

A PERFECT DAY

*When you come to the end of a perfect day,
And you sit alone with your thought,
While the chimes ring out with a carol gay
For the joy that the day has brought,
Do you think what the end of a perfect day
Can mean to a tired heart,
When the sun goes down with a flaming ray
And the dear friends have to part?*

*Well, this is the end of a perfect day,
Near the end of a journey, too,
But it leaves a thought that is big and strong
With a wish that is kind and true;
For Mem'ry has painted this perfect day
With colors that never fade,
And we find at the end of a perfect day
The soul of a friend we've made.*

Carrie Jacobs-Bond



READY NOW
Our New Department
featuring
**SILK
DRESSES**
FOR FALL

Prices Range from \$3.75 to \$22.50

AFTER a careful analysis of the lines carried by our customers, we decided to add to our stock a department of silk dresses in connection with our silk department. We have spent considerable time and study in the selection of this merchandise and have assembled now and ready for your selection, what we believe to be one of the largest displays of moderately priced silk dresses in this territory—a stock which we hope will be an effective source of supply for your dress section.

The Fabrics

Charmeuse Georgette Satin Canton
Creme Back Satins Transparent Velvet Velvets
All Wool Jerseys

The lustre of the fabrics—the glowing fresh radiant colors—the smartness of the styles—the many noticeable touches of trimming and finish mark this line as worthy of your inspection.

Style

that cultivates profitable trade

Value

that will carry good mark ups

Quality

that brings repeat business

A Size, A Style for Any Woman

This line will not be sampled on the road, but sold exclusively in the house

*We Invite You to Visit Us During
State Fair Week, Sept. 2-8*

EDSON, MOORE & COMPANY

1702-22 W. Fort Street, Detroit

MICHIGAN TRADESMAN

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 29, 1928

Number 2345

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.

EMPLOYMENT LAGS.

In its review of the nation's business for the first half of the year, the Department of Commerce brings out once more the contrast between manufacturing production and factory employment. The former made a slight gain for the six months over the same period last year, but the index number for employment dropped 5.2 per cent. under the first half of 1927 and 8 per cent. under the similar period in 1926. This decline continues the movement, the department points out, which has been shown in almost every year since 1919.

It is noted that the index does not include some of the newer industries, and the department is also quick to add that the general downward tendency is not an indication of lack of demand for factory products, but reflects the increasing efficiency of industry by which larger quantities of goods can be produced per worker. The Federal agency further asserts that a large proportion, possibly the great majority, of the employees who have left factories have gone into other occupations, notably into distribution, into various form of personal service and into certain branches of transportation.

No one is likely to question the point that workers released in the fields of greater efficiency have found employment in some of the newer industries. On the other hand, the slack has not been taken up so nicely as assumed, as conditions last winter testified. Surveys are under way to determine in a clearer way what has taken and is taking place, but the need of such data is strikingly brought forth again as another perspective is presented on the situation. The new industries furnish new employment, it is true, and probably the increase in purchasing power allows additional expenditures. Nevertheless, it is also true that some of the older industries are being "squeezed" by the newcomers, and employees are

let go for lack of demand and not entirely because of "increased efficiency."

OUTLOOK GROWS CLEARER.

With the trade in vacation and hot-weather goods fairly well over, the stores have entered the usual between-seasons period. This will last until after labor day, when the fall demands of customers will start to come forward. Summer business has proved quite good in most instances and was more prolonged than expected. Clearances were complete and reorders in larger volume.

At this point the immediate outlook for trade grows clearer. Store executives feel quite optimistic concerning prospects. They do not look for a large expansion in business, but for moderate gains and steady progress. They believe that a policy of operating close to consumer needs will yield the best results, and the leading establishments plan to have their orders placed at frequent intervals throughout the coming season.

In the wholesale and manufacturing markets enough is known of the trend to indicate that, while buyers will operate cautiously, they will also put down a sizeable business in the aggregate. Fall purchasing, now in progress, has demonstrated that more buyers are interested in placing orders, but that the order per buyer is usually smaller. The conclusion to be reached from this condition is that the business situation in general has lost some of its spottiness, and that the general demand is apt to prove more even.

During the past week, the demand for dress accessories was most prominent in the merchandise markets. The latest designs in women's outer apparel do not show great change from the earlier styles, although somewhat more formality is noted. While a change is usually welcomed as a trade stimulant, the assumption is that a mere refinement of former models will act as a steadying element.

AUTOMARKETING.

It is with regret tempered with admiration that we record one of the most recent examples of the acceleration of American life which have come to our notice. It is the "automarket" of Louisville. Some ingenious student of the cafeteria, the traffic situation and the turntable has combined the best features of each into a modern housewife's delight.

The automarket is a long, narrow building with two driveways. The housewife drives in and her car proceeds along a cement runway just wide enough for it, this arrangement obviating the necessity of steering. On one side are revolving shelves of canned goods and staples; on the other,

shelves of fruit and vegetables. The housewife puts her car in low gear and shops on the run. There is no need to stop and park the car. There is no need to stop at all if you are dexterous enough in picking out what you want.

At the end of the driveway a turntable is provided to switch the car about and send it back on the other track. Payment for the goods collected en route is made at the exit to the building as in all other serve-yourself grocery stores. Hours are saved for the efficient and shopping becomes a novelty.

We see only one objection to this plan. Every time a housewife forgets something she would have to drive back and start all over again. And what housewife chugging past these revolving shelves could hope to remember everything on her first trip? A dozen tours of the automarket might conceivably take as much time as the old-fashioned marketing on foot, even with some neighborly gossip thrown in.

TEXTILE LINES QUIET.

The textile markets are generally quiet, with few exceptions. In cotton goods, prices have firmed, but the fluctuations in cotton quotations, due to crop news, do not create an atmosphere favorable to trading. Further wash goods business has been taken and at firm prices, though concessions have been the rule. This emphasizes the rather absurd trade practice of clearing out seasonal goods at sacrifice prices before the demand has actually come into full play. Another curtailment is promised for the holiday week, but, though the industry could well afford to reduce its surplus still further, the indications are that the shut-down will not be as widespread as formerly expected.

The demand for wool is of varying character, with fine grades reported a little easier and medium somewhat firmer. The Australian season opened at Sydney with quotations about 5 per cent. under the last sales. The goods market has found some little improvement, but trade is more or less marking time for the fancy goods openings scheduled next week. Some criticism has been made that the lateness of this opening cuts down the time for the production of spring clothing lines, but buyers as well as the mills were consulted, and there has been favorable comment upon the effort to work closer to the consuming season. In the women's wear branch certain broadcloths have been advanced as a result of the heavy orders placed on such materials.

In the silk goods market there are

no new developments. The raw material market has firmed up. The Design Registration Bureau, organized to protect patterns, is off to an excellent start, according to reports.

A GROWING ABUSE.

The growing practice of using the sidewalk as well as the pavement for the loading and the unloading of merchandise is an evil of which entirely too little has been said.

"Pedestrians," says a recent report, "having lost the use of the pavements because of fast moving traffic, are now also being interfered with on the sidewalks by standing vehicles loading and unloading merchandise. The public use of many streets for travel, both by moving vehicles and pedestrians, is seriously impaired by uses that should be confined to private property."

There was a time when the vehicle took second place to the pedestrian in the use of a highway. That time is gone. Perhaps it would have gone without the arrival of the motor car, but that event sealed its fate. Now the interest of traffic is put ahead of everything else when the use of a street is being considered. "Most public improvements," as this report says, "are initiated and carried out to relieve the pressure of traffic and not to re-establish any other uses of street space."

But while this devotion of a street to traffic irrespective of all other uses was inevitable, it does not follow that vehicles should be allowed to appropriate the entire space, including sidewalks.

TURKEY'S NEW ALPHABET.

The movement in Turkey to substitute Latin characters for the old Arabic script is not a feeble gesture to emulate the West. It is a program adopted by Mustapha Kemal as the only means of combating the 80 per cent. illiteracy among the people of his country. He has thrown himself into the campaign heart and soul, insisting that all his correspondence be written in the new characters and reading only newspapers which do not contain the Arabic letters.

In two years every one must learn to read and write with the new characters, he declared in a recent speech. Turkey will only then be able to "take its place in the civilized world by reason of its literature and learning."

To see the ancient customs of the East gradually giving way before the progress and efficiency of the West is not altogether pleasing. Yet there is something arresting about the dynamic vitality of this Turkish leader who discards without hesitation the written language of the Moslem in order that his fellow Turks may have a fair chance to become educated.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

One of the silliest contentions the Realm of Rascality has ever had to contend with is the claim by the Apple Hat Manufacturing Co. that the ruling we obtained from the Post Office Department July 15, 1927, did not apply to merchants, but was restricted to the practice of sending goods in small quantities to consumers.

No sane man would contend for a single moment that there could be any discrimination of this kind made by the Department, but because the St. Louis house insisted that a local inspector had placed such an interpretation on the ruling the Realm deemed it wise to again appeal to the Department to put an end for all time to such a silly contention. The letter of enquiry was published in Real last week. The reply came promptly, as follows:

Washington, Aug. 23—I have to acknowledge the receipt of your letter of the 20th instant, in which you refer to a letter addressed by this office to you under date of July 15, 1927, and ask whether the position of the Department stated in that letter applies only to consumers.

