of the same quality a year ago. In another instance a kitchen cabinet is listed at \$36.45 or a reduction of nearly \$6 under the Spring price for the same cabinet. Also showing marked lowerings are tires, in which there has been a reduction of 15 per cent., as compared with spring, and radio sets, prices of which have dropped close to 50 per cent.

Great Day For Stenographers.

Stenographers in Kansas City, Mo., were all Fortune favored recently when a merchant in the town held what he called a "Stenographer's Day." Addressing a letter to various offices in the business district, the names of which he got out of the local directory, he offered stenographers who bought shoes on this day a special discount of 20 per cent. As it was necessary for stenographers to furnish the business cards of the companies they were with in order to obtain the discount, the merchant in this way secured the nucleus of a specialized mailing list.

Silver Jewelry Popular.

Silver jewelry is very popular this year and many unique ornaments are being shown with the summer sports ensemble. There is a demand this season for the ornaments of American Indian and Mexican handcraft. Shining bracelets, necklaces, pins and rings are worn with sports and semi-sports dress. Oriental jewelry in hand-wrought silver is also very popular, especially nautch girl chains, anklets and bracelets.

Corduroy Tires

Sidewall Protection

Stands for:

LONG MILEAGE RIDING COMFORT GOOD LOOKS

CORDUROY TIRE COMPANY
 OF MICHIGAN
 GRAND RAPIDS - MICHIGAN




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

SARLES SERVICE SATISFIES

FOR "The original patrol" YOUR PROTECTION

SARLES
 MERCHANTS' POLICE
 and
 INSPECTION SERVICE
 The Original Patrol in Uniform.
 Under Police Supervision.
 401 Michigan Trust Bldg.
 PHONES—4-8528, if no response 8-6818
 Associated With
 UNITED DETECTIVE AGENCY

A MARK OF DISTINCTIVE BEDDING

GENUINE MARSHALL

THEY INVITE REST

BEDDING AND SPRINGS

TRADE MARK

THE MARSHALL CO.

Marshall

BED SPRINGS
MATTRESSES
PILLOWS

Comfortable Durable

GRAND RAPIDS

CUSTOM MADE SHIRTS

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

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

Link, Petter & Company

(Incorporated)

Investment Bankers

7th FLOOR, MICHIGAN TRUST BUILDING
 GRAND RAPIDS, MICHIGAN

WINGS

Dollars fly

Cage them at the Old National

Surprising how they multiply

And the flocks are more powerful

Than the Lone Eagles!

The OLD NATIONAL BANK

MONROE AT PEARL—SINCE 1853

SHOE MARKET

Just Like the Classified Advertisements.

Exactly like the classified page of a newspaper was an advertisement released some time ago by the W. A. McNaughton Co., Muncie, Ind. The layout was divided into a myriad of small spaces, in each of which was a description of a single item of merchandise. The copy was in mail order style and carried minute details concerning leathers, lasts, and colors. In each case, the price was prominently featured.

Instead of such headings as "Help Wanted" or "Situation Wanted," the captions used for various sections of the advertisement was "Men's Shoes," "Women's Shoes," "Children's Shoes."

The advertisement contained descriptions of over 250 distinctly different styles, and it pulled better, according to the records, than any other advertisement ever released by the store.

Merchandising Aeroplane Delivery.

If a woman fancies that the style is the newest there is, she will move heaven and earth to get one for herself. Witness the experience of A. Livingston & Sons, Bloomington, Ill. It so happened that the store ran short of the stock of merchandise it had planned to use for its Saturday sales, and it therefore wired to a Chicago distributor for additional supplies. As it was too late to send the goods out by express, an aeroplane was commandeered.

The plane reached Bloomington shortly after the noon hour on Saturday, and at once the merchandise was rushed to the store. A portion of the shipment was then thrust into a window—wrappings and all and a card was quickly gotten up to read:

"These shoes arrived at 1:15 to-day by aeroplane from Chicago. They are the newest there is."

At 5:15, not a thing was left in stock.

Try This One Out.

A take-off on the "Follow the Green Line" which guides perplexed passengers through the maze of the subway system at the Grand Central Station is a little stunt that has just been put into effect by a store in Evanston, Ill. Tied to the knob of the door entrance is one end of an orange-colored string. This leads into all corners of the store—up and down and around—and finally ends before a table on which is heaped a number of specials. Tiny cards attached to the string at varying distances urge customers to "Follow the Orange Line."

Besides bringing the specials section into prominent attention, the string serves to draw customers into all parts of the store.

Sends Schedule of Church Activities.

Members of a certain church in Shenandoah, Pa., give most of their trade to a neighboring shoe retailer for the reason that he is better acquainted with church activities than any man in town. But instead of limiting a display of his knowledge to an occasional conversation, he sends out to the membership list at periodical

intervals a blotter giving a time table of church events. Hours of service, entertainments, meetings, lectures—these things are all noted on the blotter.

The blotter is of course kept for some time and serves often as a reminder of this retailer and his business.

This May Move Surplus Stock.

Inventory time brings forth its horrors, and the worst of these usually arises upon the discovery that certain items were over-bought. The manager of the shoe department in one store made capital of this nightmare by posting up in his window during the inventory period a sign which read:

"I can't afford to have the Boss know I over-bought on these. You can help me out of the predicament and help yourself as well by grabbing a pair or two at \$2.15."

The man's signature was written at the bottom of the sign, and the window was piled with the left-over stock.

Entire Sales Force Sign Letter.

It was a thank you letter—the usual kind—expressing appreciation for a customer's patronage on a preceding day. But instead of being signed solely by the salesman who had made the sale or else by the proprietor, the letter was signed by every sales person in the store.

The recipient, naturally, when he got the letter and saw a dozen or so different names scrawled to the note was more impressed than he might have been otherwise.

Why He Moved.

By following up every customer who failed to call at the store after a reasonable period, a retailer in Wilkes-Barre, Pa., finally moved his location to another section of the city. In his investigations, he had discovered that the class of people he wished to cater to were finding the other side of the town more desirable; and so, to be convenient to them, he also decided to move.

An Appeal To "Home Towners."

The "Buy in Your Home Town" idea was recently presented very effectively by a Connecticut merchant when he advertised that "80 per cent. of the employes (of his store) own cars bought in the home town; 60 per cent. have been living in the town for ten years or more; 100 per cent. carry accounts in local banks; 100 per cent. belong to one or more local organizations, churches, lodges, etc."

Here's Monkey Shines.

The antics of a monkey in the window of the Lee Shop, Memphis, Tenn., not only fascinated the interest of scores of passers-by recently but also gave considerable meaning to the store's display.

"Don't monkey with cheap shoes," read a window card. "They are stiff and unyielding, fit poorly as a rule, and they do not live to be a hundred."

"Buy Lee's."

Unless a man has the hardihood to keep on, in spite of ridicule and opposition, he can never accomplish anything.

Fall Silk Output Gaining.

With the demand for silks steadily broadening, manufacturers have been notably increasing their production schedules. Consumption of raw silk during July was heavy and the trade would not be surprised to see a substantial gain in August over the same month last year. Prices of finished goods, however, are highly competitive in line with raw silk developments. This is particularly true of staples, but profit margins on novelties continue to be well maintained. Velvets are having the best call in years, with satins and Canton crepes also showing up well.

Retail Confidence Grows.

The early activity in a number of lines in the wholesale markets may be considered ample evidence of confidence on the part of retailers that the last four months of the year will be productive of excellent retail business. Talk regarding the possibility of the election retarding consumer demand has now been practically all dissipated and the belief is fast gaining ground that the closing months of the year will be substantially better than those of the first half. Indications are that retailers will place stronger stress than ever on rapid turn of stocks, with buying done in accordance.

Appeal Corset Ruling.

Appeal to the U. S. Court of Customs Appeals in Washington against a ruling in favor of Marshall Field & Co. on corsets with braid lacings has been taken by attorneys for the Government. The silk corsets had been held dutiable as articles in chief value of silk at 60 per cent. under paragraph 1210 and the cotton corsets as articles in chief value of cotton at 35 per cent. under paragraph 919, in a decision by the Customs Court. The Government claims the goods dutiable at 90 per cent. under paragraph 1430 as silk and cotton corsets with braid lacings.

Light Shades in Men's Wear.

Lines of men's wear fabrics now open confirm earlier indications of a marked swing to the light shades for next Spring and Summer. Light grays and tans are particularly stressed and are expected to take well with clothing manufacturers and retailers. In a sense the move is a reaction from the conservative greens, browns and blues

of the Fall season. It was thought that because of their quiet appearance buyers were likely to place larger advance orders, but such was not the case.

Coat Sales Well Ahead.

The effect of early buying of women's coats for August sales on a wider scale than last year is a pronounced factor in present conditions in the coat trade. Many of the larger producers have orders now in hand that are larger than at this time last year. While somewhat of a lull may develop until the sales events get definitely under way, this is expected to be of short duration. Mid-August is counted on to provide renewed buying of both sports and dressy types, for featured selling right after Labor day.

Household Linens Slow.

Low prices at which Turkish towel-ing has been sold to consumers has affected housekeeping linen prices, which have been forced to decline in sympathy to attract business. Although stocks of household linens are small, any sudden demand would clear the market. The prices at present are 20 per cent. below those of a year ago. Yardage goods, however, have been enjoying a satisfactory season and the sales of linen for men's knickers, for colored dress cloths in plain shades and for draperies have been good.

Dollar Silk Hose Back.

There is renewed demand for full-fashioned hosiery which can be sold over the counter at \$1. Manufacturers of such hosiery find a ready market for their product, even though the stockings have lisle tops. Buyers have been clamoring for this merchandise and are reported to be in search of more. For some time manufacturers have been striving to produce full-fashioned silk stockings which can be sold at a dollar, but to date it has not been accomplished on a large scale.

Group Buying Volume Ahead.

Group buying continues to be a marked feature in the development of fall purchasing of women's apparel. It is safe to say, according to one authority, that the volume of group purchases this Fall will set new records. More stores are participating in the group arrangements, it was added, while the quantities purchased for the individual store are likely to be larger.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY LANSING, MICHIGAN

Prompt Adjustments

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

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.

Self-Service on Vegetables With a Profit.

One of the things chains "could not do"—from the standpoint of 1920—was handle fruits and vegetables on the self-serve plan. Piggly-Wiggly, San Antonio, handled lemons only in 1920 and lemons seemed to set the profit-limit.

Now not only Piggly-Wiggly but many other self-serve chains have complete vegetable and fruit departments where customers serve themselves. It seems remarkable as one looks on that any profit can be made on that plan. Women go over the entire lot of anything they want. They pick out the best head of lettuce, after turning over the pile; they select asparagus stalk by stalk, picking out the long, thick, straight ones; they take only the choicest tomatoes and seem even to count the green beans. How does it work out? One chain operator with whom I talked recently said they made money on that department and when I put up my facts to him, he nodded his head in acquiescence and explained:

"It is true that our women customers do just what you say they do. Moreover, we want them to feel free to do about what they like in our stores. We want them to feel so completely at liberty and at home that they will continue to come. Apparently that plan works because they do come in constantly increasing numbers."

"This leads to volume sales and that is the first element in profit making in the perishables department. Our volume has become so large that we purchase at lowest prices. We have the best grade of goods, so selection is comparatively easy. Then the woman who selects the best lettuce leaves plenty for the next woman to select from. Each takes the best she finds, and our quality is so uniformly good that even the last to come finds what will satisfy her," he said.

"Next element in our success," he continued, "is the man in charge of perishables. The man who makes the best showing is the one who is always busy straightening out his department. He keeps stock looking so attractive that many women take the first article they find—plenty good enough—not all picking over closely, as some do."

"The final element," he concluded, "is the ability to sense the minute to mark things down and clean them out. It is like the stock market: we take a loss quickly, for we find that is the minimum loss. Real perishables, like green beans, spinach, ripe tomatoes, are priced down the minute active demand slows down. We clean up that way, have always fresh goods to show, and all these factors together enable us to turn a nice profit."

This, of course, is in line with sound practice everywhere, but individual grocers miss the point very often. We find them holding onto original prices, letting stock get ragged and unattrac-

tive, and in the end filling the garbage can with what might have filled the cash drawer had they been prompt to cut prices and sell their goods.

I am watching a young grocer right now who is developing a price sense—or market sense—on perishables. He has been through the mill a few times on bananas kept at full price which might have been sold at a reduction and berries kept beyond their prime—to become trade barriers instead of builders. He is catching on and as he develops the idea, he will make—as he is beginning now to make—nice profits out of perishables.

But occasionally there is as much for a chain operator to learn as for the well-known corner grocer. As I sat in the office of the man who gave me this information, he talked over the line with another manager on the question of the right way to "receive" goods. That man had been having his receiving clerk take the invoices and check them against receipts.

Well, we all know that such is a very imperfect check—almost as bad as none at all. For it is human frailty unconsciously to assume that the invoice is apt to be right; and that leads to sloppy checking of items. Often the check mark is placed before an item which is not delivered at all; and very frequently a weight is assumed to be correct which is far out.

The correct way is to have a receiving book into which all items that come into the shop are written: weights, numbers, brands, from whom received. The invoices are kept in the office—far out of reach of the receiving clerk. His record of what he actually received is then checked in the office against invoices.

Let it be noted that all this chain man told me is applicable in any business by any individual grocer. Those who apply such methods are the ones who are most immune to competition.

A woman's reputation and a business man's credit standing are two things which should be talked about only with the greatest circumspection. Perhaps we better recall the old jingle:

"As through this life you wander three things observe with care:

"To whom you speak, of whom you speak, and how and when and where."