In reply, I have to answer your enquiry in the negative. This office takes the position that in so far as the postal laws are concerned addressees are under no obligation to receive or account for unordered merchandise sent to them through the mails for the purpose of sale.

Horace J. Donnelly, Solicitor.

This second ruling puts an effectual quietus for all times on the statements made by the Apple Hat Manufacturing Co. that the original ruling does not apply to the nefarious business it has been conducting for several years.

Realm now repeats the advice it has offered its mercantile friends without deviation for years, as follows:

1. When you receive unordered goods, do not open the shipment or undertake to make any local disposal of same.

2. Keep the package in a dry place where the contents will not be liable to be injured by dampness or climatic conditions.

3. Write the shipper one letter that the goods are at his disposal any time he calls for them in person or pays you \$1 per package per month for storage and the bother caused you.

4. Pay no attention to threatening letters sent you by collectors or foreign attorneys.

5. If a local attorney writes you he has received a claim acquaint him with the facts. In nine cases out of ten he will return the claim. If, instead of doing this, he insists on a settlement of the account, send the correspondence to the Realm and we will take the matter up with the attorney.

6. Do not, under any circumstances, recede from the position outlined above if you want to do your part to break up this pernicious practice.

A leading attorney of St. Louis, Mo., writes the Tradesman as follows:

During my summer vacation I had the pleasure of reading several copies of the Tradesman which came to the hotel where I was a guest for four weeks. I was surprised to note the

space you devoted to a St. Louis wholesale house which is evidently undertaking to build up a business by illegitimate methods. Perhaps you will be interested to know that no reputable attorney will knowingly handle collections for any house which sends out goods without first receiving orders therefor. A lawyer who would step into court and defend a man who is on trial without being requested to do so would soon be regarded as a cheap specimen of a lawyer. Likewise, a wholesale house which ships goods to a merchant who has not ordered them is managed either by a freak or a lunatic. If the shipment is followed by threatening letters, the sender can be prosecuted for misuse of the mails, because Uncle Sam does not long tolerate this abuse of its postal facilities before landing the culprit in jail where he belongs.

A corporation engaged in the mail order business of distributing novelty articles was charged with such misrepresentations as designating material not made entirely of wool as all wool, labeling products that were not made entirely of silk as "silk mixed crepe" or "rayon silk," and describing dresses that were not made of flax or hemp by such names as "linene" or "linet." Jewelry was described as being set with diamonds, rubies and emeralds, when in fact it was not set or mounted with genuine stones of this description. The company entered into a stipulation agreement with the Federal Trade Commission to cease and desist from these types of misbranding.

"Kanawha" as a trade name in the salt producing industry is generally taken to mean salt obtained from salt wells or fields in the region of Charleston and Malden, West Virginia, on the Kanawha river. Two salt companies, using the name "Kanawha" to describe their products, which were not obtained from the Charleston-Malden region, have signed a stipulation with the Federal Trade Commission, agreeing to discontinue the use of the word "Kanawha" to designate salt that is not taken from that part of West Virginia.

Although dinner sets and other articles were offered by a company manufacturing medical plasters as premiums to persons who sold a given number of plasters, these persons soon found out that there were other requirements. In addition to selling the plasters, the company required payment of an additional sum of money. The company signed a stipulation agreement with the Federal Trade Commission to discontinue the use of the words "given" and "free" in any way that would tend to mislead people into believing that these premiums are given free without other consideration, when such is not the case. The company also agreed to cease and desist from the use of the words "ruby," "opal" and "emerald" to describe settings of rings given as premiums, when in fact such rings are not set with genuine stones of that description.

Scott and Bowne, of Bloomfield, N. J., manufacturers of Scott's Emulsion and other medicines, have been ordered by the Federal Trade Commission

to discontinue attempts to maintain uniform resale prices. These practices have had the effect of unduly lessening competition between distributors of this company's products, wholesalers and retailers, it was found by the commission.

Under the guise of making a reclassification of the distributors of its products, the company sent out a form letter carrying a plan calling for co-operation of dealers in maintaining minimum resale prices. A list of distributors was drawn up in which the company omitted names of certain wholesale dealers many of whom were of high standing, who had failed to endorse the respondent's plan of price maintenance. The wholesalers were not to be reinstated on the company's list to receive its products until the company was given assurance of co-operation in resale price maintenance. These wholesale firms were informed that they could buy from selected wholesale price-maintaining distributors at retailers' buying prices. This meant that they were cut off and of course could not buy at those prices if they expected to make profits.

A number of wholesalers discriminated against in the foregoing manner actually continued to buy and pay such adverse discriminatory prices in order to maintain their complete line of products for their customers.

So-called co-operative wholesalers, who pay to their members discounts or rebates based on purchases rather than on total business transacted, were regarded by the respondent company as price-cutters to the extent of such discount and rebate and so were generally not reinstated as jobbers but were demoted to the status of retailers and compelled to pay retailers' prices.

Adrian, Aug. 28—Kindly let me know if the stock of the U. S. Metal Wheel Co., Inc., of the First National Bank building, Detroit, is a good investment. The company is in the business of manufacturing automobile wheels, and the proposition interests me.

P. W. T.

This stock is just about as risky as anything you could put your money into. The company has been selling stock for several years, but we do not know of any other activity. Some time ago we had our Detroit correspondent visit the company's office in the First National Bank building, Detroit, for the purpose of getting definite information regarding it. An individual found in that office stated that he did not represent the company, but merely received its mail. A letter addressed to the company elicited no reply. Just what they have to hide, we do not know; they certainly do not seem anxious to disclose their business or methods of operation.

Ontonagon, Aug. 27—A few days ago I received a call from a representative of the Realty Development Corporation of Detroit, who urged me to buy lots in one of the border cities, near Windsor, Ont. I had previously received a lot of literature by mail and I understand that the properties offered are to increase in value very shortly as a result of a number of activities in the border cities. I have learned enough in the past, however, to investigate first, and I would appreciate very

much some of your frank and unbiased advice on this proposition. F. H. R.

One of the most ancient adages in connection with real estate warns against purchasing property which you have not seen or investigated through a reliable agency. When you are in possession of the facts in the present instance, you will realize just how well-founded this is.

While we do not know anything about the specific property which you have been offered, we do know something about the Realty Development Corporation of Detroit, and as a result we advise caution. This company is a licensed dealer in real estate, but neither the corporation nor its members are members of the Detroit Real Estate Board. At the present time, use of the mails appears to be its specialty. It employs a battery of typists who send out form letters, accompanied by printed "broadsides," in all of which sweeping claims are made for the profit possibilities in the real estate handled.

The company is chiefly known for its activities following the announcement in 1911 that the Canadian Steel Corporation, a subsidiary of U. S. Steel, had purchased about 2,000 acres in Ojibway, one of the border cities, and proposed to erect a large plant. Conditions arising out of the war caused the indefinite postponement of the plans; and further, officials of the company state at the present time, that if, as, and when the plant is put in operation, the company's own land is sufficient to house the employed personnel during ten years of growth. Facts, however, did not daunt the real estate promoters. With glad cries, they proceeded to subdivide and sell approximately 100,000 lots within a radius of three and a half miles of the steel company's property. When the plant failed to materialize, interest was artfully stimulated by successive rumors of tunnels and bridges between Detroit and the border cities. In all of this activity, the Realty Development Corporation shared, and succeeded in disposing of hundreds of these "sky-line" properties.

At the present time, to be sure, active work has been started on an international bridge, which has its terminus not far from the Ojibway properties, and on the completion of the bridge in 1930 there should be some enhancement in value, although the extent of this is very speculative since the future values were materially discounted back in 1911, at the time of the original boom. Experienced real estate operators advise the inspection of all lots in the vicinity before purchasing.

Incidentally, in addition to all this, it must have occurred to you as passing strange, why the Realty Development Corporation should be so anxious to confer benefits on residents of Ontonagon—so far from the scene of the actual "activity." When bona fide real estate bargains are to be had, generally the people on the ground realize it, and the properties do not go begging for buyers.

The architect of this department is forced to state that the Realm of

Rascality is for the use of paid-in-advance subscribers only. Realm regrets that it cannot answer enquiries from non-subscribers.

Each enquiry must positively be accompanied by the address label attached to the front page of each copy of the Tradesman sent to a regular subscriber.

Each letter of enquiry should refer to one company or security only. If information on more than one company or security is desired, the sum of \$1 must be sent with the letter for each additional company or security enquired about. If such additional enquiries relate to mining or insurance matters, they should be written on separate sheets of paper.

Enquiries which do not fulfill the above conditions cannot be answered.

Muskegon, Aug. 27—I note by the daily papers that W. C. Durant is giving away money. Wants someone to send in for the small sum of \$25,000. As one of the many poor suckers who bought Durant stock a few years ago I am wondering if it would not be more honorable for Mr. Durant to pay back some of the money he buncoed some of us out of, instead of offering cash prizes for an improved dry law plan. I am wondering to what extent he is interested in prohibition anyway?

It seems as though he would be doing a greater act by redeeming the stock he sold all over the country (especially in Michigan) than by offering cash prizes and I know I am only voicing the sentiment of hundreds of other poor devils who are holding the bag. J. D. GeBott.