Speaking of a famous small town merchant, one recently indicated to me that, in his opinion, said merchant was a false alarm. "Did you not know that he had failed for a million dollars?" he asked.

I did not. Moreover, I was shocked to learn that he had so failed or failed at all. Promptly, I investigated. The leading publisher in his town wrote: "As to having any failure, we know nothing of it. He is still doing business, though active management is now mostly in the hands of his son."

A Dun report giving the exact status to March 24 affords a clue to the false impression that evidently has been disseminated; for it shows a shrinkage of net worth between 1921 and 1923 from \$322,268 to \$268,994. But such shrinkage was almost normal in those days of drastic price-reduction. Few

(Continued on page 31)

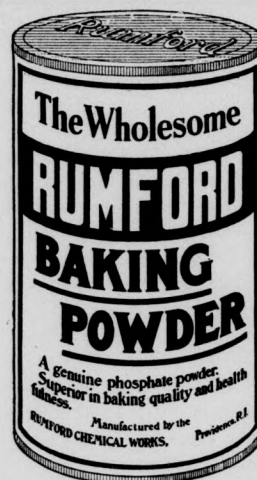
Women trade
where they get
dependable products

RUMFORD

is all that
and more...

RUMFORD
CHEMICAL
WORKS
Providence, R.I.

it's
pure,
uniform
and
economical



E 98

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

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—Plus Goedecke, Detroit.
Next meeting will be held in Grand Rapids, date not decided.

Shank Meat For Soup.

Consumer demand for certain cuts of meat proves to be unreliable during the year and there seems to be no reliable indication of the cause. It sometimes happens that a cut that normally sells well at certain seasons drags at times during that season with retailers unable to learn a reason or provide a remedy. The winter is acknowledged to be a season of soup consumption and it is seldom that the parts of a carcass best adapted to soup making drag during the colder months. Just at the present time, however, it is found that the cut known to the wholesale trade as "shin" is a slow seller, although the prices charged are reasonable. The shin is the fore and hind leg after the cuts suitable for steaks, pot roasts, etc., have been removed. It contains good marrow bones and lean meat to be cooked with the bone. Since marrow is a very good ingredient in soup, the shin cut finds no superior in the beef carcass, but for no apparent reason at all the trade is neglecting them to the embarrassment of the wholesalers and retailers. Some say that the housewives are turning to canned soup to the neglect of the home-made product, and if this is so it may explain why shins are not bought up in the shops as they usually are at this time of year. It must be admitted that prepared soup is more conveniently prepared than the home made kind, but there is a certain satisfaction found in what is made in one's own kitchen that is not apt to be found in what is purchased in cans. The trouble of making soup is not great and in cold weather when a little heat in the kitchen causes no discomfort, it is surprising that more do not make and serve it. Soup is a good carrier of fat and we all can use considerable fat during the colder months. Here is a recipe for brown soup stock which might be tried to advantage: Three pounds of beef shin, three pints of cold water, one-quarter teaspoon pepper corns, three cloves, small piece of a bay leaf, a quarter cup of each carrots, turnips, onions, and celery cut in cubes or small pieces, one teaspoon salt and two sprigs of thyme. Cut the meat from the bones in cubes. Brown one-half of the meat in hot fat. Put remaining meat in pot with the bones, add cold water and let stand twenty minutes or more. Add browned meat, and heat to boiling point. Cover and cook slowly until tender. Add vegetables and seasonings. Cook until vegetables are tender.

Suppose the Meat Isn't Tender?

When people talk on meat it seems to be a foregone conclusion that high quality is to be considered in its preparation for the table. Unfortunately, meat is not all of the highest quality and so attention must be given to that which is not so tender and care taken at time of cooking and during the

process if it is to come on the table in a satisfactory manner and keep everybody happy. Quality of meat has no reference to its freshness and it does not follow that meat that is not as tender as could be wished is in any way unfit for food. Feed and breed are two important factors in producing high quality meat, and since it costs more to produce meat high in quality it is not at all surprising that producers send a great deal to market in various degrees of finish. Cuts from lower grade meat cannot be cooked the same way that young, corn fed meat can and get the same results on the table. Tender cuts are suitable for quick, hot fire cooking and so the tenderer parts of Choice meat are suitable for broils, fries and fry roasts when the less tender meat should be cooked more slowly and by employing some means to break down the tough connective tissue. More time, consequently, is consumed in preparing the tougher cuts. One object is to retain the juices to a liberal degree and yet extract enough to make good gravy to go with it when served as pot roasts, for instance. Closing up the little tubes which contain the extractives is a means of retaining flavor and food value, and this may be done by plunging the meat into boiling water for a few minutes, or by searing the surfaces in a pan containing a small amount of hot fat. When placed in boiling water the surface protein is coagulated, after which the water in which the cooking is finished should be reduced to around 175 degrees Fahrenheit and the meat cooked until tender. If cooked dry the heat should be low enough to insure a long period of cooking and the meat should be kept moist by frequent basting. Moist heat softens the tissues while dry heat tends to harden them. A good example of success to be obtained by slow, moist cooking is exemplified in the process employed when a fireless cooker is used. Old, tough roosters can be made quite tender in this way, for instance. A quicker method with satisfactory results is obtained by using a pressure cooker and this invention might prove its economic value if tried out by more housewives.

Business Philosophy.

A writer, regarded by the esthetes as the most courageous of the modern Americans, wrote an autobiography in which he told a lot of things about himself that shocked some people.

"How honest, how daring!" said his admirers.

It now appears that he did not tell everything. He omitted to mention, for instance, that in seeking the higher life he abandoned a wife and family.

Why did he omit this incident?

Surely, if he wished to give the world an accurate portrait of himself, with all his warts and sores, he should have included this bit of baseness.

No rogue ever told the complete truth about himself.

Meanness, cowardice and lying are congenital. The very fact that a man has led a dishonorable life unfits him to write an honest autobiography. He may write interestingly, but he cannot write truthfully. William Feather.

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.



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Announce complete organization for handling Merchant Freight. We go to 167 Cities and Towns in Michigan, and make deliveries to suit present day requirements. We furnish the greatest aid to successful merchandising. Adequate delivery. All lines are regulated by the Michigan Public Utilities Commission.

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GRAND RAPIDS PAPER BOX Co.

Manufacturers of SET UP and FOLDING PAPER BOXES
SPECIAL DIE CUTTING & MOUNTING.

GRAND RAPIDS MICHIGAN

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Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

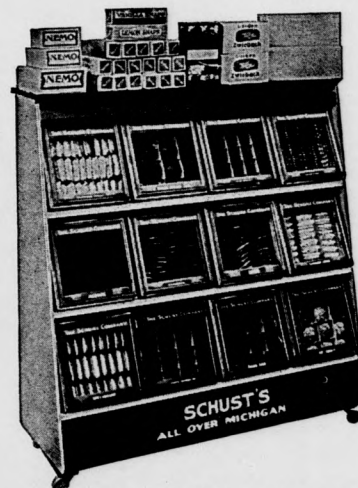
SCHUST'S LINE MEANS —

More Sales

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THE SCHUST COMPANY

"ALL OVER MICHIGAN"

DISTRIBUTING POINTS

Grand Rapids
Detroit

Lansing
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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.

Making Preparations For the Fall Stove Campaign.

There are hot midsummer days when actual customers in the hardware store are few and far between. On such days the salespeople are chiefly occupied in keeping cool. These quiet spells can be advantageously utilized by the hardware dealer to prepare for his fall stove campaign.

In the summer months the tendency to "just let things go" is decidedly strong. On hot, wilting days even the most ambitious dealer would rather sit around in his shirt sleeves than tackle some mental or physical task. But it is characteristic of the successful man that he can always find something worth while to do; and these slack days can be turned to substantial profit.

A great deal of preliminary work can and should be done in preparation for the fall stove campaign. Doing that preliminary work now will leave the selling season clear for the actual handling of customers.

Orders for the fall season, if not already placed, should be promptly looked after. Advertising can be outlined in advance. Prospect lists can be compiled. Indeed, everything that can be done in advance of the stove campaign should be done.

Here and there one meets a dealer who has the unfortunate habit of leaving everything until the last moment. Such a dealer never launches his paint campaign until actual painting has begun, or pushes hot weather goods until he personally feels the need for refrigerator and window screens. Such a dealer dozes through the slack midsummer days, and then wakes to the need of preparing for the fall stove campaign when the actual stove selling season is right upon him. Then there is a mad rush to prepare; but in nine cases out of ten the procrastinating dealer can't find time to conduct his campaign as it should be conducted. So once more he lets things slide, and takes what trade comes to him.

A more efficient method is to take some quiet August day when trade is slack and devote a few hours to careful study of the necessary preparations for fall stove selling.

For instance, it takes considerable thought and considerable time to prepare a good advertisement. If this task is left until the last moment, there will not be time to do it properly, and the advertisement will be "just flung together" on the spur of the moment—and it will read accordingly.

But in slack midsummer hours a lot of good advertising copy can be prepared. Look over the literature furnished by the manufacturers, and pick out the vital selling points featured there. With this material fixed in your mind, it should be possible to draft some forceful and effective "copy" for use in your fall campaign.

Then take pencil and rule and figure on lay-outs. Most retail dealers pay too little attention to the way their newspaper publicity is arranged. They

leave arrangement entirely to the printer. It is a safer and better plan to lay out your advertising in advance. This, of course, implies some knowledge of the mechanics of ad-setting, and some knowledge of the limitations of the local paper. Now is as good a time as any to secure this practical knowledge, which will be very helpful to you in mapping out all your advertising.

The ad-man on your local paper will usually be found ready and willing to give you all possible information. He appreciates the advantage, to the composers, of advertising copy intelligently put together; and it is to his advantage to help you to a better understanding of the technique of advertising make-up.

Take time to find out about these things. Then draft your advertising copy, and prepare your lay-outs. Get together what cuts you need for your stove advertising, so that when they are wanted you'll be able to lay your hand on them without upsetting the entire store.

A good prospect list is necessary to a successful stove campaign. While the newspaper reaches the entire community, and while window display reaches a great part of the community, your public can always be divided into two classes: those who are not likely under any circumstances to be in the market for stoves, and those who right now are good stove prospects. The stove prospects are a decided minority; yet it is this minority you want if possible to reach directly.

To circularize everybody is a waste of time and money. Your general advertising will be sufficient to "sow the seed;" to induce a receptive attitude in these people when, years from now, they may be in the market. But this general public will also be influenced and favorably, by the sales you make to their friends and neighbors who right now are in the actual market for stoves.

It is upon this minority of real prospects that your advertising and selling efforts be concentrated. Many dealers are satisfied to send out to such prospects the literature supplied by the manufacturers. This is always worth while, but it is most resultful when the prospect list is carefully selected. Advertising literature scattered broadcast is largely wasted. There is a lot of waste effort too and waste money in distributing such literature to carelessly compiled prospect lists. Printed matter is far more expensive than it was fifteen years ago.

For the purpose of your fall stove campaign, a hand picked, personally selected prospect list is the only kind of list to use. Its compilation requires careful attention. The preparation of such a prospect list isn't a matter of a few minutes or hours for a careless clerk; it is a job in which the entire staff should participate, and it should be in progress day in and day out.

Prospects are secured in various ways. Every live dealer has a list of people who are considered likely to become regular customers. These addresses are picked up in the course of trade. People who come in to buy some minor article show interest in the

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Farm Machinery and Garden Tools
Saddlery Hardware
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Blanket - Lined Coats
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GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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



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COMPLETE
STOCK OF

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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

stoves; tactful questioning shows the customer is considering a range or heater; the dealer secures name and address, which go down on the prospect list. Again, an order for stove repairs may come in; if the stove is old and in poor condition there is the best kind of prospect. General advertising brings a good many enquiries. By these, and other means, prospect lists are compiled.

The compiling of a prospect list is a task to be carried on continuously, each name being jotted down the moment it is secured. There is no "closed season" for prospects. But a month or two before the fall stove campaign opens a thorough revision of the prospect list is advisable. In this revision prospects who have been "sold" should be eliminated; and extra efforts should be made to add live new prospects to the list.

With this list compiled, the direct-by-mail advertising campaign can also be planned ahead. Stove literature supplied by the manufacturers furnishes the backbone of this direct-by-mail publicity. The dealer should, however, not rely on the manufacturer to furnish all the material.

It is always worth while to add something of your own to the follow-up campaign, and to link your efforts as directly and intimately as possible with those of the stove manufacturer. The fact that your store has been handling this line of ranges and heaters for fifty years, that hundreds and thousands of people in the community have bought them from you and found them satisfactory, that you are right on the ground to give prompt service in case of need and that your store stands firmly back of the line—these things should be brought out. A good line of stoves helps immensely in making sales; conversely, the backing of a store with a good reputation makes even the best line of stoves more readily saleable.

Service by the local dealer is a strong factor in making sales, not merely of stoves, but of many kindred lines. I recall the case of a woman some years ago who was buying an electric washing machine. She hesitated a long time between two makes. The one she liked the best—and, really, the best machine for her purposes—had been handled for a few months by a firm that never seemed to handle the same washing machine two years in succession. The other machine was offered by a firm that had stuck to it, and sold all its steadily improving models, for several years, and that had a reputation for "taking care" of its customers under all circumstances.

In the end this woman bought the latter machine. "I rather liked the Blank washer," she said. "But if I buy from the Wanless hardware store I know where to go if anything goes wrong, and I know any complaint will be looked after right away."

In his advertising, the dealer will find it profitable to link his store verily intimately with the publicity the manufacturer furnishes him. Indeed, a good many wideawake dealers aim to give the store the greater prominence; arguing that the featuring of a good line

of stoves gives the store added prestige.

The follow-up campaign should be planned to begin a little before the commencement of the active season, and to continue clear through the season. Educational work done in August will not bring sales in August; but it will help materially to bring sales in September and October, and it will help to get the prospect's mind upon the subject. The purchase of a range or heater is a big item with the average household; it usually involves a lot of consideration; and it takes time to make sales.

Meanwhile, now is the time to do a lot of useful preliminary work, which won't have to be done again when the selling campaign is in progress and time is at a premium.

Victor Lauriston.

To Make Coffee Absolutely Safe To Drink.

Dr. E. B. Minor, of Traverse City, on his return from his recent trip to South America, East Indies and the Panama Canal, stopped at New York City to interview the leading heart specialists and specialists in dietics. He learned from one of them a very simple method of extracting all caffeine and poisons from all coffees. This is absolutely unknown as yet to the grocery world in general. Simply place one-half teaspoon of bicarbonate of soda (common baking soda) in the coffee before cooking it and it will render any coffee absolutely free from all poisonous content.

Untold thousands of dollars are being spent for so-called health coffees, which are sold to the trade at very high prices. This simple method will save thousands of dollars to those needing a health coffee. Any brand of coffee can be treated in this way, either high or low priced. This will prove a wonderful boon to those requiring an absolutely safe health coffee and is the first announcement of this very important discovery to the grocery trade. There is a taste of soda in the drink, which is noticeable at first, but one soon gets accustomed to the taste.

Lansing Merchants Hold Monster Picnic.

Lansing, July 30—Forming into line at the corner of North Capitol and Grand avenues at 9:30 o'clock last Wednesday morning, members of the Lansing Grocers and Meat Dealers Association, headed by the vocational school band; paraded to Lakeside park, Pine Lake, where their annual picnic was opened with an address by Mayor Laird J. Troyer.

Practically every grocery store and meat market in the city, as well as those of surrounding towns and communities, were closed for the affair which was one of the largest events of its kind ever sponsored by Lansing merchants. Due to the extensive advertising of the picnic in this section of the country fully 15,000 persons took part in the event. A crowd estimated at more than 5,000 had already arrived by noon and interurbans and automobiles loaded to capacity were continually arriving during the afternoon.

Interurban cars of the Michigan Electric Railway were running on a 45 minute schedule during the day instead of the usual two-hour schedule, to facilitate transportation of the crowds.



The Toast Supreme

Here's a richer, better toast to tempt the appetite and build energy and health. Baked with fresh eggs, whole milk and wheat -- then toasted to flavory crispness. Wonderful for children. Liked by everybody. Novel menu suggestions with every package.

DUTCH TEA RUSK CO.
HOLLAND, MICHIGAN

**DUTCH
TEA
RUSK**

ASK FOR
KRAFT CHEESE
A Variety for Every Taste

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

**Double
Flavor**
*Created the
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**LIGHT
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NEW AND USED
Expert Repair Service
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Steam Tables and Coffee Urns
Built and Repaired
Successors to
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Products Analyzed and Duplicated
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GRAND RAPIDS, MICHIGAN

COCOA
DROSTE'S CHOCOLATE
Imported Canned Vegetables
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GRAND RAPIDS, MICHIGAN

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Grand Rapids - Muskegon
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DISTRIBUTOR
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KRAFT K CHEESE
"Best Foods"
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Alpha Butter
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QUALITY
RUSKS and COOKIES
Grand Rapids, Mich.

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

HOTEL DEPARTMENT

Verbeck's Impressions of the Yosemite Valley.

Glacier Point (Yosemite National Park) California, July 17—Vacations with me have customarily been somewhat irksome, but when you have a high-powered car at your disposal, a competent chauffeur and a party of friends to help you in a campaign against mosquitoes, bugs and such—why not?

So on a fair day last week the writer was inclined to take a trip up here to survey Yosemite National Park under circumstances so favorable that he voiced very little opposition to the ten day program offered for his consideration.

A year ago last spring I attempted this trip, but en route from San Francisco I encountered a 16 inch snow storm, which put the Valley out of commission during the brief period I lingered there.

Now it is different. Nature is at her best, the Park is teeming with activity, and conditions for exploration are ideal in every respect.

The trip here via Bakersfield, Tulare and Orange Cove, was a delight. A visit to the tiniest of California's four National parks—General Grant—is outstanding in its attractiveness. Although only four miles square in area, this park which was so established by Congress in 1890, contains a magnificent grove of big trees, including the world famous "General Grant," dedicated years ago as the Nation's Christmas tree. This monarch of the forest was named in honor of General Grant, commander-in-chief of the Union forces during the civil war, and towers above its neighbors to a height of 264 feet. It has a maximum base diameter of nearly forty feet. It is estimated to be over 4,000 years old and looks the part. Near this giant are other interesting sequoias, including the General Lee and the California and Oregon trees. Within a few yards of the checking station stand the Twin Sisters, a pair of sequoias that are joined together for fifteen feet above the ground and have a single base of more than thirty feet in diameter.

The big tree grove includes several fallen trees which have a historic background. Chief among these is the Fallen Monarch, a sequoia of gigantic dimensions that has been hollowed by fire, leaving a room fifty feet long and nine feet high. When the stages began to bring visitors into the grove years ago, a thrifty widow established a tavern in this tree, using it for both dining room and kitchen. When the lumber mill was in operation near Sequoia Lake, a saloon was maintained in the extreme lower end of the log. In later years a troop of cavalry was established in this region and the tree was used as a stable in stormy weather. Thirty-two head of horses were sheltered in this great cavity. It is still in a fair state of preservation. Remains of the Centennial Stump, from which the first section of a giant sequoia was sent to the Philadelphia Exposition in 1876, still stand near the Fallen Monarch. This is said to have been the most beautiful tree in the bunch, as it towered above the others to a total height of 300 feet. The section cut from this tree was so large that it was necessary to split it into parts. It was too big to be transported on a flat car and would not go through the tunnels en route. Even at the exposition visitors believed it to be a hoax and merely a clever combination of many small trees.

Two miles South of the park, near the highway, are to be found many big stumps. This meadow, studded with stumps, presents a desolate picture of what might have happened to all the sequoias had not the Government intervened to stop milling activities. One

of the burned stumps was converted into a house by a trapper. His bunk and the stable for his horse can still be seen. One immense stump, although badly charred, has a diameter so great that forest men believe it to have been larger, before its destruction, than any sequoia now standing.

Apart from harboring between 250 and 300 giant trees, General Grant Park contains numerous and varied attractions which should make it popular with out-door lovers. There are many miles of trails leading to scenic points. We even ventured a burro-back ride to Boulder Creek, where the legal limit of mountain trout are taken almost daily by such as find joy in this sport. The burros were pronounced all right by other members of our particular party, but to me were reminiscent of boyhood's happy days on the back of old Dobbin, away back on the farm. Science has made very little improvement in this particular method of transportation. And all this at Los Angeles taxi rates.

There is a scenic drive to Hume Lake, twelve miles away, over an excellent highway. This attracts thousands of visitors, although there is little to be seen except the ruins of an old mill and its flume. At one time this flume carried cut lumber to Sanger, sixty-five miles away, and was said to have been the longest in the world. A Government highway is contemplated to King's River Canyon, several miles distant, now only negotiated by pack mule and wonderfully interesting. In the same range as Mt. Whitney we found Ella Falls, where from a crag, known as Sunset Rock, we had a panoramic view of San Joaquin (Waken) Valley. From this rock, on a clear night the lights of the valley, 6,000 feet below, are plainly to be seen.

General Grant Park was but an incident on our trip to Yosemite, but it was of unusual interest and highly enjoyable, the class of accommodations being excellent and prices reasonable. In fact, the vacationer can practically choose the class of accommodations he may desire. There is the main lodge operated as a transient hotel, house-keeping cabins and a well-equipped tourist camp, in charge of a competent manager. They all furnish an adequate service cheerfully.

Each season in Yosemite has its particular charm. During the autumn the Valley, with its gay colors of changing leaves of the maples and oaks is said to have on its gayest attire, but we find that the not infrequent June rains have made all foliage especially attractive and I might say soothing.

We had hoped to be able to negotiate a route via Independence and Big Pine and enter the Valley by way of Mona Lake and Tioga Pass, but were advised against the complications of such a trip, so came back to Visalia and up to Fresno, thence via Wawona highway to El Portal on the Western rim of the Valley. Railroad facilities end here, but from my personal observation the railroad here is experiencing the same troubles as elsewhere. The stages perform most of the service at a less cost than for rail service over an indifferent roadbed, with the inevitable result that the railroad loses out, and shows it. But even the busses carry but a small fraction of the visitors. Passenger automobiles, myriads in number, are the chief factor in transportation. The All Year Highway, established by Uncle Sam, the chief road in all this section, is responsible for a condition which was hardly dreamed of a few years ago. Old time visitors tell me that the changed conditions are almost too good to be true. One can now traverse almost the entire breadth and length of the Valley on high gear and you sure can make wonderful time. Here at the hotel I met a touring party at late luncheon who left San Francisco,

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.

Is truly a friend to all travelers. All room and meal rates very reasonable. Free private parking space.

E. L. LELAND, Mgr.



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

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb

—Location Admirable.

W. O. HOLDEN, Mgr.

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

Representing
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250 Rooms—150 Rooms with Private Bath.

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RESTAURANT AND GRILL—
Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to
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WALTER J. HODGES,
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Wolverine Hotel

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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.

HOTEL OLDS

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300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
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Rates \$1.50 and up

EDWARD R. SWETT, Mgr.
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KALAMAZOO

Good Place To Tie To

HOTEL PHELPS

Good Beds - Good Eats

GREENVILLE, MICH.

E. J. ANSTED, Prop. and Mgr.

THE ISLINGTON

in

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.

HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.

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

WILL F. JENKINS, Manager

210 miles away, after a late breakfast, and our Los Angeles friends look at you with scorn if you confess that you stopped over night en route, and the City of the Angels is some 500 miles away.

Some claim the new highway has few of the thrills of the older trails, either scenically or in other respects which make mountain motoring seem so adventuresome, but that does not mean that it isn't distinctive in numerous particulars. Its course along the Merced River is as fine a scenic route as you will find anywhere to my notion. It is a piece of engineering which must be seen and traversed to be fully appreciated. It is, to be sure, largely of gravel construction, but the gravel we have found out in California seems to wear down to an almost uniform hard surface and so remains. As in many construction activities in Michigan, this road work was accomplished by convicts at a record for low cost. Some feel that these same convicts were paying their debts to society when they accomplished this work.

But this new road has its limitations. It carries you right to the floor of the Valley, and the many attractive features of Yosemite are far therefrom. But there are old time roads and trails which have been popular for almost ages which have not lost their attractiveness, and now that the chief difficulties of making the trip have been removed through the building of the greater highway, there is little left to be wished for. The attractiveness of the Valley brings thousands here and this season they expect at least 100,000 more visitors than ever before.

All through the Park are very excellent hotels, many on the American plan, for which charges range according to your ideas of luxury. There are some high-priced affairs, rather out of place in this primitive country, but there are enough newly-rich to keep them going, while there are others patronized by real folks who come nearer our ideas of square dealing; that is, which have a schedule of rates more like we used to in every day journeys. Nature has supplied about the same setting for both kinds, but in case of the former you are given the impression that nature had given them first consideration. However, it is a matter of personal consideration for the individual visitor. If you don't feel you can afford to pay the price there are excellent camping facilities which thousands avail themselves of. We did. We were out for a vacation in the open and were going to have it. Sleeping accommodations were much like you discover along the great National trails, the bacon was excellent and the slapsacks were just what you made of them.

We had all heard about the dangers of Tioga Pass, on the Eastern boundary of the Park, so after a restful night we hopped off over there, a distance aggregating say fifty miles, for the purpose of trying out the location, so we might be in a position to do a little back seat driving later on. With an altitude of about 10,000 feet we naturally expected a little crispness, and we found it—snow. Considerable of it in unexposed spots. This year July has been exceptionally cool, which accounted for much snow in many spots; in fact, enough of it so that some of the unimportant trails could not be negotiated comfortably and safely.

This trip through Tioga Pass does look formidable, but it is by no means dangerous. You are, to be sure, constantly on the thrill of expectancy, but one who has traveled over California as much as I have during the past winter becomes unconscious of anything unusual about the trip. Topanga Canyon, right in the midst of Los Angeles county, while now traversed by paved highways, was probably fully

as interesting in its primeval days. It is very much so even now.

But as mountain roads go this particular one is very interesting. Thrilling, of course, with precipices that quite take your breath, and some very sharp grades; but the curves are wide, you have a clear view of the road well enough ahead for easy control of your car, and nowhere are you too near for passing cars to clear each other. There are some hair-pin curves which naturally set a driver to thinking about what might happen if he didn't keep his legitimate side of the road, and there are other places which would start a feeling of nervousness if you weren't sure your brakes were in prime order, but the road itself is a credit to the engineers whose skill made it possible for the gas buggy to get over it. When you are looking right straight down for a mile or so, you may wish you had a parachute in your equipment, but it is a bald-headed fact that nobody has ever taken the plunge, so far as I know.

You may be a "native son" of California and naturally have seen everything, but I give you my word, if you are still looking for something to accelerate the flow of your blood, you can find it here.

The finest view of all on this day's trip was, when rounding a curve we got our first glimpse of Mona Lake, one of California's unique gems which is as fascinating as anything the Valley has to offer, and it isn't in the Valley at all, but a rank outsider, several miles to the East of the Park. While it seems thoroughly at home beneath the mountains we have just crossed, its characteristics are those of the desert as well as the Sierras. Eastward the sandy slopes stretch to the horizon, and the low hills you cross are dry and barren.