We think Mr. GeBott's point is well taken. The sale of Durant stock, as conducted in Michigan, was a rascally proposition which should land everyone connected with the steal in prison, including Mr. Durant, who engineered the swindle and stood sponsor for the colossal fraud perpetrated on the investing public.

Muskegon Heights, Aug. 28—A new skin game, being operated in Muskegon Heights, was revealed to the police here yesterday. Two young men, driving a ford coupe bearing license No. 522-439, sold punch boards in the city during the last few days and after the transaction was completed, one of the two who did not show himself when the sale was made, would return and punch most of the "lucky" numbers, carrying off the prizes. The game was worked at a few places, police learned. An investigation is being conducted, with the license number offering the only tangible clue.

Enthusiasm Keeps the Wheels of Personal Power Operating.

Enthusiasm is the electricity of the soul. It sparks in the eye, it thunders with conviction in the voice. It is the energy that moves the wheels of personal power.

If you can't get enthusiastic about your work, it's time to get alarmed—something's wrong.

It may be physical—loss of enthusiasm is often a symptom of waning physical power.

It may be due to some grievance—real or otherwise. In either case, clear the atmosphere or get another job.

It may come from an exhaustion of interest, and that is easily remedied. If your work has come to be the "same

old story," you can rekindle your interest, nine times out of ten, by going to the library and reading up on subjects related to your work. It gives you new eyes and new vision.

Compete with yourself—set your teeth and dive into the job of breaking your own record.

No man keeps up his enthusiasm automatically.

Enthusiasm must be nourished with new action, new aspirations, new effort new vision.

It is one's own fault if—his enthusiasm gone—he has failed to feed it.

And right here is the big reason why thousands of men hit the high-water marks at 35 and then recede with the ebb-tide.

They "can do their work with their eyes shut"—and that is the way they do it.

They have lost the driving power of enthusiasm.

They sleep at the switch. They "worry" along. All they see in life is the face of the time clock. All they hear is the quitting whistle.

If you want to turn hours into minutes so far as fatigue goes—and minutes into hours so far as results are concerned—renew your enthusiasm.

System Keeps Orderly Store.

Any prosperous well-managed grocery store owes a goodly portion of its success and increase in business to one little element—system. The proprietor has worked out a schedule, to which he had his clerks adhere faithfully, and with the result that his store is always clean, orderly and in tip-top shape in general.

And here is how he probably does it: Every Monday he cleans and retrim his window space.

On Tuesday he and his livewire clerks get busy and clean all shelves.

Wednesday is set aside for the thorough cleaning of his refrigerators. This in addition to daily going over keeps this space in immaculate condition.

On Thursday all bread, cake and pastry display cases and shelves are completely gone over, cleaned and brightened. This makes his display of baker goods doubly fresh and sweet.

Then on Friday and Saturday the busiest days, the owner and his staff of assistants are entirely at the service of each and every customer, and in a position to render every service possible. No need to stop to arrange products or clean shelf space. If you have followed your system to the letter, such tasks will have been executed and your peace of mind and that of your customers will benefit accordingly.

Smart Luggage.

Women's hand luggage in most of the shapes is now fashioned after that for men. A Gladstone grip in supple pigskin has appeared, which is just large enough to hold a week-end's equipment, and is unusually chic in appearance.

The biggest tragedy in a store is to see a skilled clerk blocking his way by prejudice against new methods.

Announcing
George Scholtens

as

DISTRICT SALES
MANAGER

Frank Krenkel

DISTRICT SERVICE
MANAGER



SANITARY SCALE CO.

GRAND RAPIDS, MICH.

44 Commerce St.

Phone 6-7791



The Estate a man leaves should be regarded as a *protection* to his family. To insure this, in many cases, money and property should be left in Trust.

THE MICHIGAN TRUST COMPANY
GRAND RAPIDS

Howe Snow & Co.

Incorporated

Investment Securities

Grand Rapids

Fourth Floor, Grand Rapids Savings Bank Building

MOVEMENTS OF MERCHANTS.

Sparta—The E. Kingsbury grocery stock has been purchased by Detroit parties.

Muskegon—The Puritan Oil Corporation has increased its capital stock from \$125,000 to \$250,000.

Marquette—Joseph Bluver has engaged in the fruit and vegetable business at 103 Baraga avenue.

Escanaba—The Boston Store Co. of Escanaba, has decreased its capital stock from \$150,000 to \$60,000.

Arcadia—Mrs. L. E. Wilson has opened a bakery, confectionery and ice cream parlor in the Wilson building.

Watervliet—C. O. Jordon has sold the Palm Restaurant to George Reed, who will continue it under the same style.

Detroit—The Orient Motor Sales, Inc., 3961 West Vernor street, has increased its capital stock from \$10,000 to \$25,000.

Detroit—The Plantation Catering Corporation, 1446 Broadway, has changed its name to the Plantation Gardens, Inc.

Jackson—S. M. Isbell & Co. has changed its name to the Isbell Seed Co. and its capitalization from \$150,000 to 90,000 shares no par value.

Ovid—F. C. Harlow has sold his store building and grocery stock to George Collingwood, recently of Pontiac, who has taken possession.

Ishpeming—Anderson & Co., jewelers in this city for fifty years, are holding an auction sale of their stock preparatory to moving to a new location.

Carson City—The new brick and steel plant of the Dairyland Creamery Co. is nearing completion. It will be one of the best equipped creameries in the State.

Trout Creek—The store building of the Trout Creek Manufacturing Co., occupied by Toby Basco's soft drink and ice cream parlor, was destroyed by fire, Aug. 20.

Grand Rapids—The Sanitary Scale Co., of Belvidere, Ill., has opened a branch office at 44 Commerce street, under the management of George Scholten and Frank Krekel.

Tustin—V. E. Pullman & Co. are closing out their grocery stock at special sale preparatory to retiring from trade. Mr. and Mrs. Pullman will spend the winter in California.

Battle Creek—Gilmore Bros., of Kalamazoo, have opened a women's ready-to-wear apparel store at 78 West Michigan avenue, under the management of Mrs. Mildred Mowder.

Charlotte—Miss Smithson, who purchased the Eaton County Credit Bureau March 1, has sold it to A. E. Armstrong, of Lansing, who has had considerable experience in this line.

Marcellus—L. B. Sweet & Son have sold their store building, meat market and grocery stock to L. T. Henderson, recently of Dowagiac. Mr. Sweet has been in business here for the past 20 years.

Three Rivers—The Stowe-Mahrle Co., with \$30,000 capital, has been organized. The company has bought the Fairbanks, Morse & Co. electric plant, which will be converted into the canning factory.

Arcadia—L. E. Wilson, recently of Grand Rapids, has opened a branch automobile agency here for the O. A. Rasmussen Auto Co., of Greenville, one of the State's largest dealers in new and used cars.

Ewen—The Humphrey-McRae Lumber Co., Humphrey building, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$2,000 in cash and \$23,000 in property.

Hamtramck—The Leader Cut Rate Department Store, 8735 Joseph Campau avenue, has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and \$3,610 paid in in cash.

St. Johns—The St. Johns Furniture Co., which recently engaged in business, will hold its formal opening the last of August. The stock is owned by Harold B. Fuller and Conrad Seim the latter acting as manager.

Detroit—Deauble, Inc., 2621 West Warren avenue, has been incorporated to import and deal in syrups and other food products, with an authorized capital stock of \$100,000, \$1,900 being subscribed and \$1,300 paid in in cash.

Detroit—The Star Furniture Co., 7446 Michigan avenue, has been incorporated to deal in furniture and house furnishings, with an authorized capital stock of \$15,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The Lyndon Coal Co., 14120 Lyndon avenue, has been incorporated to deal in all kinds of fuel, with an authorized capital stock of \$50,000, all of which has been subscribed, \$2,500 paid in in cash and \$12,500 in property.

Detroit—The Schiller Millinery Store, 333 State street, conducting a chain of millinery stores in this city, has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Detroit—The Atlas Stores, Inc., c-o Corporation Trust Co., Dime Bank Bldg., has been incorporated to manufacture and distribute radio apparatus, with an authorized capital stock of \$1,000, \$250 of which has been subscribed and paid in in cash.

Detroit—The Charlan Jewelry Co., 1114 Metropolitan building, has been incorporated to manufacture and sell jewelry, with an authorized capital stock of \$5,000, \$4,000 of which has been subscribed and paid in, \$10 in cash and \$3,990 in property.

Pontiac—LaClear & Lamson, 102 Stout street, have merged their bakery business into a stock company under the style of the LaClear & Lamson Co., with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in property.

Ludington—The J. J. Newberry Co., with headquarters in New York City, a department chain store organization, has purchased the Consolidated Store Co., at 111-13 South James street and opened for business Aug. 25, all new merchandise having been installed.

Detroit—The Robinson Packing Co., 2701 Puritan avenue, meats, etc., has merged its business into a stock company under the same style, with an

authorized capital stock of \$50,000, \$24,000 of which has been subscribed and paid in, \$721.66 in cash and \$23,278.34.

Hudson—The Derbyshire Clothing Co., 211 West Main street, has merged its clothing and men's furnishings business into a stock company under the same style, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Grand Ledge—James Winnie, hardware dealer, has purchased the W. E. Knickerbocker hardware stock and store fixtures and will close it out at special sale. The Knickerbocker estate will retain the store building and remodel it, installing a modern plate glass front, etc.