Enough for one day, especially as the luncheon you supposed was sufficient for a hired man is inadequate for a humming bird, and, due to Uncle Sam's ideas of segregation, barbecue lunches are taboo along the winding trails.

I am not through with Yosemite by a jugfull, but to-night I am soliloquizing, as it were. I am thinking as I watch the myriads of gnats destroying themselves against the incandescent globes, what you see in the Yosemite is not all. You feel it as well. To appreciate Yosemite, one must rise with the birds, and start out to visit its wonders. To read about it means little. Next week I am going to try and give you a faint idea of the impressions it made upon me, but at this time, as I am penning this article, I can truthfully say that I do not need to have been everywhere to feel that this is really most wonderful of all. It is just not a question of seeing, but of feeling. Of course, I have seen much more here than I have written about. I have visited and climbed Mist Trail and been baptised by the spray of Vernal Falls with its diurnal rainbows, and have waded through ferns and flowers, rocks, trees and underbrush and drank from the sweet, cool waters of the mountain torrent, which has been coming down for the ages. You cannot but feel as well as see these wonders to understand.

A. T. McFadyen, publicity man for Hotel Pantlind, was placed on the board of directors at the International Conference on Hotel Business Promotion, which was held at Chicago last week.

Sidney L. Rothwell, who for many years had charge of the desk at Hotel Normandie, Detroit, under Fulwell & Pinkerton, and until its recent demolition, is now associated with John A. Chiera, proprietor of the Spa Hotel, one of the most popular bachelor hotels in Detroit. "Sid," as we all call him, is a good hotel man, a prince in

the order of Greeters, and will be a substantial acquisition to the Spa staff.

The Book-Cadillac owners announce a change in management of their Detroit institution. Carl M. Snyder, who for some years has been connected with S. W. Strauss & Co., in the operation of certain Florida hotels, has been made managing director. It is reported that no changes in the operating personnel of the establishment will be made.

According to what I read in the newspapers, Governor Smith is going to have a hard row to hoe in his contest for the presidency. If what these journals, or at least some of them, report he will be in great luck if he gets even the votes of the delegates he had in the Houston convention. However, he may get a few unexpected ballots out here in benighted California. As late as two years ago California went "wet" on a referendum, by a lot of thousands of votes, so it will not be a question of conscientiousness this time. It must simply be a wild, consuming desire on the part of Democrats to see how it seems to vote a Republican ticket. And yet, unmindful of the calamity in store for him, the Empire State executive is reported to be able to take a little nourishment (presumably liquid in character) and to stretch his nether limbs underneath the family mahogany. Maybe it may not all be true, and some of those Southern brigadiers, who talk loud and long, will weaken when they get into the polling booth.

Even a superficial student of unionism could have predicted, months ago, the reaction to the talking and singing motion pictures which would be produced in the American federation of musicians. Union members are instructed to wage war on these latest products of the inventors laboratories on the ground that they may throw many musicians out of work. In Chicago 200 theaters are equipped with these new machines and the head of the Chicago union fears 1,000 more will use them unless the union puts a stop to the practice. The American federation of labor denies vehemently that it is opposed to invention, progress, labor-saving machinery and the like, but it is always fighting innovations.

The history of all great labor saving industrial inventions is that by enlarging the scope of the industry they increase rather than decrease employment. It is a substantiated fact that there are far more printers employed now than would have been employed but for the Mergenthaler and there are many more examples of like nature. Mechanical music will be a supplement not a competitor to hand-made strains.

The Chicago federation of musicians is the same organization which brought about the virtual disbandment of the Chicago Symphony Orchestra, established by Theodore Thomas, by exorbitant wage demands. Its narrow, short-sighted policy has cost its members more in employment and in income than all the "singing movies" will ever do. Frank S. Verbeck.



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

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



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400 Rooms—400 Baths

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A First Class Tourist and Commercial Hotel

Also Tea Room, Golf Course and Riding Academy located on U.S. No. 12 West operated in connection with Hotel.

ERNEST McLEAN

Manager

DRUGS

Michigan Board of Pharmacy.
President—J. C. Dykema, Grand Rapids.
Vice-Pres.—J. Edward Richardson, Detroit.
Director—Garfield M. Benedict, Sandusky.

Examination Sessions—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, Croswell.
Treasurer—L. V. Middleton, Grand Rapids.

Meeting Chain Store Competition in the Drug Line.

It is upwards of fifty years since the cut-rate war on patent medicines started although prior to that time there was more or less shading of prices to special customers. In fact the "one price to all" idea was very loosely adhered to, and like a hangover from the old bartering days when people traded a bushel of potatoes or a coon's skin for a piece of calico or a peck of salt there was more bargaining than at the present day. People of to-day feel and in fact know that if the price of an article is shaded to them that it may have been shaded still more to some one else, and no matter how much discount they receive they are not altogether satisfied. Consequently the retailer knowing this fact, is standing out more tenaciously for one price. When the manufacturers of patent medicines put their goods on the market with the price on them the goods were supposed to be sold at that price, but the cutters got hold of them and in order to build up their business in different lines slashed the price. Hood's Sarsaparilla, Pond's Extract, Carter's Pills; castor oil, glycerin, and witch hazel in special bottles; rochelle salts, epsom salts, sulphur, etc., etc., all at reduced prices. At the start most of the druggists were indifferent, what if someone in the other part of the town or in some other town did sell for a little less they still had their trade. But when they commenced to feel the effect of it then they began to take notice. Some refused to meet the cut, others growled and grumbled that when they did meet it they had said so much that the customer went away offended. A few tried to run the cutter out of business by underselling him, but the cutter had the situation all doped out beforehand and the man who quietly met conditions and attended strictly to the demands of his trade was the one that eventually won out.

To-day we have the "five and ten" and also the chain stores, and if the kicker is not grumbling about the one he is about the other, but with all his kicking and grumbling they are, like the cut rate and department stores, both here, and to all indications are here to stay, and a good long while too.

The "five and ten" and similar stores of to-day signify prompt and cheap service for small sales, like at the cafeterias you wait on yourself and all the clerk does is to take the change. A person cannot ask a clerk to spend 15 or 20 cents of time for a 10 cent sale and expect a very cordial "thank you," and still the person may want

only a few cents worth, and if the retailer has not made provisions for these sales the purchaser is inclined to patronize the "five and ten." If the retailer is looking for this trade it is up to him to anticipate and so arrange his stock as to meet these demands. And but very few can afford to let any of this business get away from them.

Stepping into a hardware store the other day I noticed that they had cleaned out the butter churns, hand cultivators and hose reels from the center of the floor and replaced them with tables on which were a lot of trays filled with all kinds of small articles similar to those sold in the department and "five and ten cent" stores, and these tables seemed to be all working. The majority of the drug stores to-day do have more or less packages done up and still the most of them could increase the number, especially if they are in a busy section. With the "speeding up" of the present generation quick service is what is wanted, and with the regular sizes of flour, salt, sugar, oatmeal, etc., the public is accustomed to original packages.

The chain stores on the other hand occupy more the position of a cutter and with their immense output can usually under-buy the individual but their overhead and lack of real interest of many of their help offsets to a large extent their discounts. The largest factor in the successful running of a chain system of stores is the selecting and training of the right lieutenants. A person may own and run three or four stores or as many as he can personally supervise, but in picking out the men for a real line of chain stores is where the many fall down. The manufacturing and pushing of their own goods is a big feature of the chain stores and the individual retailer can certainly compete with him there. By manufacturing first class articles that can be backed up with a personal knowledge of their quality a druggist has not only a good talking point but it enables him to build up a nice side line. Talking with a pharmaceutical friend the other day on the subject of manufacturing one's own preparations he said that during his conversation with an outside druggist he asked him how his business was and the reply that he received was, that with the chain stores and the "five and tens" business was rotten, later on he sounded him on the manufacturing of his own medicines; "there is nothing in it," he said, "you can buy any one of them cheaper than you can make it." This pharmacist suggested that if business was so slow why not try making a few articles, it would at least keep a person's mind busy and also give a splendid opportunity to show one's ability to the public and to interest the local physician. There is quite a number of physicians who if they have confidence in the druggist would prefer to have him make up their special formulas, where they can be sure of them, that some large pharmaceutical house situated in some distant town.

There is another thought: If the pharmacist instead of selling a few

patent pills for every backache that came into the store would offer to make a few simple urine tests and if the conditions were serious send the customer to some near by physician, even if the analytical work was done free, it would increase the better feelings all around which in the end could not help but make for better trade.

George Garrie King.

Elixir Phosphate of Iron, Quinine and Strychnine.

Quinine Sulphate	128	grn.
Iron Phosphate, Soluble	256	grn.
Strychnine Sulphate	2½	grn.
Aromatic Spirit	6	oz.
Dist. Water	4	oz.
Simple Syrup	6	oz.
Simple Elixir	to make	16 oz.

Dissolve the strychnine sulphate in the aromatic spirit contained in a flask, add the quinine sulphate, place the flask in hot water and shake it well occasionally. Then dissolve the iron phosphate in 4 fl. oz. hot water in a capsule, add the syrup, and heat nearly to the boiling point, then pour hot solution, all at once, into the flask containing the alkaloids in solution, and shake well immediately. When cold add enough simple elixir to make 16 fl. oz. Allow to stand 24 hours, and then filter.

Aromatic Spirit For Above.

Oil Coriander	20	min.
Oil Lemon	25	min.
Oil Star Anise	10	min.
Oil Bitter Orange Peel	40	min.
Deod. Alcohol	to make	6 fl. oz.

Let stand twelve hours before using.

Tooth Powder.

Powdered cuttlebone, 4 oz.; powdered orris root, 6 oz.; powdered castile soap, 4 oz.; powdered magnesia carbonate, 1 oz.; precipitated chalk; 2 lb.; oil rose, 34 d.; oil wintergreen, 16 d.; oil peppermint, 16 d. Mix. Run through sieve.

2. Precipitated chalk, 6 d.; soda perborate, 1 dr.; powdered soap, 20 gr.; powdered orris, ½ d.; powdered myrrh, 20 gr.; oil peppermint, 15 d.

3. Powdered cuttlebone, 6 oz.; powdered orris root, 6 oz.; powdered castile soap, 4 oz.; powdered magnesium carbonate, 1 oz.; precipitated chalk, 2 lb.; oil of rose, 32 d.; oil of wintergreen, 16 d.; oil of peppermint, 16 d. Mix and run through sieve. This can be tinted if desired.

New Way To Clean Silver.

The housewife may try this method for cleaning silver, which works quite satisfactorily.

Place the silverware in an aluminum pan containing a hot solution consisting of one teaspoonful of washing soda and of salt in a quart of water. Electrolytic action takes place, causing the tarnish to separate. It can be easily wiped off.

This method is somewhat hard on the pan, as the aluminum will be corroded. A sheet of aluminum in an ordinary enameled pan will serve the purpose quite well and may be renewed as occasion requires. Such sheets are now a marketable commodity.

Foot Powder

The ordinary old-time foot powder is composed principally of some such

base as talc and starch, together with a little boric or salicylic acid. A modification of this old formula is as follows:

Salicylic Acid	6	drs.
Boric Acid	3	ozs.
Powdered Elm Bark	1	oz.
Powdered Orris	1	oz.
Talc	36	ozs.

Oxygen-liberating liquids and powders seem to be in favor for cleansing wounds and feet. A typical formula for such a powder is:

Sodium Perborate	3	ozs.
Zinc Peroxide	2	ozs.
Talc	15	ozs.

Freckles.

Ammoniated Mercury	4.0
Water	0.5
White Vaseline	q. s. 100.0

Another freckle cream is:

Precipitated Sulphur	30
Zinc Oxide	15
Sweet Almond Oil	30
Lanolin	25

Triturate well in a warm mortar.

A liquid preparation is made as follows:

Zinc Sulphocarbonate	5
Glycerine	q. s. 100

Perfumes to suit.

Almond Sunburn Lotion.

Almonds, Blanched	1	dr.
Borax	20	grs.
Tincture Benzoin	50	min.
Orange Flower Water	3½	ozs.
Solution of Hydrogen Perox.	½	oz.

Bruise the almonds, dissolve the borax in the orange flower water, and triturate the almonds with successive portions of the latter. Strain through muslin cloth, and add the tincture of benzoin and hydrogen peroxide.

Mosquito Powder.

1. Oil Eucalyptus	1	oz.
Powdered Talcum	2	ozs.
Powdered Starch	14	ozs.

This powder is to be rubbed into the exposed parts of the body to prevent the attack of the insect.

2. Oil Pennyroyal	4	ozs.
Powdered Naphthalin	4	drs.
Starch	16	ozs.

Mix well and sift. This is to be used like the preceding.

Mosquito Cones.

Powd. Charcoal	16	ozs.
Nitrate Potassium	2	ozs.
Carbolic Acid	1½	ozs.

Insect Powder 8 ozs. Tragacanth Mucilage, a sufficient quantity.

Make into a stiff paste with the mucilage, and form into cones weighing about one ounce each.

Perspiration Liquid.

A fairly satisfactory liquid preparation used to prevent perspiration is a 2 per cent. solution of zinc chloride in water, colored and perfumed if desired. A similar product enjoys a large sale which would indicate that it is at least effective, and I doubt that it is harmful.

Bath Powder.

Powdered Borax	1	lb.
Ammonia Murat.	2	ozs.
Synthetic Violet	2	drs.
Synthetic Heliotrope	2	drs.

Remedy for Piles.

Hamamelidin	-----	12½ oz.
Ol. Theobrom.	-----	12 lb.

O. Rit.

Quin. Sulph. -----	6	drs.
Ac. Hydrobrom. Dil. -----	3	ozs.
Tr. Gelsem. -----	2¼	ozs.
Liq. Morphin. Hydrochl. ----	1½	ozs.
Aq. Chlorof. -----ad	72	ozs.

Storax Ointment.

Olive Oil	15 parts
Liquid Storax	10 parts
Resin	18 parts
Elemi	10 parts
Yellow Wax	10 parts

Melt the resin, wax and elemi, remove from the heat, add the storax and oil, and strain.

Anticatarrh Essence.

For the Handkerchief and Inhaler.

Liq. formdehyd. B. P. -----	1 oz.
Ol. pini -----	1 oz.
Ol. eucalypt. -----	1 oz.
Conc. essence of carnation ----	1 oz.
Conc. essence of sweet pea ---	2 drs.
Conc. essence of wallflower ---	2 drs.
Alcoh. isopropyl. -----ad	1 pint

Pain Powders.

Antipyrin	-----	6 grs.
Saccharin	-----	q. s.
Ol. Cinnam	-----	$\frac{1}{4}$ min.

Phenacetin	-----	8 grs.
Saccharin	-----	q. s.
Ol. Cinnam	-----	1/4 min.

The Pastilles.

Thymol	128 gr.
Menthol	832 gr.
Ol. Eucalypt.	640 min.
Tereben.	5 oz.
Ol. Pini Pumil	640 min.
Liquorice pastille mass	128 lb.

Lemon Cold Cream.

Cera alb.
White Ceresin, of each ---- 12 oz.

Liquid Petrolatum	-----	1	gal.
Borax	-----	2	oz.
Hot Water	-----	2½	pints
Strained Lemon Juice	----	3	oz.
Oil of Lemon	-----	3	oz.



A Wonderful 10c Seller

Sixteen different kinds of popular candies are put up in this attractive package.

A Beautiful Display

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PUTNAM FACTORY
GRAND RAPIDS, MICHIGAN

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	Cubeb	6 50@6 75	Benzoin	-----	@2 28
Boric (Xtal)	15 @	25	Eigeron	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	Cubeb	-----	@2 76
			Lavender Gar'n	85@1 20	Digitalis	-----	@2 04
			Lemon	5 00@5 25	Gentian	-----	@1 35
Ammonia			Linseed, raw, bbl.	@ 78	Gualac	-----	@2 28
Water, 26 deg.	06 @	16	Linseed, boiled, bbl.	@ 81	Gualac, Ammon.	-----	@2 04
Water, 18 deg.	05½ @	13	Linseed, bid less	88@1 01	Iodine	-----	@1 25
Water, 14 deg.	04½ @	11	Linseed, raw, less	85@ 98	Iodine, Colorless	-----	@1 50
Carbonate	20 @	25	Mustard, arifil. oz.	@ 35	Iron, Clo	-----	@1 56
Chloride (Gran.)	09 @	20	Neatsfoot	1 25@1 35	Kino	-----	@1 44
			Olive, pure	4 00@5 00	Myrrh	-----	@2 52
			Olive, Malaga,		Nux Vomica	-----	@1 80
			yellow	2 85@3 25	Opium	-----	@5 40
			Olive, Malaga,		Opium, Camp.	-----	@1 40
			green	2 85@3 25	Opium, Deodorz'd	-----	@5 40
			Orange, Sweet	12 00@12 25	Rhubarb	-----	@1 92
			Origanum, pure	@2 50	Paints		
			Origanum, com'l	1 00@1 20	Lead, red dry	13¼ @13¾	
			Pennyroyal	3 50@3 75	Lead, white dry	13¼ @13¾	
			Peppermint	5 50@5 70	Lead, white oil	13¼ @13¾	
			Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2½	
			Rosemary Flows	1 25@1 50	Ochre, yellow less	3@ 6	
			Sandelwood, E.		Red Venet'n Am.	3½ @ 7	
			I.	10 50@10 75	Red Venet'n Eng.	4@ 8	
			Sassafras, true	1 75@2 00	Putty	5@ 8	
			Sassafras, arti'l	75@1 00	Whiting, bbl	@ 4½	
			Spearmint	8 00@8 25	Whiting	5½ @10	
			Sperm	1 50@1 75	L. H. P. Prep.	2 90@3 05	
			Tany	7 00@7 25	Rogers Prep.	2 90@3 05	
			Tar USP	65@ 75	Miscellaneous		
			Turpentine, less	63@ 76	Acetanalid	57@ 75	
			Turpentine, bbl.	@ 56	Alum	08@ 12	
			Wintergreen,		Alum. powd and	09@ 15	
			leaf	6 00@6 25	ground		
			Wintergreen, sweet		Bismuth, Subni-	2 83@3 08	
			birch	3 00@3 25	trate		
			Wintergreen, art	75@1 00	Borax xtal or		
			Worm Seed	5 50@5 75	powdered	05@ 13	
			Wormwood	20 00@20 25	Cantharides, po.	1 50@2 00	
			Potassium				
			Bicarbonate	35@ 40	Calomel	2 72@2 82	
			Bichromate	15@ 25	Capsicum, pow'd	62@ 75	
			Bromide	69@ 85	Carmine	7 00@7 50	
			Bromide	54@ 71	Cassia Buds	30@ 35	
			Chlorate, gran'd	23@ 30	Cloves	40@ 50	
			Chlorate, powd.		Chalk Prepared	14@ 16	
			or Xtal	16@ 25	Chloroform	53@ 68	
			Cyanide	30@ 30	Chloral Hydrate	1 20@1 50	
			Iodide	4 56@4 95	Cocaine	12 85@13 50	
			Permanganate	20@ 30	Cocoa Butter	65@ 90	
			Prussiate, yellow	35@ 45	Corks, list, less	30-10 to	
			Prussiate, red	@ 70		40-10 to	
			Sulphate	35@ 40	Copperas	23¼ @ 10	
			Roots				
			Alkanet	30@ 35	Copperas, Powd.	4@ 10	
			Blood, powdered	40@ 45	Corrosive Sublim	2 25@2 30	
			Calamus	35@ 75	Cream Tartar	35@ 45	
			Elecampane, pwd.	25@ 30	Cuttle bone	40@ 50	
			Gentian, powd.	20@ 30	Dextrine	6@ 15	
			Ginger, African,		Dover's Powder	4 00@4 50	
			powdered	30@ 35	Emery, All Nos.	10@ 15	
			Ginger, Jamaica.	60@ 65	Emery, Powdered	@ 15	
			Ginger, Jamaica,		Epsom Salts, bbls.	@ 03	
			powdered	45@ 60	Epsom Salts, less	3¾ @ 10	
			Goldenseal, pow.	7 50@8 00	Ergot, powdered	@ 4 00	
			Ipecac, powd.	@ 65 00	Flake, White	15@ 20	
			Licorice	35@ 40	Formaldehyde, lib.	11½ @30	
			Licorice, powd.	20@ 30	Gelatine	80@ 90	
			Orris, powdered	30@ 40	Glassware, less 55%		
			Poke, powdered	35@ 40	Glassware, full case 60%.		
			Rhubarb, powd	@1 00	Glauber Salts, bbl.	@02½	
			Rosinwood, powd.	@ 50	Glauber Salts less	04@ 10	
			Sarsaparilla, Hond.		Glue, Brown	20@ 30	
			ground	@1 10	Glue, Brown Grd	16@ 25	
			Sarsaparilla, Mexic.	@ 60	Glue, White	27½ @ 35	
			Squills	35@ 40	Glue, white grd.	25@ 35	
			Squills, powdered	70@ 80	Glycerine	20@ 40	
			Tumeric, powd.	20@ 25	Hops	75@ 95	
			Valerian, powd.	@1 00	Iodine	6 45@7 00	
			Seeds				
			Anise	@ 35	Iodoform	8 00@8 30	
			Anise, powdered	35@ 40	Lead Acetate	20@ 30	
			Bird, ls	13@ 17	Mace	@1 50	
			Canary	10@ 16	Mace, powdered	@1 60	
			Caraway, Po.	30 25@ 30	Menthol	7 50@8 00	
			Cardamon	@3 00	Morphine	12 83@13 98	
			Coriander pow.	40 30@ 25	Nux Vomica	@ 30	
			Dill	15@ 20	Nux Vomica, pow.	15@ 25	
			Fennel	35@ 50	Pepper, black, pow	57@ 70	
			Flax	7@ 15	Pepper, White, pw.	75@ 83	
			Flax, ground	7@ 15	Pitch, Burgudry.	20@ 25	
			Foenugreek, pwd.	15@ 25	Quassia	12@ 15	
			Hemp	8@ 15	Quinine, 5 oz. cans	@ 55	
			Lobelia, powd.	@1 60	Rochelle Salts	23@ 40	
			Mustard, yellow	17@ 25	Sacharine	2 60@27½	
			Mustard, black	20@ 25	Salt Peter	11@ 25	
			Poppy	15@ 30	Seidlitz Mixture	30@ 40	
			Quince	1 25@1 50	Soap, green	15@ 30	
			Sabadilla	45@ 50	Soap mott cast	@ 25	
			Sunflower	12@ 18	Soap, white Castile,		
			Worm, American	30@ 40	case	@15 00	
			Worm, Levant	6 50@7 00	Soap, white Castile		
			Tinctures				
			Aconite	@1 80	less, per bar	@1 60	
			Aloes	@1 56	Soda Ash	3@ 10	
			Arnica	@1 50	Soda Bicarbonate	3½ @ 10	
			Acafoetida	@2 28	Soda, Sal	02½ @ 09	
					Spirits Camphor	@1 20	
					Sulphur, roll	3½ @ 10	
					Sulphur, Subl.	4½ @ 10	
					Tamarinds	20@ 25	
					Tartar Emetic	70@ 75	
					Turpentine, Ven.	50@ 75	
					Vanilla Ex. pure	1 50@2 00	
					Vanilla Ex. pure	2 25@2 50	
					Zinc Sulphate	@ 06	

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
Clitquot Club, 15½ oz., 2 doz. in case	-----		\$1.75	\$3.35
Clitquot 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

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 RAPIDS



GROCERY PRICE CURRENT

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

ADVANCED

Shelled Walnuts
Smoked Hams

DECLINED

Alaska Salmon

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

Arcetic, 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, 10c, 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
1 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 50
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
Kaife Hag, 12 1-lb. cans 7 30
All Bran, 16 oz. 2 25
All Bran, 10 oz. 2 70
All Bran, 1/2 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
Triscuit, 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. Fey. Parlor 26 lb. 10 00
Toy 1 75
Whisk, No. 3 2 75

BRUSHES

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

Stove

Shaker 1 80
No. 50 2 00
Peerless 2 60

Shoe

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

BUTTER COLOR

Dandelion 2 85

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.8
Paraffine, 6s 14.4
Paraffine, 12s 14.4
Wicking 40
Tudor, 6s, per box 30

CANNED FRUIT

Apples, No. 10 6 50
Apple Sauce, No. 10 8 00
Apricots, No. 2 1/2 3 40@3 00
Apricots, No. 10 8 50@11 00
Blackberries, No. 10 7 50
Blueberries, No. 10 13 00
Cherries, No. 2 3 25
Cherries, No. 2 4 00
Cherries, No. 10 13 00
Loganberries, No. 10 8 50
Peaches, No. 2 2 75
Peaches, No. 2 1/2 Mich 3 20
Peaches, 2 1/2 Cal. 2 25@2 60
Peaches, 10 8 50
Pineapple, 1 sil. 1 35
Pineapple, 2 sil. 2 45
P'apple, 2 br. sil. 2 25
P'apple, 2 br. sil. 2 40
P'apple, 2 1/2, sil. 3 00
P'apple, 2, cru. 2 60
Pineapple, 10 cru. 9 00
Pears, No. 2 3 00
Pears, No. 2 1/2 3 50
Raspberries, No. 2 blk 3 50
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
Strawb's, No. 10 11 00

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 25
Clam Ch., No. 2 2 75
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1/2 2 25
Finnan Haddie, 10 oz. 2 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35

Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 1 75
Lobster, No. 1/4, Star 2 00
Shrimp, 1, wet 2 25
Sard's, 1/4 Oil, Key 6 10
Sardines, 1/4 Oil, K'less 6 50
Sardines, 1/4 Smoked 6 75
Salmon, Red Alaska 3 00
Salmon, Med. Alaska 2 40
Salmon, Pink Alaska 2 25
Sardines, 1m. 1/4, ea. 10@28
Sardines, 1m., 1/4, ea. 35
Sardines, Cal. 1 35@2 25
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1/4s, Curtis, doz. 3 30
Tuna, 1/2 Blue Fin 2 25
Tuna, 1s. Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 3 30
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned 3 10
Beef, No. 1, Roast 3 10
Beef, No. 2 1/2, Qua. sil. 1 60
Beef, 3 1/2 oz. Qua. sil. 2 25
Beef, No. 1, B'nut, sil. 4 50
Beefsteak & Onions, s 3 70
Chili Con Ca., 1s 1 35
Deviled Ham, 1/4s 2 20
Deviled Ham, 1/2s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 50
Potted Meat, 1/2 Libby 92 1/2
Potted Meat, 1/2 Qua. 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/4 1 45
Vienna Sausage, Qua. 95
Veal Lorf, Medium 2 25

Baked Beans

Campbells 1 15
Quaker, 18 oz. 1 05
Fremont, No. 2 1 25
Snider, No. 1 95
Snider, No. 2 1 25
Van Camp, small 90
Van Camp, med. 1 15

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips 3 75
No. 2 1/2, Large Green 4 50
W. Beans, cut 2 1 65@1 75
W. Beans, 10 7 50
Green Beans, 2s 1 65@2 25
Green Beans, 10s 97 50
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 1 35
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut 1 10@1 25
Beets, No. 3, cut 1 60
Corn, No. 2, stan. 1 10
Corn, Ex. stan. No. 3 1 25
Corn, No. 2, Fan. 1 80@2 35
Corn, No. 10 8 00@10 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole 2 15
Okra, No. 2, cut 1 75
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels 33
Mushrooms, Choice, 8 oz. 40
Mushrooms, Sur Extra 50
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. 1 85
June 1 85
Peas, No. 2, Ex. Sift. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 25@1 60
Pumpkin, No. 10 4 00@4 75
Pimientos, 1/4, each 12@14
Pimientos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 35@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 30
Spinach, No. 1 1 25
Spinach, No. 2 1 60@1 90
Spinach, No. 3 2 25@2 50
Spinach, No. 10 6 50@7 00
Tomatoes, No. 2 1 20@1 30
Tomatoes, No. 3 1 90@2 25
Tomatoes, No. 10 6 00@7 50

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

CHILI SAUCE

Snider, 16 oz. 2 30
Snider, 8 oz. 2 20
Lilly Valley, 8 oz. 2 25
Lilly Valley, 14 oz. 2 35

OYSTER COCKTAIL.