Fruitport—George Kenny, who has conducted a drug store here for the past sixteen years and the post office fourteen years, has sold his store building and drug stock to Harold Pease, formerly of Hartford, Conn. Mr. Kenny is representing the DePree Chemical Co., of Holland, in New York State.

Muskegon—The Herimer Auto Supply Co., 835 South Terrace street, has merged its wholesale and retail business in automobiles, radio and phonographic supplies into a stock company under the same style, with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in, \$3,000 in cash and \$2,000 in property.

Muskegon—Goodman Smart Shops, Inc., conducting stores in Flint and Detroit featuring women's ready-to-wear apparel, has leased the store at 325 West Western avenue and will occupy it with a complete stock of women's apparel as soon as the necessary improvements can be made to the store. The company will also conduct Allen's, Inc., located in the same block and recently acquired by it.

Kalamazoo—Courtesy cards, announcing donation of space for a display of a Kalamazoo manufacturer, are now appearing in the windows of many of the retail stores in the downtown district. This is the first step in the 1928 Kalamazoo Factory Products Exhibit, which will be held from Wednesday, Aug. 29, to Tuesday, Sept. 4. This event is designed to give valuable first-hand knowledge of Kalamazoo's industries, their extent, products, and other interesting data. The Chamber of Commerce, promoter of the exhibit, has asked that manufacturers not only display their products, but also print factory facts on window cards.

Hart—Much interest has been aroused this summer by the Montmory cherry and McIntosh apple pollination demonstration put on in the Roach orchards, North of Hart, by H. D. Hootman, Michigan State College extension specialist, in co-operation with the Roach Co. and the county agricultural agent. It was one of the six similar demonstrations carried out in the county this year. Picking records show that the caged cherry tree yielded only four pounds of cherries. No insects could get in to "muss up" the blossoms. An uncaged tree of identical size yielded 44 pounds, a net differ-

ence of \$250 per acre, above picking, resulted. These two trees were much smaller than the average in the orchard. A small tree was caged to save labor and screen. Two colonies of bees per acre were used.

Detroit—Confirmation has been received in Detroit of the consolidation of Farrand, Williams & Clark, of Detroit, with fifteen other large wholesale drug establishments in widespread parts of the United States. This action was effected through a holding organization, McKeeson & Robbins, Inc., of Maryland. F. E. Bogart, president of Farrand, Williams & Clark, and a director of the Detroit Board of Commerce, while remaining the active head of his company, becomes vice-president of the new organization and vice-chairman of the operating committee, in charge of the Atlantic Division. Farrand, Williams & Clark, as well as the other component organizations, will retain its name and management, and without affecting the salient organic points which have featured its progress, will increase its effectiveness and its value to its customers.

Manufacturing Matters.

Cheboygan—The Great Northern Broom Co. has started production.

Carson City—The Florin Manufacturing Co. will soon be in readiness to begin operation.

Allegan—Charles Weny has sold his vinegar shaving factory to a Chicago firm, Kelso & Co. The new firm will take possession Sept. 1. Weny came to Allegan eighteen years ago and since that time has been in various businesses. His future plans are undecided.

Benton Harbor—The Allen-Wolcott Corporation, 690 Territorial Road, has been incorporated to manufacture and sell phenolic for tiling, interior finish and soda fountains, with an authorized capital stock of \$50,000, of which amount \$17,300 has been subscribed and paid in in property.

Muskegon—The Muskegon Piston Ring Co., Alpha and Sixth streets, has changed its capitalization from \$20,000 common to 66,000 shares no par value.

Muskegon Heights—The Bennett Pumps Corporation is planning the erection of a \$50,000 addition to its plant, work to be started immediately.

Muskegon—O. C. Ross has taken over the interest of his partner, N. A. Blankenberg, in the Ross Special Millwork Co. and will continue the business under the same style.

Ludington—Sydney Pellar, of the Wolverine Packing Co., announces that next year his company will build a new plant North of its present one, which will be treble the size of the old one.

Ypsilanti—For the first time since the kaiser's war, the United States Pressed Steel Co. is working the plant on a fifteen hour shift. About ninety men are on the payroll and this number will probably be increased to 125.

Lapeer—A plan has been worked out whereby the Lapeer Trailer Corporation and the Trailmobile Co., of Ohio, will merge. This will be accomplished by the forming of a holding company which will own the stocks of both corporations.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.35 and beet granulated at 6.15.

Tea—The narrowness of the market is affecting the smaller dealers to a considerable extent, for it takes many small sales to aggregate a fair business. Some of the smaller sellers are complaining a great deal about the quiet of the market, saying that business in tea has fallen off considerably in recent months.

Canned Fruits—The California and Northwestern fruit situation is changing more rapidly than other phases of the canned food market. A record pear pick was predicted and the trade hesitated to cover at the original opening prices even though they were admitted to be low. Now canners report that their tonnages are not as heavy as anticipated and to get raw material they have been compelled to pay more than the range upon which opening prices were based. During the week there have been withdrawals of offerings in both sections and it has been hard to place business at opening with the known packers. Cherries and apricots are being more extensively withdrawn as to assortment and packer and both are firm. Peaches have not improved so much in price as they have in position at the source and packers are counting upon such a favorable selling season later on, since such a large part of the domestic trade has not covered in full, that they are inclined to hold firm, especially on standards and the small counts. Maine blueberry packers named opening prices on a \$9 f. o. b. basis for No. 10s. Some have withdrawn from the market; others have marked up their price to \$10 and still others are taking business at original opening.

Canned Vegetables—A degree of firmness has been given to the tomato market because of the effects of the recent severe storms in the tri-States. Canners have not been swamped with business but they report steady sales with some trading among packers who are covering on their contracts. Corn is being packed but the season has not advanced far enough to determine the outcome.

Canned Fish—The development in Alaska salmon last week was toward firmness on reds. The market is now held at \$2.35 Coast, as the \$2.25 and lower grades have been taken out of the market. There has been liberal covering at or near the latter price. Pinks, however, have been neglected, except for immediate wants and when taken have been with a guarantee against decline to December 31. Most buyers think that pinks are too high at \$1.65 for carrying until next spring. Maine sardines have been affected by the curtailment in can supplies to 60 per cent. of normal requirements and although fish have been plentiful the pack recently has not been heavy. The tendency to cut prices noted before the announcement of a cut in can deliveries has disappeared.

Dried Fruits—The dried fruit market is slow to get started on a trading basis. For one thing, there has been more fresh fruit on the market than a

year ago and this has interfered with the sale of dried products during an unusually warm summer when housewives have been keeping out of the kitchen as much as possible. Fresh fruits have been plentiful and cheap and in wide assortment and but passing attention has been paid to prunes, raisins and the like. Minimum parcels are taken for immediate uses and there is no real enquiry for stocks which will not be needed until after Labor Day. The spot market in all offerings is quiet and without price changes. In new packs, there is some demand for apricots and California prunes, but little for peaches and almost none for raisins. The moderate sized apricot tonnage and the underbought condition of the domestic trade has caused steady buying. New goods have been received here and have been put right out into jobbing channels. No one has overbought and there is no depression in this article. Prunes are being taken more freely now than at any time since new packs were first quoted. The trade has not covered in its usual volume because the market after opening prices were named was unsettled despite the many favorable aspects of the marketing situation. Some upward reaction has occurred at the source and there has been a greater degree of firmness in California than heretofore. Distributors are buying ahead in a conservative way in what appears to be a universal move to cover outlets which so far have been neglected. Northwestern packers are not soliciting business as they are still in doubt as to their tonnages. Raisins can be easily bought, but jobbers are inclined to neglect the article even at the extremely low prices prevailing in California on both old and new packs.

Rice—The movement of new crop rices from the South has been delayed by unfavorable weather which has retarded development and interfered with harvesting. Mills have had no substantial quantities for quick shipment and they have been liquidating without piling up a surplus. Price advices are that the later varieties will not be available in volume for some little time and that there may be a pinch in supplies of old crop in the meantime. The spot market is steady in tone, moderately active, but devoid of feature. Traders are looking for more activity after September 1.

Nuts—Cool weather is needed to give the nut market a stimulant. Stocks of many varieties are not heavy and there is no pressure to move goods now when they are not much wanted when in a few weeks, with larger consumer and manufacturing outlets, there will be a marked increase in buying attention. Shelled nuts of the leading varieties are short of normal for the season and carryover cannot be duplicated on a favorable basis at the source. Many operators are looking forward to a well maintained if not a higher market until there is an appreciable quantity of new crop on the spot. Early shipments of the latter evidently will cost above the average of recent years, and importers are looking for no reactions in the market for some time to come. Nuts in the shell are

generally firm. The short supply of Brazils this season is a factor in that market which has already brought about advances and a closely sold-up condition among importers. California almonds have been sold freely on tentative contracts while the walnut situation is being watched with interest. Postings indicate a crop about 50 per cent. of that of last year.

Vinegar—Depleted stocks throughout the trade cause an unusually firm undertone in all types of vinegar. Distilled is in better demand on the part of home and commercial canners.

Pickles—New crop offerings have not been plentiful enough to cause an accumulation and there are still depleted stocks of the most popular sizes. With practically no carryover, and a good movement, the market is firm.