Sniders, 16 oz. 2 30
Sniders, 8 oz. 2 20

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 9 00
Bons 9 00
13 oz. Creme De Cara-que 13 20
12 oz. Rosaces 10 50
1/2 lb. Rosaces 7 90
1/2 lb. Pastelles 3 40
Langues De Chats 4 80

CHOCOLATE.

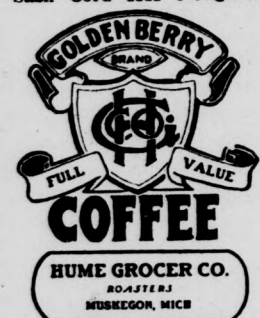
Baker, Caracas, 1/4s 37
Baker, Caracas, 1/2s 35

COCOANUT

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

CLOTHES LINE.

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



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



Nat. Gro. Co. Brands
Lighthouse, 1 lb. tins. 43
Pathfinder, 1 lb. tins. 41
Table Talk, 1 lb. cart. 38
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
Caroline, Tall, 4 doz. 3 80
Caroline, Baby 3 50

EVAPORATED MILK

Quaker, Tall, 4 doz. 4 60
Quaker, Baby, 8 doz. 4 40
Quaker, Gallon, 1/2 doz. 4 40
Carnation, Tall, 4 doz. 5 00
Carnation, Baby, 8 doz. 4 90
Oatman's Dundee, Tall 5 00
Oatman's D'dee, Baby 4 90
Every Day, Tall 4 80
Every Day, Baby 4 70
Pet, Tall 5 00
Pet, Baby, 8 oz. 4 90
Borden's Tall 5 00
Borden's Baby 4 90
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 27 50
Tom Moore Monarch 75 00
Tom Moore Panetris 65 00
T. Moore Longfellow 95 00
Webster Cadillac 75 00
Webster Astor Foll. 75 00
Webster Knickerbocker 95 00
Webster Albany Foll 95 00
Bering Apollon 95 00
Bering Palmitas 115 00
Bering Diplomatica 115 00
Bering Delicacies 120 00
Bering Favorita 125 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'd 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. 18
Anise Squares 18
Peanut Squares 17
Horehound Tablets 18

Cough Drops

Putnam's 1 35
Smith Bros. 1 50

Package Goods

Creamery Marshmallows
4 oz. pkg., 12s, cart. 65
4 oz. pkg., 48s, case 4 40

Specialties

Pineapple Fudge 22
Italian Bon Bons 17
Banquet Cream Mints 27
Silver King M. Mallowes 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 50
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

Currants

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

Dates

Dromedary, 36s 6 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 07 1/2
Thompson's seedless, 15 oz. 09 1/2
Seeded, 15 oz. 09 1/2

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 3 50

Macaroni

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

Bulk Goods

Elbow, 20 lb

GELATINE



26 oz., 1 doz. case	6 50
3 1/4 oz., 4 doz. case	3 20
Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 55

JELLY AND PRESERVES

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

JELLY GLASSES

8 oz., per doz.	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
*1 Free with Ten.	

Safety Matches

Quaker, 5 gro. case	4 50
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MOLASSES

Molasses in Cans

Dove, 26, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 26, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	5 75

NUTS—Whole

Almonds, Tarragona	26
Brazil, New	24
Fancy Mixed	25
Filberts, Sicily	22
Peanuts, Vir. Roasted	11 1/2
Peanuts, Jumbo, std.	15
Pecans, 3 star	20
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts	60

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds	60
Peanuts, Spanish,	125 lb. bags
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.	2 90
Quart Jars, Plain, doz.	5 25
1 Gal. Glass Jugs, Pla.	1 90
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., doz.	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
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 25
Parowax, 100 lb.	9.3
Parowax, 40, 1 lb.	9.5
Parowax, 20, 1 lb.	9.7



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 & Heif.	22
Good Steers & Hf. 15 1/2@23	
Med. Steers & Heif.	21
Com. Steers & Heif. 15@18	
Veal	
Top	23 1/2
Good	22 1/2
Medium	21
Lamb	
Spring Lamb	32
Good	28
Medium	26
Poor	21
Mutton	
Good	18
Medium	16
Poor	14

Pork

Light hogs	11 1/2
Medium hogs	10 1/2
Heavy hogs	10 1/2
Loin, med.	25
Butts	23
Shoulders	19
Spareribs	14
Neck bones	06
Trimnings	14

PROVISIONS

Barreled Pork	
Clear Back	25 00@28 00
Short Cut Clear	26 00@29 00
Dry Salt Meats	
D S Bellies	18-20@18-19

Lard

Pure in tierces	14
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. @28	
Hams, Cert., Skinned	
16-18 lb. @27 1/2	
Ham, dried beef	
Knuckles	@44
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @22
Boiled Hams	@35
Mixed 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 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 65
Boned, 10 lb. boxes	16

Lake Herring

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

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

STOVE POLISH

Blackne, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 35
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
El. Z. Liquid, per doz.	1 40
Radium, per doz.	1 85

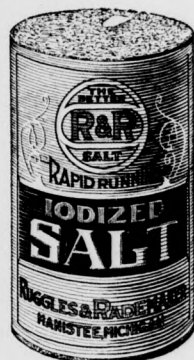
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoll, per doz.	3 00

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
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 50



Per case, 24, 2 lbs.	1 40
Five case lots	2 30
Iodized, 24, 2 lbs.	1 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 box	5 00
Octagon, 120	4 85
Fummo, 100 box	5 70
Sweetheart, 100 box	5 10
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
Triby 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	85
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
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 80
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	4 75

SPICES

Whole Spices

Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@22
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochon	@25
Mace, Penang	1 39
Mixed, No. 1	@32

SIX CHAIN STORES QUIT

As the Result of Independent Activity in Kalamazoo.

What is believed to be one of the most effective campaigns yet undertaken to induce the public to trade with independent stores, rather than with those of the chain variety, was started last November in Kalamazoo, as the "Home Owned Stores Association" and now has spread to Battle Creek, Jackson, Lansing, Grand Rapids, Ann Arbor and numerous smaller towns in Michigan, while it is said to be beginning to attract national attention.

The movement is not a boycott and it is really not specifically anti-chain store. As a matter of fact, several chain stores are members of the association. But these chains are locally owned or else pay taxes and do their banking there. The five "Piggly Wiggly" stores in Kalamazoo, for example, are locally owned and operated and the owner is a booster for the association.

The avowed purpose of the association is to encourage support of home-owned stores, and in doing so to build up sentiment against trading with stores that are owned by absentees. More than 300 retailers, or more than 90 per cent. of the independent stores of all kinds in the city, and practically all the wholesalers in all lines, as well as the banks, are co-operating in the movement.

Peculiarly enough, the movement was started and has been led by a man who is not a merchant.

James M. Wilson conducts a general insurance business in Kalamazoo. Last year Mr. Wilson was one of the workers for the local community fund and when he went to some of the chain stores for contributions he was turned down cold. That started him thinking more than ever about the chain store problem. He mentioned the matter to a fellow worker who owns a bakery and the baker told him he was rapidly being forced out of business by chain store competition. Then Mr. Wilson was reminded that several of his independent merchant customers were so near on the rocks that they were having difficulty in meeting the premiums on their insurance.

Wilson was not a retail merchant, but his business was being severely affected by the chain stores, nevertheless. If the bakery closed down he lost that insurance; its 300 employees would be thrown out of employment and they couldn't keep up the premiums on their life insurance or take out new policies; if the independent retailers were forced out, that meant the loss of more insurance business for Mr. Wilson. Then there were the delivery services which carried insurance with Mr. Wilson's agency; they were getting less and less goods to deliver for the retailers, and the end appeared to be near for them. There just wasn't any limit to the ramifications.

Mr. Wilson determined to take the initiative. He called a mass meeting of local merchants and discussed the situation with them.

Prior to this time the Michigan

Wholesale Grocers' Association had undertaken to foster sentiment in favor of locally owned stores by getting up an emblem to be placed on the door of such stores, proclaiming them to be home-owned stores and the Michigan Retail Hardware Association had also encouraged the movement by urging its members to display the emblem.

It so happened that one of the leaders of this movement was in Kalamazoo at the time and attended the mass meeting of retailers, telling them what his organization was doing.

The Kalamazoo merchants immediately adopted the name and symbol of the "Home-Owned Stores Association."

So far, so good. But small, independent retailers are slow to give real co-operation in such an organization, and this was no exception. Some of them paid a dollar as dues, in return for which they received an emblem and a quantity of inserts to wrap with packages, and they did a lot of talking, but there the matter stood until the wholesalers came to the front and really assumed the leadership.

The wholesalers invited Mr. Wilson to appear before a meeting and tell them just what had been done and what was needed. As a result, the wholesalers of Kalamazoo chipped in \$1,100 with which to promote a three-months' advertising campaign in the local papers.

These wholesalers are engaged in various lines. Among the sponsors of the movement are one hardware jobber, two wholesale grocers, four candy wholesalers, two tobacco wholesalers, three bakeries, five meat wholesalers, one sausage maker, three biscuit companies, four fruit and produce wholesalers, two wholesale paper concerns, four banks and others.

The wholesalers contributed the money for advertising and appointed a committee of their own number as the advertising committee, of which M. C. Gainer, sales manager of Edwards & Chamberlin, hardware jobber, is chairman.

The advertising campaign was staged during April, May and June of the current year. Liberal display space, usually forty or more inches, was taken in the Sunday paper in which to tell the public just what the Home-Owned Stores Association is and why the people should support home-owned enterprises. Under the emblem of the association, for example, one advertisement read:

"This emblem is your guidepost to an independent store.

"Stores displaying this emblem are owned and operated by Kalamazoo citizens. They deserve your trade—not only because they are your neighbors, but because they can serve you better!

"Patronize home-owned stores and help preserve independence in business for your children.

"The prosperity of home-owned stores and our community prosperity are inseparably bound together.

"Where many profit—many prosper."

The initial advertising campaign

wound up with a prize contest in which three prizes, totaling \$25 in cash, were offered for the best letters from citizens on why they trade at home-owned stores. About seventy-five letters are said to have been received.

The campaign will be resumed soon and continued indefinitely, it is said, but the wholesalers, having shown the way, now are willing that the retailers bear a part of the burden.

Just at the moment the association is being re-organized, the wholesalers are coming in as members, instead of merely backers, as they have been heretofore, and it has been suggested that a paid secretary be employed. Whether or not all the ambitious plans materialize, it is certain that the association will continue and that the advertising campaign will be prosecuted with vigor.

The work so far has been constructive. No direct effort to discredit absentee-owned stores has been made, but an aggressive effort to build up sentiment in favor of local trade in all lines has been made. There, incidentally, is one of the principal secrets of the success of the campaign; it has become popular to trade with independent stores and, consequently, unpopular to trade with chain stores.

At the same time much constructive work has been done along the lines of educating retailers to better ways of merchandising. Prominent men from various points have been brought in to address the meetings on different phases of retailing, ranging all the way from the importance of a clean floor and clean windows to accounting and store management. As a result leaders claim that Kalamazoo now has the most capable body of independent retailers of any city of its size in the country.

Nor have the members been spared when they transgress their own principles. It is a fact that an independent grocer will go to a chain store, clothing store, furniture store, or other store for his own purchases, while cursing the chain stores in his own line; the independent druggist goes to the chain grocer and so on. This has been made very bad form in Kalamazoo.

The independent retailers have also been reminded of the desirability of their trading with the local wholesalers in their respective lines, and it is estimated that local trade of Kalamazoo wholesalers has increased 35 or 40 per cent. as a result.

Other results were stated by Mr. Wilson and later confirmed by Edwards & Chamberlin, hardware jobber, and the A. W. Walsh Co., wholesale grocer:

A total of fifty-eight talks have been given before clubs, societies, lodges and other organizations in Kalamazoo and vicinity, for the purpose of acquainting them with the movement and winning their support of it.

Six chain meat markets have gone out of business since the campaign started.

Numerous chain grocery and meat stores have changed location, indicating that their trade had deserted them where they were.

A nationally known baking company was operating five trucks in the city before the association was formed—now it doesn't operate any.

The Kalamazoo Delivery Service and the VanderKlok Brothers, the two principal concerns that operate a delivery service for local independent retailers, report gains of 50 and 40 per cent., respectively, in their business.

No new unit of a chain store system had been opened in the city since the first of the year until last week, then another Kroger grocery store was opened.

The movement in other Michigan cities has followed closely along the lines established by the Kalamazoo association, although the different local associations differ in minor details, one of which is that of name.

The purpose of all is the same, however, and all are following much the same tactics. Definite results in the other cities are not so good yet, as most of them have been organized only a short while.—D. S. Baird in Sales Management.

Automobile Conditions in Detroit.

Detroit, July 31—Although July showed the falling off in sales that the automobile industry has learned to expect, the month developed surprising comparative strength. The 5,000,000 unit year, barring miracles, is out of the question, but the 4,000,000 year is seen as a strong possibility.

With Ford comparatively out of the picture in the first six months, the production of 2,316,000 units by the industry was an outstanding record for the period—only about 167,000 less than the historic record of 1926, when Ford was going at top speed.

Unemployment is markedly less; overtime is general, to such an extent that some of the usual plant shutdowns for summer vacation have had to be abandoned; car loadings are expected to be 6 per cent. better in the third quarter than in the second; general credit is firmer, with prospects of continued interest levels; tangible, money-in-the-pocket prosperity is widespread and the agricultural outlook is bright. The automotive industry should profit amazingly in 1928.

Detroit employment stands at 265,556, or 65,963 more than it was a year ago. The increase for the week was 1,083 men. This contrasts sharply with conditions in Detroit a year ago, when close to 8,000 men were laid off in one week.

The Packard Motor Car Co., one of the outstanding manufacturers of sixes and eights in the Detroit area, will discontinue the six before long and add to its line of eights a lighter car at a lower price. Details of the change have been completed, it is known, and the announcement is not far off, though publicity of the change is not yet official.

A new line of light delivery and passenger busses, the Fargo Express, will be shown in about six to eight weeks, or possibly earlier. Mystery shrouds this line, but it is the product of one of the biggest makers and a private view of the line warrants the statement that it will unquestionably create unusual interest.

Walter Boynton.

Our Greatest Need.

"What do you think this country needs most?"

"What this country needs most is more men plowing the fields with plows and less shieks and loafers with niblicks and mashies."

Self-Service on Vegetables With a Profit.

(Continued from page 20)

escaped some shrinkage and thousands of able merchants went down in utter ruin. Most will agree that a retail store in a rural community that shows net worth of \$268,994 is not exactly broke."

The report shows only a record of unbroken business success, never a failure, never a fire, the habit of discounting and—except as noted—constant growth in net worth. It further shows that net worth has been added to since 1923 until it stands at last report at \$287,957—that in the fall of 1926.

I am very happy to find this situation not only because this merchant is a valued friend of mine, but because it shows once more how the merchant who knows his business can weather present day conditions successfully. If I were at liberty to tell more, I could make you wonder—as many others long have wondered—that such a success could be attained in such a locality.

But let us ever choose our words with exceeding circumspection.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 24.—In the matter of Mike Danko, Bankrupt No. 3340, the trustee has filed his return showing that there are no assets over and above exemptions, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Frank H. Newton, Bankrupt No. 3182, the trustee has filed his final report and account showing that there are no assets in the estate over and above mortgages and exemptions. The case has been closed and returned to the district court as a case without assets.

July 24. We have to-day received the schedules, reference and adjudication in the matter of Ray P. Wooden, Bankrupt No. 3496. 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 machinist. The schedules show assets of \$876 with liabilities of \$5,013.09. 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:

Roy Cooley, Kalamazoo	\$ 14.75
William Swift, Kalamazoo	14.75
Associates Investment Co., Kala.	264.00
Wellington Foster, Allegan	100.00
Consumers Power Co., Kalamazoo	13.50
Philip Perkins, Kalamazoo	141.20
Rossiter R. Potter, Kalamazoo	23.66
Russell Sutton, Kalamazoo	5.00
Bronson Methodist Hospital, Kala.	180.15
George Balch, Kalamazoo	20.00
Dr. Clarence Gillette, Benton Har.	2.00
Clarence Field, Kalamazoo	63.00
Lek Hubbard, Kalamazoo	42.24
M. Livingston Co., Kalamazoo	20.00
David Kennedy, Kalamazoo	30.81
Kal. Blow Pipe Co., Kalamazoo	1.50
Ira Wooden & Ora Wooden, Kala.	135.05
New Mead, Kalamazoo	184.00
Orlie J. Smith, Kalamazoo	60.00
Ward S. Rue, Kalamazoo	55.00
James Myers, Otsego	9.50
Wm. H. Pendleton, Kalamazoo	18.00
First State Savings Bank, Three R.	156.00
J. W. Bullock, Three Rivers	150.00
Toblers Floral Shop, Three Rivers	15.00
Lee Barnes, Three Rivers	12.00
Idal Cleaners, Three Rivers	1.85
Mich. Gas & Electric Co., Three R.	12.88
E. J. Dunn, Three Rivers	6.29
Farmers & Mechanics Agency, Kal.	34.00
D. E. Burgess, Allegan	29.50
A. W. Shaw, Chicago	24.60
Grove Dairy Co., Kalamazoo	7.40
Brand & Maskey, Allegan	9.01
H. H. Cook, Allegan	30.00
Zell Baldwin, Kalamazoo	175.00
A. H. Foster, Allegan	150.00
Frances Foster Beadle, Kendall	200.00
Clark Memorial, Kalamazoo	65.00
Reld Stores, Inc., South Bend	130.00
Woodrow Wilson Institute, Chicago	80.00

July 28. On this day were received the schedules, order of reference and adjudication in the matter of Joseph R. Ross, individually and doing business as the Elm Candy Shoppe, Bankrupt No. 3497. The bankrupt resides at Three Oaks. The

bankrupt has conducted a confectionery at such location. The schedules list assets of \$14,692.34 with liabilities of \$11,416.63. The assets include exempt personal and real property. When the first meeting is called note of the same will be made here. A list of the creditors of said bankrupt is as follows:

Mary A. Massoth, Chicago	\$2,800.00
Buchanan State Bank, Buchanan	1,300.00
General Motors Acceptance Corp.	748.00
Wm. Barensten Co., Benton Harb.	101.55
G. E. Bursley & Co., Elkhart, Ind.	60.25
J. N. Carr & Son, Benton Harbor	3.85
Dr. Chas. D. Camp Co., Chicago	105.00
Fisher Bros. Paper Co., Ft. Wayne	14.50
Chicago Pencil Co., Chicago	15.61
Hamilton Harris & Co., So. Bend	56.62
Lockway-Stouck Paper Co., B. H.	148.46
Ind. Water Service Co., Three Oaks	47.90
Indiana and Michigan Electric Co., Buchanan	32.36
Loose-Wiles Biscuit Co., So. Bend	2.19
Franklin MacVeagh Co., Chicago	93.28
Mutual City & Village Fire Ins. Co., Dowagiac	30.00
City Dairy, Niles	310.50
National Candy Co., Grand Rapids	55.11
Oscar E. Swartz, Buchanan	20.65
S. B. Glass Works, South Bend	59.00
Three Oaks Dept. Store, Three O.	51.86
Warner Cigar & Tobacco House, Benton Harbor	66.62
Three Oaks Lumber & Coal Co., Three Oaks	126.33
Lynn C. Edinger, Three Oaks	57.60
Liquid Carbonic Co., Chicago	\$48.00
General Publicity Co., Detroit	77.99
Dowagiac Nat. Bank, Dowagiac	2,800.00
E. K. Warren & Co. State Bank, Three Oaks	500.00
Mary A. Massoth, Chicago	500.00
Barrett & Rudoni, Dowagiac	263.99
Harry Casey, Dowagiac	119.00

July 30. On this day were received the adjudication, reference and schedules in the matter of Verne J. Le Vand, Bankrupt No. 3498. The bankrupt is a salesman and lives at Grand Rapids. The schedules list assets of \$100, all of which is claimed as exempt, with liabilities of \$8,478.62. The first meeting will be called later. A list of the creditors of said bankrupt is as follows:

Time Magazine Co., New York	\$ 4.00
L. D. Oyler, Detroit	50.00
The following all of Grand Rapids:	
John S. Noel	44.00
C. A. Byrne Co.	10.35
Regal Coal Co.	11.00
McHugh Bootery	38.45
East End Shoe Store	28.00
Vandenberg Furn. Co.	39.48
Grinnell Music House	15.30
J. A. Middleton Hardware	35.27
Dr. Alden Williams	10.00
Blodgett Hospital	12.50
Dr. Rubin Maurits	10.00
Press	13.71
Madam Gibson Tailor	6.25
M. G. Deeb Tailor	5.25
C. Dutmer Drug Store	22.16
Carl Orwant Grocer	68.15
Heipolsheimer Co.	136.47
Basch Jewelry Co.	8.00
Travis Lumber Co.	73.46
National Clothing Co.	20.00
Dr. Southwick	51.00
G. R. Clinic	105.00
Dr. Northrup, Wells, Rigtterink	42.30
Dr. James Brotherhood	5.00
Dr. Earl J. Beyers	68.00
Allersma, Florist	8.00
Geo. R. Lane	1.75
McNeal Baths	10.00
Press	2.40
Reeds Lake Oil Co.	55.00
G. R. Clinic	39.00
Dr. H. Collise	86.00
Banner Bakery	21.00
Donovan Clothing Co.	8.50
Randall Sales Co.	78.00
Veenstra & Hoag Garage	49.50
John Veenstra	100.00
Wurzburger Dry Goods Store	39.50
Pence De Leon Water Co.	2.75
Collins Ice Co.	19.00
Dr. Mulder	5.00
Dr. Hess	28.00
East End Fuel Co.	212.00
T. J. Morgan	48.00
Herald	6.00
Women's Home Comp. Reading Cl.	3.50
G. R. Creamery Co.	35.00
Dr. Bettison	8.00
Menter Clothing Co.	38.50
Dr. J. W. Rigtterink	7.00
Dr. James Brotherhood	2.00
Dr. C. V. Crane	212.00
Missouri State Life Ins. Co.	314.01
M. Sluyter	55.00
Mrs. M. J. Le Vand	4,800.00
G. R. Savings Bank	140.00
East G. R. State Bank	483.31
S. K. West & E. G. R. State Bk.	195.00
Herman Hugenholtz, E. G. R.	25.00
E. G. R. State Bank	85.00
G. R. National Bank	324.00

How Did You Enjoy Your Dinner?

The question, "How did you enjoy your dinner," has often been asked and in most cases the reply has indicated that everything was satisfactory. This is due to the fact that most of us have plenty to eat and on the whole well

cooked. If the question was asked in an endeavor to learn whether the dinner was economical and at the same time satisfying, we believe not so many optimistic answers could be made. There are many opportunities to save money on the family dinner and at the same time please those who eat it, and at times economy in the home with special reference to foods is a very important matter. While we believe all should have their steaks and chops once in a while, if they were varied with cuts from other sections of the animal carcass they would be more appreciated. Too much of one thing, no matter how good it is, becomes tiresome and consequently lacks full appreciation. Temperance in all things is good and those who consume intoxicating liquors to excess are not the only kind of persons who should practice self-denial. There are any number of parts and cuts of meat besides steaks and chops that please the palate and maintain full bodily stamina. Pigs' feet and sauerkraut may seem like a homely dish, and yet is a very good one when well prepared. Pigs' head, which is neglected far more than it should be, is also something to please the hungry man. Such things as tongues of beef, veal, lamb and pork animals provide dishes that are different from the ordinary and in a sense are luxuries when cooked and served by competent cooks. You never thought of serving tripe to a company of friends, and yet tripe has many fond endorsers. Another dish not eaten as generally in this vicinity as its goodness deserves is creamed dried beef. When the beef is well cured and dried and served with a good cream sauce on toast it is really one of the most enjoyable breakfast dishes well imaginable. The cost per pound is not especially low, but a little of it goes a long way and does not provide a heavy meat in the morning when most persons eat moderately. There are literally hundreds of other things in the meat line that are surprisingly good for a change, and most of them cost less than the conventional steaks.

Not Familiar With Grace.

When tea was over at the children's party, the hostess asked the smallest boy if he would say grace.

"What's that?" asked the honored guest.

"Why, don't you know?" said the surprised hostess. "What does your father say when he has had a good dinner?"

The small boy searched his memory, then replied:

"He rubs his chest and says: 'Richard is himself again!'"

Should Stand Back of the Tradesman.

Ithaca, July 28.—Enclosed find check for \$3 for renewal to the Tradesman. We feel that we must have the paper.

We enjoy the Tradesman very much and feel that you are doing a wonderful work for the independent merchant in all lines of business. We surely think that every independent line of business in this and other states should stand back of you and your paper. I wish we had more editors who dared stand up for the rights of the retailer and express themselves as the Tradesman does,
A. A. Sprague,

The Landlord Was Generous.

"What is the rent of this room?"

"Ten dollars."

"Does that include light?"

"Electric light is extra—daylight is included in the price."