Sauerkraut—The spot market is quiet as it always is in warm weather. Little interest is shown in fall outlets and with a large cabbage crop in sight, buyers are slow to add to their commitments.

Review of the Produce Market.

Apples—Transparents and Duchess \$1.75@2 per bu.

Bananas—5½@6c per lb.

Beets—\$1.25 per bu.

Blackberries—\$3.50 per 16 qt. crate.

Butter—The market has advanced 1c per lb. Jobbers hold prints at 48c; fresh packed in 65 lb. tubs, 47c; fresh packed in 33 lbs. tubs, 47½c.

Butter Beans—\$1.75 per bu.

Cabbage—\$1 per bu.

Calif. Pears—\$3.75 per box.

Calif. Plums—\$1.25@1.50 per box.

Cantaloupes—Arizona stock sells as follows:

Jumbos, 45s ----- \$3.00

Jumbos, 36s ----- 3.00

Standards ----- 2.50

Flats ----- 1.25

Indiana melons 50c per crate lower than above; Michigan osage, \$3.50 per crate.

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

Cauliflower—Home grown, \$2.75 per doz.

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

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

Cucumbers—Home grown hot house, \$1 per doz.; out door grown, \$1 per bu.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$8.00

Light Red Kidney ----- 8.00

Dark Red Kidney ----- 8.25

Eggs—The market is 1c per doz. higher than a week ago. Jobbers are paying 34c for strictly fresh.

Grapes—Calif. Seedless, \$1.25 per crate; Calif. Malaga, \$1.85 per lug;

Calif. Tokay, \$2.25 per lug.

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

Green Corn—25c per doz. for home grown.

Green Onions—20c per doz. bunches.

Green Peas—\$2 per bu.

Honey Dew Melons—\$2.25 per crate.

Lemons—Ruling prices this week are as follows:

360 Sunkist ----- \$8.50

300 Sunkist ----- 8.50

360 Red Ball ----- 8.00

300 Red Ball ----- 8.00

Lettuce — In good demand on the following basis:

Calif. iceberg, per crate ----- \$4.50

Home grown iceberg, per bu. ----- \$1.50

Outdoor grown leaf, per bu. ----- 1.75

New Potatoes—\$3 per bbl. for Virginia stock; home grown, \$1 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 ----- \$7.75

150 ----- 8.25

176 ----- 8.25

200 ----- 9.25

216 ----- 9.25

252 ----- 9.25

288 ----- 9.25

Peaches — Elbertas from Illinois, \$2.50 per bu.

Peppers—Green, 50c per doz.

Pickling Stock — Onions, \$1.65 per box; cukes, \$2 per bu.

Pieplant—Home grown, \$1 per bu.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 26c

Light fowls ----- 20c

Heavy broilers ----- 30c

W. L. broilers ----- 22c

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

String Beans—\$1.75 per hamper.

Tomatoes—Home grown, 50c per 7 lb. basket.

Veal Calves — Wilson & Company pay as follows:

Fancy ----- 23c

Good ----- 20c

Medium ----- 17c

Poor ----- 11c

Watermelons — 40@60c for Indiana stock.

Whortleberries — \$4.25@4.50 per 16 qt. crate.

Seven New Readers of the Tradesman.

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

E. D. Hamilton, Ludington.

L. G. Van Valkenburg, Gladwin.

W. B. Ordway, Scottville.

D. J. Maile, Schoolcraft.

Henry Brickner, Gowen.

Leonard J. Ritzema, Grand Rapids.

B. Leestma, Chicago.

Dangerous Nuts.

Myrtle: What is the most dangerous part of an automobile?

Grace: The nut that holds the steering wheel.

Wells—The I. Stephenson Co. has purchased 7,000 additional acres of timber land, making 21,000 acres purchased by the company during the last year, and has opened negotiations for another large tract. The company's plant at this place is to be remodeled at once to fit it for cutting automobile body parts, and raw material enough to keep the wheels moving indefinitely is in sight.

Help yourself to the best in life by helping others.

Elimination of Wild Life in Michigan.

Grandville, Aug. 21—People who imagine wild life is as plentiful in Michigan to-day as it was in old lumbering days certainly have another guess coming. Acts of the State Legislature have gone a long way in the direction of bird extinction, while the National Government is not backward about seeking the extermination of "feathered pests."

Perhaps there are few people living to-day who recall the immense flocks of wild pigeons which swept across our plains and through the pine woods, millions in number, in the hey day of the State's early settlement.

Pigeons by the million. Such a fact some of our oldest citizens know to be true and the boy with his gun made little impression on the ranks of the flyers.

Spring and fall flocks of these birds swept across Western Michigan at least. The cold weather was the only force that shut them off and even then there were winters when some of these pigeons tarried through the cold season and came out alive in the spring.

Pigeons were legitimate prey of anybody who chose to go after them. Riding across the oak openings toward Muskegon the sky was at times literally black with these nomads of the sky.

Boys and men with shotguns brought down large bags of these fine birds. Wayside taverns prepared potpie dinners for the traveling public. Everywhere pigeons, in woods, on fields and throughout the openings along our lumbering streams.

Where are these immense flocks to-day? Echo answers where?

The few that were shot while in flight across country counted for very little toward the extinction of this splendid bird. There were great spaces known as pigeon roosts where these birds were easily captured. In flight they were far too speedy to fall easy victims to the pot hunter, but in their roosting places they became easy victims to the pole of the hunter.

The young, known as squabs, were gathered from nests and shipped by the ton to Eastern markets. A pigeon made a slender nest of twigs, nothing so elaborate as other birds, laying but two eggs. However, these were hatched, it was said, every month but one during the year.

Pigeon time, spring and fall, was a time for great rejoicing among boys whose parents had provided them with shotguns. The present writer, when a small boy, was given a gun revamped from an old Revolutionary musket with its iron ramrod which made things jingle when ramming home the charge.

Pigeons galore until they became a drug on the market. The time came when this great mass of feathered wild life suddenly slacked in numbers and finally passed out of existence forever. Shall we ever see their like again? Not likely.

The abundance of pigeons rather mitigated against other species of wild life in the new country of sawlogs and stacks of pine boards and scantling around the sawmills.

I have seen a flock of these swift-flying birds more than a mile long, flying at a great height, moving perhaps a mile a minute, yet not seeming to go so fast because of the altitude and the vast extent of the flock.

With the passing of the pigeons other species of wild life came more into prominence, such as geese, turkeys, partridges and the like. How well I recall sitting on a sawlog near the edge of the clearing listening to the drumming of the partridge. It was sweet music to the ear of the boy who was out seeking game for the shanty table.

Indians supplied the early settler with venison at such a nominal price that only the sport of the chase induced the white man to seek the deer in its native fastnesses.

Many times when I was out looking for cows, following the sound of the bells through the shadowed forest, I have run upon flocks of wild turkeys. On one occasion I watched the movements of a string of these as they hopped over a fallen tree in Indian file. I counted forty of the handsome birds and regretted deeply the fact that I had gone out this time without my usual shotgun.

Many times while driving through the woods behind a span of horses I have seen these turkeys crossing and recrossing the road in the distance, seemingly wholly unafraid. Wild turkey dinners were sometimes enjoyed by the early settlers, but this mammoth bird soon followed or perhaps preceded the pigeon to utter oblivion.

The meat of the partridge was highly esteemed by the settlers, despite which fact that bird remained with them many years after pigeon and turkey had gone the way of all the earth.

Had a proper regard for bird life been maintained by our people we would have with us to-day many of these feathered game birds, everyone save perhaps the pigeon which seems to have been destined by a higher power than man's to disappear from off the face of the earth.

Among the wild animals of an early day the raccoon has gone into the discard, with, perhaps, no regrets accompanying his going, since he was a predatory beast with very few desirable qualities to recommend him to the general public.

Wild geese, too, have passed on. At one time, like the pigeon, great flocks of these, as well as ducks, blackened the sky as they migrated across country every fall and spring.

Old Timer.

Corporations Wound Up.

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

Washington Boulevard Building, Inc., Detroit.
Industrial B. Building, Inc., Detroit.
Valley Inn Hotel, Newaygo.
New York Grocery, Detroit.
Universal Steamship Co., Detroit.
A. Malkin, Inc., Detroit.
Sewell Cushion Wheel Co., Detroit.
General Abrasive Co., Inc., Detroit.
Alliance Brick Co., Detroit.
Muskegon Dairy Co., Muskegon.
Square Drug Co., Mount Clemens.
Ale Building Co., Inc., Detroit.
D. E. Harrison Co., St. Louis.
Pittsburg Construction Co., Detroit.
Allen Park Realty Co., Detroit.
Library Service, Inc., Detroit.
Wallin Ochre Corporation, Grand Rapids.
Boyne City Lumber Co., Boyne City.
Dundee Mercantile Co., Dundee.
Michigan Wire Fence Co., Adrian.
Northwestern Bedding Co., Grand Rapids.
Auburn Realty Co., Detroit.
Big Star Country Club, Inc., Detroit.
Galena-Signal Oil Co., Detroit.
Roman Marble Co., Detroit.
Pittsburg Water Heater Co., Detroit.
Noah's Ark Corporation, Detroit.
Vermillion Pine & Iron Land Co., Negaunee.
Standard Paper Co., Kalamazoo.
R. Merliss Son and Co., Detroit.
Crystal Springs Manufacturing Co., Crystal Springs.
Hyal-Craft Corporation, Detroit.
Entroth Shoe Co., Inc., Flint.
Arthur Dove, Pontiac.
Sandura Co., Inc., Detroit.
Bentley's, Incorporated, Grand Rapids.
Convention Hall, Inc., Detroit.
John H. Thomson Realty Co., Detroit.
Gardner Petroleum Co., Grand Rapids.
Coleman-Windover and Co., Grand Rapids.
Youmans Land Corporation, Detroit.
H. & M. Land Co., Detroit.
Carlton Plaza Hotel Co., Detroit.

James J. Brown Plastering Co., St. Joseph.
Place Cash Meat Market Co., Flint.
S. R. Smythe Co., Inc., Detroit.
Liberal Credit Tire Stores, Detroit.
Detroit Clinical Laboratory, Detroit.
Superior Finance Corporation, Negaunee.
McCann Harrison Corporation, Detroit.
Williamston Telephone Co., Williamston.
Mutual Telephone Co. of Lapeer, Lapeer.
Brown City Telephone Co., Brown City.
Cass City Telephone Co., Cass City.
Trusana Farms, Inc., Detroit.
Mark Atkin Co., Detroit.
Taylor-Made Candy, Battle Creek.
Skillings, Whitneys & Barnes Lumber Co., Detroit.
Huron Heights Land Co., Ypsilanti.
Nuro-Vito Co., Detroit.
Theo Sellas & Co., Big Rapids.
Chicago and South Haven Steamship Co., South Haven.
Brink Baking Co., Kalamazoo.
Reliance Storage & Warehouse Co., Detroit.
Kirk Boynton, Incorporated, Detroit.
Honey-Dew Co., Detroit.
Puritan Land Co., Detroit.
Hotel McKinnon Co., Cadillac.

Late Automobile News From Detroit.

Detroit, Aug. 28—Reports for the three weeks of August, ordinarily not counted on for a very heavy contribution to automotive production and sales, indicate that the present month is making a record for the season. There is practically unanimous announcement of a well-sustained sales demand, with resultant production schedules that have in several cases materially exceeded the totals originally set for the month. The tapering off has been conspicuously missing this year. Practically all makers of cars report the heaviest August schedules in their history.

Figures for half-year operation, sent to stockholders by General Motors, show that on June 30 the corporation's investment in plants and facilities for the first time exceeded half a billion in value, the exact figures being \$503,210,572, before depreciation. This is an increase over the corresponding figures of a year ago of slightly more than \$38,000,000. Plant construction actually under way or contemplated is certain to make the third-quarter showing even more impressive.

In Detroit the Employers' Association reports another substantial weekly gain in number of men employed, amounting to 2,059. This brings the present total to 280,099, which is 75,090 more than were employed here a year ago. Present figures are 5,764 above the previous high point, March, 1926.

Of the total June, 1928, registrations, the twenty-three makes of cars produced in the Detroit district must be credited with 299,745, or more than 94 per cent. And the increases shown by these makers amounted to 52,229 of the total increase of 53,323. Chevrolet led with a numerical gain of 20,419 for the month. Whippet was second, with one of 11,226, and Pontiac third, with one of 7,631. Only six of the Detroit district makers showed decreases and for the most part these were minor, with the exception of Ford.

Substantial gains were shown by Essex (4,209), Graham-Paige (5,080) and Oldsmobile (3,491). Hupmobile gained 2,630 and gains of over a thousand cars were shown by Dodge (1,751), Chrysler (1,606) and Erskine (1,591). The Willys-Knight gain was 916 and the gains of other individual companies were comparatively minor.

Walter Boynton.

The difference between a stingy man and a burglar is that the stingy man robs himself.

"Night Order" Sentinel on Duty Here

Night shopping, merely through the window display, often results in a desire to buy. If the store were open, the desire would at once crystallize into an order. But it isn't and by the time morning comes, the desire generally cools off.

The Paris Cloak Co., Los Angeles, however, has devised a method of clinching possible orders after the regular store hours. Attached to the door jamb, almost at eye level, is a box containing order blanks and a pencil. A woman who wishes to buy simply fills out one of these blanks and slips it through a slot in the door.

A window card sells people on the plan:

"Of course the store is closed, but we are at your service day and night. If there is anything in the window you would like to have, fill out the 'Night Order' at the door and it will be sent you in the morning."

Separate Class For Cereal Oats in Grain Standards.

A separate classification for "cereal" oats, to become effective Aug. 30, is provided for in an order amending the official grain standards of the United States, for oats, as signed by the Secretary of Agriculture on June 1, 1928.

The classification specifies that "cereal oats shall be oats which have been sized, with the result that their commercial quality is not reflected by the numerical grade designation, including sample grade, alone."

"Cereal oats shall be graded and designated according to the grade requirements of the standards applicable to such oats if they were not cereal oats, and there shall be added to and made a part of such grade designation the word cereal."

Silk Underwear Coming Back.

Reports from the women's silk underwear trade indicate a market revival of demand for real silk garments following a period in which competition from rayon underthings hampered their sale somewhat. The grades most active include bloomers and vests from \$9.50 to \$15 a dozen, wholesale; union suits priced around \$24 a dozen and "envelopes" ranging from \$15.50 up. A nice demand is also reported for silk nightgowns at prices running from \$30 to \$36 a dozen. Buying of silk underthings in general appears to be particularly heavy on the part of the better-grade chains of women's specialty shops. Some of the orders from this source run up to 1,500 and 2,000 dozen.

Interest Charge Makes Them Settle Up.

When a charge customer of the Block & Kuhl Co., Peoria, Ill., fails to pay up on her account within thirty days, she is charged interest at the rate of 6 per cent. On each statement sent her, she is advised of the interest charge. The plan reduces the number of poor paying accounts.

We all know men who lost out because they were nursing a hang-over when promotions were being made.

The Dirtiest Thing in the Grocery Business.

Soap is supposed to be an article of cleanliness and sanitation. In the grocery world it is the filthiest article handled.

The dominant American soap company is Procter & Gamble. Lever Brothers is as large or larger, but the bulk of its sales is in Europe. Another giant has come into being by the combination of Palm Olive-Peet & Colgate.

The products of these companies are advertised and sold by the chains at prices with which the independent cannot profitably compete.

We know by admission that two of these companies pay the chains an advertising allowance.

When you see prices such as Super Suds, 2 for 15c, P. & G. Naphtha, 10 for 35c, Lux, 3 for 25c, you know the chain management are either a lot of darned fools or they are not.

And you know that they are not.

This drives you to the conclusion that they are being favored, and they are.

When one company puts on a deal of 1 case free with 10 to the jobber, twice a year, and leaves it open to the chains the year around, that is favoritism and discrimination, and should be subject to Federal trade investigation.

Why is it done?

God alone knows! National advertising has made it necessary for all stores to handle these products.

The people demand them of the chain as well as of the independents. Then, if they have to handle your goods, why pay them to do it?

It is a joke to hear the salesmanager of one of these gigantic companies tell you that they need chain co-operation and that they have to buy it—and they expect you to believe it—that's the insult.

The idea of one of these immense corporations having to pay a petty chain of 100 or 200 stores to push their goods!

It is amusing!

These soap companies are large enough, their advertising is strong enough to play fair.

Then why don't they do it?

Gilmore Store Now in Forty-eighth Year.

Kalamazoo, Aug. 28—Forty-seven years ago John Gilmore opened a little shop in a wooden structure in South Burdick street. It was for the sale of yarns and embroidery silks, and marked the beginning of the Gilmore Brothers department store of the present day. A few years later he was joined by his brother, James Gilmore, when the concern took the name of Gilmore Brothers.

Shortly after that the establishment moved across Burdick street into the Upjohn Block and began carrying a full line of dry goods. It was just thirty years ago the D. B. Merrill block was purchased, and the erection of the present Burdick street store started. The six-story additions back to Farmers avenue and Exchange place came later. The concern has added a basement store, a men's store in South Burdick street, a branch in Benton Harbor, and is now preparing to open a shop in Battle Creek.

The concern is now directly under the management of Mrs. Carrie Gilmore as president; J. Stanley Gilmore,

Donald S. Gilmore, Irving S. Gilmore and John R. Moore, the latter being superintendent.

Can't Afford To Lose Customers.

In this age of intense competition it is a dangerous thing for any store to lose a customer, no matter what may be his apparent buying power. The standardization of prices of the common commodities has left service as the strongest factor in holding and increasing a store's clientele. This fact is universally recognized by all dealers, but it seems that all clerks have not been sold on this idea.

Recently a prospective customer asked for a cheap brand of a widely-used product and was informed curtly that this line was not carried. Evidently not considering this customer's patronage worth anything at all to the store, nothing else was suggested. It happened that this customer was in a particularly strong buying mood and asked for another brand which was on display. He made a purchase and also a vow never to patronize this store when it could possibly be avoided.

Imitation Pearls in Great Favor.