Business Wants Department

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

Lake Property — Cottage, four lots. Bear Lake, Manistee county. Cottage, Narrow Lake, Eaton county. Price right. S. Brunk, Eaton Rapids. 901

For Sale—General merchandise stock, two-story brick building, solid concrete basement, living rooms up stairs. Hardwood floors, hard plaster throughout. Water pressure on both floors. Stock and fixtures \$25,000; discount for all cash. On main highway, farming and dairying district. Address Fred Kemper, Jenkins, Minnesota. 902

FOR SALE—Stock of shoes and men's furnishings. All high grade merchandise, well assorted, easy to fill in where sizes are broken. Retiring from business after nearly thirty-five years of activity. Charles Forslund, Ludington, Mich. 903

For Sale—Grocery and meat market. Stock and fixtures at inventory. Or will sell half interest. Factory corner, one of best towns in state year round. Doing good cash business. Reason for selling, health. Address No. 904, c/o Michigan Tradesman. 904

FOR SALE — Hotel, nine furnished sleeping rooms well equipped. Pool and cards below. Money maker. Reason for sale is health. Can deal direct with owner. E. D. Francisco, 121 Maiden Lane, Adrian, Mich. 896

LAUNDRY—SMALL, DOING A GOOD BUSINESS—Nearly new machinery. Will sacrifice for quick sale. For particulars write Home Laundry, Albion, Mich. 897

FOR SALE—General stock in excellent farming community in Central Michigan. Stock will inventory about \$5,000. Reason for selling, have other business. Address No. 898, c/o Michigan Tradesman. 898

FOR SALE—Lake frontage, hunting lands, fur farms, cattle and sheep ranches. Tract of all sizes. G. J. Wheaton, Alpena, Mich. 899

Have farms and income property to exchange for general merchandise stock, clothing or shoes. Address No. 900, c/o Michigan Tradesman. 900

FOR SALE—Established dry goods and grocery business in good thriving Michigan town of 700 population. Only dry goods business in town, and only two other groceries. Doing good cash business. Have best of reasons for selling. Address No. 887, c/o Michigan Tradesman. 887

MANUFACTURERS OF A PRODUCT of thirty-seven years standing want to hear from several salesmen able to take a sideline that has held and built itself where properly introduced. Men who have been on their territory some time and have made the smaller communities closely are wanted. To several such—who appreciate the significance of tomorrow and value a sound year to year addition to income—we will give active co-operation, exclusive territory, and full sales credits. Give details — territory, how covered, lines, etc. Address No. 888, c/o Michigan Tradesman. 888

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.

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.

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—

Muskegon Grocers Organize Blue Ribbon Association.

North Muskegon, July 31—Some of the merchants of Muskegon and vicinity feeling that under the new competition which now confronts us there must be some kind of co-operation or association to keep up with the trend of the times, have formed an association called the Blue Ribbon Wholesale and Retail Association of Muskegon, which consists of the representatives of the Hume Grocer Co., of Muskegon, and members of the Blue Ribbon stores co-operating together for the mutual interest of its members, so that we will be able to better serve the public and to pass on to them the benefits we may receive through this association.

This is, so far as we know, an entirely new idea and we hope to succeed and have accomplished many helps to the individual merchants already in its short existence that we never would have acquired had we not organized.

We enclose a typewritten copy explaining the object of this Association and if you think it worth while to put this article in the Michigan Tradesman it will be appreciated by the members of this Association.

B. Buwalda, Sec'y.

The Blue Ribbon Stores.

The trend of the times is towards co-operation. This trend is shown in various ways; by the union of members of the same type of industry into associations to further their common interests or by the union of manufacturers under the direction of institutes to free themselves from certain trade abuses or by their actual amalgamation into what might be termed trusts.

The Blue Ribbon Wholesale and Retail Grocers Association is an organization formed along entirely new and unusual lines. For it is a uniting of the buyers and sellers engaged in the same mercantile business for mutual helpfulness. Such an organization is unique in the mercantile world and is blazing a new trail for business.

The activities of the Association are directed by a joint committee consisting of representatives from the Hume Grocer Co. and the Blue Ribbon stores. This committee meets every week to consider matters of interest to its members.

The Board of Directors of the organization are as follows:

Gerrit Trap, J. N. Baustert, B. Buwalda, H. Poirier, C. A. Kalthaus, and J. P. Heeres.

The officers are as follows:

President—Gerrit Trap.
Vice-President—J. N. Baustert.
Secretary—B. Buwalda.
Treasurer—Henry Poirier.

This new co-operation is demonstrating its usefulness and is promoting a fellowship and mutual helpfulness which is destined to place business on a higher plane. The idea is bound to grow.

Interesting News From Northern Michigan's Metropolis.

Traverse City, July 31—An old rattle trap was seen on the street, bearing these inscriptions: "Yes, this is a Ford. John D. has one; Tom Edison has one; Firestone drives one and your car is a half brother to this one."

VanKerler, who operates a restaurant sends his deposits to the bank in the jaws of a dog. Probably the money is as safe as when it is carried to a depository in the hands of a giddy

young woman, who unconsciously extends an invitation to purse snatchers to grab it.

Joe Ehrenberg, a prosperous grocer of West Front street, granted credit to whomsoever sought such accommodation. Results were not those he had expected. Joe announced the withdrawal of credit accommodations. He would sell for cash only. Again he was disappointed. His volume decreased materially. Joe then resumed the granting of credit conservatively and since has flourished amazingly.

Canners and growers are shipping cherries in car lots; also small packages by parcel post and express. Housewives go to the groves daily to earn pin money—from \$2 to \$2.50 per day. Midday lunches are prepared for husbands early in the mornings.

The Traverse Bay Peninsula, from its base to the lighthouse on the point, is one solid field of green and red. Limbs of trees are bending to the ground under the weight of cherries. The beauty of the scenery is beyond description. A cherry grove does not produce the profit of an oil well. The ground upon which the trees are planted must be cultivated and the trees must be sprayed from time to time, while the cost of picking and crating is an additional expense. When the grower is unable to sell his crop for more than six cents per pound the profit derived from the business is not large. Besides there are taxes and interest on loans to be paid and other items of current expenses to be provided for. Between the grower and the table of the consumer wages are earned by the pickers and profits taken by the canners, the jobbers and the retailers.

The owner of several stores in this city sold one of his chains to a young man who had managed the business. The former owner immediately leased an unoccupied building in an adjoining block and opened a stock in competition with his former employee. Was that fair?

Having read an account of the cheating of customers by unscrupulous attendants of filling stations many persons now leave their cars to watch the indicators. Some attendants, when testing the quantity of oil contained in the tank, do not push the testing stick to the bottom, and thereby effect a sale of oil not needed.

An attache of the Buick Motor Co. stated that every owner of a car should be on the ground when gas is taken into his tank, if, for no other reason than to see that the cap is firmly secured on the intake to the tank. The same individual claims that emergency brakes should be set firmly when a car is stored for the night. If the emergency is not so used, he declared, it is liable to be out of order when needed. To keep the brake in order, use it.

Seemingly there is a lot of velvet in the auto insurance business. One company, known by many readers of the Tradesman, wrote policies of indemnity on which the premium receipts were \$100,000 last year. Its expenses, including payment for losses, amounted to \$24,000. A young man who purchased \$10,000 worth of stock in the company was offered \$12,000 for his shares sixty days later. He did not accept the offer.

Arthur Scott White.

Eight New Readers of the Tradesman.

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

Schust Company, Lansing.
Louis W. Blasy, Grand Rapids.
Jacob Smith, Grand Rapids.
Thos. E. Kedgell, Coral.
Trufant State Bank, Trufant.
N. P. Nielsen, Trufant.
Miller's Drug Store, Trufant.
Home Dairy Co., Pontiac.

Every Housewife Should Have a Scale.

To every housewife this is an important matter, for no matter how cheaply an article may be priced by the chain stores, unless you are getting your full weight, you are paying more per pound than you thought you were.

Reweigh everything that you buy by weight from the chains, and maybe thereby your eyes will be opened.

A certain chain store on June 22 advertised potatoes at 19c per peck. The advertisement specifically stated that a peck was fifteen pounds.

Incidentally, all names, locations and dates can be furnished. Enticed by this advertisement a lady bought a peck. She should have received 15 pounds; she received 13 pounds, a difference of two pounds, or 13 1/3 per cent.

Instead of paying 19c, she actually paid 21 1/2c, and 21c was not a low price that day.

It is not the figure in the advertisement that saves you money, but honest weight and correct calculations.

Do you ever notice the contents printed on the label of a can? It must be there, for the Government demands it.

Now a standard No. 2 can is supposed to contain 1 lb. and 4 ozs. of the product—20 ozs.

Most of the cheap canned goods advertised by the chain stores have a 1-lb. 2-oz. contents, or 18 ozs. Two ounces doesn't seem much, but it is 1/10 or 10 per cent. of the contents. Thus the two cans you buy for a quarter, you really pay for at the rate of 27 1/2 cents.

The same thing applies along the whole grocery line. Some prices look cheap in an advertisement, but unless you know the weight of what you are buying you may be paying excess charges on your purchase.

It is what your goods cost you in the kitchen and not in the newspapers which determines their economy.

If you have a scale, use it; if you haven't buy one, buy one and use it.

A week's use of a scale will enlighten you greatly on newspapers advertisements and the crooked and criminal tactics of the chain stores.

Swindled on a Very Old Game.

Saginaw, July 31—Mr. and Mrs. Frank Greenwald, 2056 State street, would like to find the two strangers who yesterday afternoon sold them seven bolts of cloth at \$45 a bolt and then departed. The police have been asked to make a search.

According to the police, this is the story the Greenwalds told:

A stranger came to their store yesterday afternoon looking for a tailoring location in that neighborhood. While he was telling them of his great desire to leave Bay City and locate in Saginaw, a second stranger arrived, carrying a large bundle containing several bolts of cloth. He said he was a sailor. The cloth, he said, he had obtained abroad and intended to give it to a brother, who had been a tailor in Saginaw but recently had moved West for his health.

The tailor from Bay City wanted to see the cloth. After careful inspection he made an offer of \$45 for a bolt and the sale was closed.

He wanted more, but the sailor declined to sell it to him. The sailor could talk only German. Mrs. Greenwald acting as interpreter. The owner of the cloth said he wanted to do

no more business with the Bay City man.

Then the plot thickened. The Bay City tailor told Mrs. Greenwald that if she could buy the remainder of the goods at \$45 a bolt, he would pay her \$10 profit on each bolt.

She entered into negotiations for the cloth and succeeded in obtaining all but two bolts, the sailor claiming he wanted to save the two for the captain of his ship as a present.

The tailor departed to get the money leaving the cloth he had purchased. After a lapse of about twenty minutes he called Mrs. Greenwald to ascertain if she had been successful, and, when informed she had, he announced he would be back in thirty minutes with the money.

He has not been back yet.

The Greenwalds were short \$15 of the purchase price, so the sailor who said he liked cigars, took the balance of the account in fags and departed, but not until after Mrs. Greenwald had given him a lunch. The Greenwalds have the cloth, which is of little value, and the sailor and tailor have their money. The police believe the material was stolen.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Western Reserve Condensed Milk Co., Coldwater.

Richardson Park Corporation, Birmingham.

Domestic Appliance Shop, Detroit.

Edward J. Dore Co., Detroit.

Michigan Pin and Tag Co., Battle Creek.

Heckel Construction Co., Detroit.

Mark's Auto Accessories, Grand Rapids.

Economy Drug Co., Kalamazoo.

Capital Amusement Corporation, Grand Rapids.

Beaver Products Co., Inc., Detroit.

The 378 North Saginaw Street Corporation, Detroit.

Winter Park Properties, Inc., Detroit.

General Waterproofing Co., Detroit.

Lawndale Creamery Co., Saginaw.

Warner & Swasey Co., Detroit.

Michigan Smelting and Refining Co., Detroit.

American Cement Plaster Co., Detroit.

Beaver Co., Detroit.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 31—Lee & Cad have opened a fourth cash and carry store at Holland. It is managed by R. A. Schadalee and is located at the corner of Eighth street and Columbia avenue.

The Miller Michigan Potato Co., with headquarters in Grand Rapids and operating 100 buying stations in the potato producing sections of the State, has changed its corporate name to Albert Miller & Co. The change was made in order to indicate its close affiliation with the parent company, Albert Miller & Co., of Chicago, one of the largest exclusive handlers of potatoes in the United States.

Detroit — The Southwest Detroit Lumber Co., with business offices on 19th floor Cadillac Square building, has been incorporated to deal in lumber, fuel, etc., at wholesale and retail, with an authorized capital stock of \$10,000 common and 40,000 shares at \$1 per share, \$5,000 being subscribed and paid in in cash.

Kalamazoo — Wilkins Tire Service, Inc., Main and Walbridge streets, has been incorporated to deal in auto accessories, tires and tubes, with an authorized capital stock of \$25,000, \$14,000 of which has been subscribed and paid in in property.

The Searching Finger of Fire



Who wouldn't like to have his name on the front page of the home-town paper and those of the surrounding towns, woven into a story of some big, worthwhile accomplishment?

But suppose the story told of a disastrous fire—a fire which spread to other homes, perhaps made families homeless, some of them penniless, with helpless children clinging to despairing parents, wondering what it is all about.

In the above picture you see the accusing scar of a previous rubbish fire in the rear of a retail store and in spite of it a second pile, awaiting the searching finger of fire, the stray spark, the discarded match or cigarette.

Rubbish and litter is not only a serious fire hazard. It is an offense against public welfare with which no good citizen wants to be charged, because neglect of duty along these lines frequently leads to a disastrous conflagration, bringing great loss to a community.



West Michigan's *Finest*

When you next visit Western Michigan, arrange your schedule so that you may experience the pleasure of a day or more spent at the new Whitcomb Hotel, overlooking the Lake, in St. Joseph, Michigan.

You will find the accommodations exceptional, the meals in the main dining room or the cafeteria appetizing, the rates reasonable.

And, if opportunity offers, "tone up" with a mineral bath in the country's finest bath department.

Incidentally, many business houses and associations are picking the Whitcomb for their conventions.

Hotel Whitcomb *and* Mineral Baths

St. Joseph, Michigan

With the Price Established

through the manufacturers' advertising--

your selling cost is less and profits more. Your customers recognize that the price is right when it is plainly shown on the label and in the advertising as it is in

K C Baking Powder

Same Price

25 ounces for 25c

for over 35 years

You save time and selling expense in featuring such brands as K C.

Besides your profits are protected.

**Millions of Pounds Used by Our
Government**