So marked is the current vogue for imitation pearls that some of the houses handling them report sales of record proportions. They are particularly favored in necklaces of the choker variety. In these the fancy types, which combine colored crystals with the pearls, are selling better than those made entirely of pearls. One of the interesting trends of the moment is toward three-strand necklaces running from about fifteen to eighteen inches in length, and these are expected to gain popularity rapidly as the season advances. They are so made that they lie close to the wearer's neck, and the three strands are made of different sizes of pearls. The largest are in the bottom strand and the smallest in the top.

Volume in Novelty Jewelry.

Merchandising executives of department stores and specialty shops are said to be "overlooking a bet" in not giving more space in their jewelry departments to popular-priced lines, or, better still, in establishing a separate department for these goods. One of the big producers of rings of this type, prices of which range at retail from 50 cents to \$5, has customers on its books that are doing from \$20,000 to \$35,000 annually on its merchandise alone in some of the large cities. Sales of its goods in stores located in several of the smaller places run up to \$12,000 a year. If a business of this volume can be done on a single line, it is asked, what would the figure be if more effort were devoted to pushing popular-priced jewelry in general?

Too Many Patterns Cause Worry.

The large number of patterns featured in 1929 lines of shorts for men's two-piece athletic underwear have started to worry manufacturers. Because of the many patterns chosen, featured chiefly in garments selling for 50 cents and \$1, the manufacturers complain they are forced to make up

too many varied numbers, while facing the possibility that converters may withdraw some line which later will prove to be the most popular. Due to the low margin of profit afforded by the garments, manufacturers claim the trade is not as attractive as it might be.

Predicts Aviation Apparel.

The introduction of sports apparel designed both for women who go in for flying, and those who would like to look as if they did, was predicted here yesterday by executives of a prominent local silk house. The prediction was based not only on the steadily increasing interest of women in aviation, but upon the continued efforts of makers of sport wear lines to hit upon new ideas that will prove profitable. The ready acceptance of apparel novelties by American women, particularly the younger ones, and the skill of American designers in turning out attractive and becoming sport lines are expected to result in active business once the vogue becomes established.

Lace Outlook Is Improving.

Importers and producers of laces see much in the newer dress lines to encourage them. The general tendency toward more elaborate effects in these garments is making a very definite place for lace, and designers have not been slow in using it to give their models really feminine touches. So far the lighter, dainty types have had the preference, but there are indications that metallic effects will come in more strongly as the season advances. The revival of the call for laces has come at a time when it is most welcome, and the trade is looking forward to one of the best Fall seasons in some time.

Wheat Pulled Down Exports of Foods.

A decline of 6.5 per cent. in the total value of principal foodstuffs exported from the United States is noted in a report by the United States Department of Commerce. Exports of this type during the fiscal year ended June 30, 1923, amounted to \$792,000,000.

The decrease, it is pointed out, occurred chiefly in the exports of wheat and wheat flour and, since these comprise over one-third of all foodstuffs exported, the decline has been only partially compensated for by the gains shown in other cereals, canned vegetables and dried fruits.

Acid From Apricot Pits.

Redlands, Calif., Aug. 24—A Los Angeles firm has bought all the apricot pits from the drying yards of L. O. Yount, W. G. Finney and others. The pits will be crushed at Los Angeles, the kernels dried under a hot blast and shipped to Germany where prussic acid will be extracted by a secret process. The kernels will then be marketed as "bitter almonds" for the confectionery trade. The recent shipment from here was thirty-eight tons of pits.

Bathing Suits Opened Higher.

Early openings in the bathing suit lines are reported from New York, where selling agents admit that at least two houses have opened their 1929 lines and have their men on the road. The action of these houses, however, is not expected to affect the majority of firms, which have indicated their intention of holding over until after labor day before opening. Prices on the lines opened showed advances of from 15 to 20 per cent. Fancies were featured strongly by both houses.

Flat Glass Products Quiet.

Conditions in the trade with regard to the shipment and sale of flat glass products show small change from the previous week. Leading factors generally are optimistic as to the outlook as the season for the heaviest normal demand draws near. No changes in operating schedules at window glass factories were reported during the week, but announcement was made that on or about Sept. 1 two additional units are to get back into operation.

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HELPFUL FAILURES.

Failure in the field of scientific research and mechanical invention is no crime, but it certainly means a huge waste of energy, time and money. To eliminate this loss Dr. L. V. Redman, addressing the American Chemical Society at Chicago, proposes something like regulation of scientific enterprise. At its best, he says, it is a "gamble," and by way of minimizing the chances of failure he suggests that research and invention "should not be spread over too large a field." This highly speculative work should be confined to the most promising subjects.

Perhaps it should, if this were a perfect world perfectly regulated by professors of economics. Perhaps it would be desirable that erratic genius, instead of wasting itself on impossible projects, should be harnessed and put to work on definite scientific "assignments." But taking human nature as it is, we fear that scientists and inventors will refuse to be regulated.

Dr. Redman will find it impossible to discourage the tribe of "gamblers" fascinated by what the world calls impracticable ideas in science. There will always be circle-squaring enthusiasts and hunters for perpetual motion. And the free-lance inventor starving in his garret is by no means extinct, even in this day of organized laboratory research.

No doubt the amount of wasted energy in this field is appalling. But is it all wasted or do they also serve who try and fail?

The story of 3,000 helpful failures was told the other day when the New York Central Railroad announced completion of its system of automatic train control. In trying to solve this problem the railroad engineers went to the United States Patent Office, probably the world's largest graveyard of inventive failures and infallible devices which will not work. The engineers discovered 3,000 suggestions for automatic train control, from which they selected nine that looked most promising. By combining the best features of each they developed a workable system.

The world owes a good deal to its more or less obscure "failures," and it will continue to depend upon unregulated enthusiasm to some extent so long as civilization must progress in the old way by trial and error.

CROPS SET RECORD.

Beyond crop and money developments, the general situation in industry and business offers little that is new. Even in the two factors of greatest seasonal interest there was not much change to report in the week. Late indications of heavy crop yields are verified in current reports, and the total outturn is expected to be the largest on record. Because gains of some 5 per cent. over last year and about 8 per cent. over the five-year average are seen on an acreage increase of about 2 per cent., there is the inference of lower costs. Prices have been sliding, but this is the usual condition when record crops

approach the marketing stage. Later on there is often some improvement.

A surprise report on brokers' loans set the stock market boiling again toward the close of last week and reduced any hope that the wave of speculation had been gotten under control through the steps taken by the banking authorities. From the business standpoint, of course, another security boom would be deplored since funds are engaged, money rates put up and trade enterprise discouraged. Instances are already noted of new undertakings that have been postponed until interest rates grow more normal. The general thought seems to be that while business prospects are brighter than they were, there is still very little to get excited over, since commodity stocks are quite plentiful and competition grows even tighter.

Assurance from both Presidential candidates that nothing will be done to disturb business does not open up new fields of demands or increase present or prospective purchasing power. What slack there is comes from surfeited markets.

The usual industrial reports of the week gave about the same picture of conditions in the basic lines. Steel activities continue to hold up a remarkable summer rate, while at Detroit the employment in automobile factories has even soared 20 per cent. over the record year of 1926. For seven months, automobile output has run 10.8 per cent. over the volume last year and within 4.6 per cent. of 1926. Only in the matter of carloadings does the same spottiness persist, recent weeks showing fluctuations over and under the same weeks last year.

GERMANY'S GIANT LINERS.

The launching on successive days of two giant liners, each of them longer if not larger than any other liner now afloat, bears striking witness to Germany's recovery in the world of maritime shipping. The total tonnage of the Reich's merchant fleet is now 70 per cent. of what it was before the war. It places Germany fourth among the maritime nations.

In 1914 Germany's merchant fleet totaled more than 5,000,000 tons. It was surpassed only by those of Great Britain and the United States. As a result of the war, however, this figure was cut to 672,671. Even Holland had a greater fleet.

But since 1920 there has been a steady increase in German tonnage and a year ago Germany stood sixth among the nations with 3,363,046 tons. With the addition of the 92,000 tons of her two new vessels, she now ranks just behind the Japanese fleet and has overtaken within the year both France and Italy.

Moreover, the ships just launched, the Europa and the Bremen, are among the finest liners afloat. Not only are they longer than even the Majestic or the Leviathan — both German-built ships — but they are reported to be more modern in equipment, decoration and furnishings. That they represent absolutely the last word in liner construction may be realized from the fact

that they are both equipped to carry airplanes.

Their tonnage places the Europa and the Bremen about on a par with the Olympic, which is listed as the world's fourth largest ship. The Leviathan and the Majestic are still rivals for first place; the Berengaria is third. It is not likely, according to marine experts, that any ships will be built to dispute these titles. The big ships are so expensive to run that it is surprising that the Bremen and the Europa are as large as they are.

In naming the two ships both Ambassador Schurman, who christened the Europa, and President Hindenburg, who christened the Bremen, expressed the hope that they would serve to strengthen the bonds uniting the peoples on the two sides of the Atlantic. It is a wish which will be echoed both in Germany and in the United States.

THE ETERNAL CREED.

Lip service is given to-day, as always, to countless differing creeds and codes. Amid the confusion of new knowledge and speculation their name is legion, and other times have had other manners beyond reckoning in matters of faith and doctrine. The habit of belief is upon us, and each man and every group of men work out some formula of faith and behavior.

It is inconceivable that truth can be so broken to bits and still preserve full power. Nor can truth be a matter of geography or bounded by brief limits of time. If there be truth, it endures through all time and is at the service of all mankind. Its proper level of authority and guidance must lie in the plane where all men are brothers, indifferent to distinctions of time, space and custom.

This we acknowledge whenever we recognize virtue or wisdom among men. We do not deny them because they come out of other ages or races than our own. We recognize that some eternal creed binds the good and great of the world into brotherhood and that this creed lies closer to spiritual reality than the petty dogmas that come and go briefly.

Some things we know belong to this eternal creed. There is worship, which is the habit of sincere humility in the presence of the divine. There is the love of truth, from which are born all honesty and sincerity and good faith among men. There is the love of good, which leads men to a life of service. There is faith in immortality and the dedication of life in this world to preparation for another.

In these men have at all times found the comfort, the strength and the inspiration which are the accepted signs of spiritual deliverance.

DRUG JOBBERS SNUG UP.

When sixteen wholesale drug houses announced their merger during the week there was interest not only in that particular field but in others as well. The principal reason behind the consolidation was said to be the decision to meet the chain stores on their own ground and give the independent

drug stores a fighting chance. On a smaller scale, certain of the wholesale dry goods firms have also banded together to do group buying and put out various products under their own brand names.

From even a cursory survey the trade observer sees indications of a welding together of wholesale interests in the cause of promoting the welfare of the independent retailer, and, of course, there is also disclosed evidence that the service stores are trying to effect combinations which will procure them the advantages necessary for competition with chain systems on more even ground.

It is well enough for the commentator on the chain versus the independent store to explain that little but inferior methods holds back the independent and growing advantage in buying power. Actually, there is definite evidence, particularly as producers move into mass selling units and are so willing to grant special concessions to mass purchasers. Information on markets is vital and a knowledge of modern methods just as important. These may be conveyed through a central agency and require no closely knit organization. On the other hand, mass buying seems to be most successfully conducted when there is a financial interest.

BUSINESS FORGES AHEAD.

It is difficult to realize the extent to which business in the United States has expanded without comparing present conditions with those thirty or forty years ago.

We have become so accustomed in recent years to thinking in hundreds of millions and billions that the announcement of a proposed merger of two Chicago banks with combined resources of \$1,000,000,000 excites only momentary interest. And when we are told that plans are making for organizing a new bank in New York with a capital of \$50,000,000 the informed recall that there is already a bank in New York with a capital of \$75,000,000.

The total resources of all the National banks in the country in 1886 were only two and a half times as great as the resources of the two Chicago banks that are to be united. The bank clearings in the whole country were only a little more than \$85,000,000,000 in 1900. In 1927 they were more than \$540,000,000,000.

If things go on at the same rate for another thirty or forty years we shall be compelled to talk of trillions instead of billions. It is well to begin to stretch our minds to take in the new immensity toward which we are headed.

"Can anything be more unjust, more senseless and more dangerous from a social standpoint," asks a writer in Plain Talk, "than a rule of law that thus gives a woman arbitrarily the right to dip deep into a man's strong-box simply by inveigling him for five minutes into the presence of a parson?" He might at least be allowed to plead the lack of a guardian.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The beautiful summer days are gliding by altogether too rapidly at our summer home down the river. We begin to dread the time when we will have to return to the city home and the routine of city life. We have had the pleasure of entertaining many good friends at Lamont during these glorious days. We have drawn the line on only two aversions—dogs and cigarettes. We can tolerate both in their places, but a dog in the home and a cigarette at the dining table are pet aversions we cannot tolerate. The man who lights a cigarette at my table or at my office desk and blows the smoke in my face shows me very plainly that he has little regard for my friendship.

Our Out Around guest last Saturday was John I. Gibson, of Battle Creek, who is now on the executive staff of the great sanitarium conducted by Dr. John H. Kellogg and the college conducted by the former president of Olivet college. Because we love Mr. Gibson for his unique personality and innate goodness we did little during the day but visit with him and go over in retrospect the events of the past thirty years. I particularly recall the days—perhaps covering the space of a dozen years—when he was the power behind the throne in the Western Michigan Development Bureau. He not only expended the money raised from year to year, but had to raise it as well by appeals to corporations which would profit by the work of the organization and to the counties included in the scope of its operation. This meant that the county money had to be voted by the boards of supervisors. Mr. Gibson went from county seat to county seat during the winter sessions of the boards, distributing boxes of apples among the members and telling them stories which put the supervisors in good humor and usually resulted in his securing the appropriations he coveted. Some people insisted his pulling power was due to the apples, but I always attributed his success to his remarkable ability as a teller of good stories in the quaint Scotch-Irish brogue which is so enticing in the hands of an artist.

Among the noted men whose friendship I have claimed in the past was Jacob Riis, whom Theodore Roosevelt asserted was the most useful citizen of New York City. Mr. Riis came to this country from Denmark as a steerage passenger. He found employment at menial jobs, sleeping in unoccupied stairways until he was able to pay for a room. He finally became a newspaper reporter on the New York Sun, where he remained many years, devoting most of his time and attention to the reformation of abuses and the improvement of municipal conditions as affecting the lives of poor people. He devoted twenty years to the condemnation of the wretched tenement house district then known as Five Points and its conversion into a playground for children. When the work was finally accomplished and the place was dedi-

cated to the cause for which Riis had labored so earnestly for so many years, against the ruthless opposition of Tammany, which was reaping a large income from the prostitution industry in that vicinity, all the prominent city officials were invited to be present, including the Tammany chiefs who had bitterly opposed the reform, but the man who had made the consummation possible was overlooked entirely.

"You must have been grievously disappointed over such lack of appreciation and recognition of your efforts," I remarked.

"No," he replied, "I felt amply repaid by the complete accomplishment of my purpose. I was content that the men who opposed me for twenty years should claim the credit."

I was reminded of this circumstance by the action of the General Motors officials in celebrating the twenty-fifth anniversary of the starting of the Buick plant at Flint a week or so ago and overlooking the fact that the original inventor of the Buick car and the founder of the business was uninvited, although he is a resident of Detroit and was only a few miles from Flint the day of the celebration. As a noted writer remarked, "The motor industry has its tragedies as well as its glories and romances."

I shall never feel so generously inclined toward the General Motors Corporation as I have in the past because of this ungenerous action on the part of the officials who planned the celebration and carried it into effect.

My readers are already aware of the contempt I entertain for the richest man in the world—not because of his wealth, but because of his monster malice and vindictiveness toward those he imagines have crossed his path, his treason to the United States during the kaiser's war and the wretched use he makes of his money in many instances. I now have it on the authority of my long-time friend, E. G. Pipp, that Ford recently called at the office of Truman H. Newberry and made an abject apology for the great wrong he did Mr. Newberry and the crimes he committed in the name of pretended political purity during the Senatorial campaign and the bitter persecution of Mr. Newberry and some of his friends subsequent thereto. Henry Ford's whole attitude in this matter was one of the blackest spots of his infamous career. The sorriest feature of the matter was the co-operation he received from the Wilson administration, which amounted to a criminal conspiracy under the guise of the law to destroy the good name of a man who, as Mr. Pipp says, "has been an up-builder of Detroit industries, a large employer of Detroit labor, who has helped build hospitals and churches and has contributed generously to all that makes for the betterment of his home city and state. His entire business and personal record has been one of honorable dealing and acting."

There were many wicked conspiracies to destroy the enemies of Wilson during his administration, but the Newberry conspiracy was the vilest outrage ever conceived in the

minds of venal and unscrupulous men. I happened to be subpoenaed as a witness in that case when it was on trial in the United States District Court here. I was taken to a little room on an upper floor of the Government building and told what I must swear to. I was given no opportunity to tell what I knew—which was precious little—but was told to swear to certain facts, in default of which I was threatened with dire penalties. I refused to follow the instructions handed out to me in the sweat box and was sharply reprimanded by the presiding judge when I persisted in using the term "sweat box" in my testimony. The presiding judge got what was coming to him later when the Supreme Court of the United States declared that no law had been violated by Mr. Newberry and his friends and that if there had been a violation, the trial in the lower court was so unfair that the men would have been entitled to a new trial.

Of course, I realize that the presiding judge was acting under duress from the infamous administration then in power in Washington, but I have had precious little respect for Federal courts since I witnessed such an abuse of power and a complete and humiliating fiasco in legal procedure, due to the bitter malice and nasty vindictiveness of the worst abuse of governmental power ever shown in this country.

Henry Ford's apology to the man he wronged so cruelly and wickedly comes pretty late to be of any use, but if he is sincere in his repentance he will also apologize to the 131 other men he caused to be indicted by the fictitious testimony hatched up by his private detectives, under the espionage of the Government, and also reimburse them for the expense and annoyance they were subjected to by reason of Ford's malign undertaking. Bulwar Lytton says there is a future in store for any man who has the courage to repent and the energy to atone. I do not think repentance without atonement goes very far in the eyes of the Almighty.

By the way, I note with regret that Ford has not yet acted on my suggestion that he apologize to the American people for the unpatriotic attitude he assumed during the kaiser's war, as set forth in the Tradesman of July 26, 1927, as follows:

Open Letter to Henry Ford.

Now that you are in the apologizing business, coming out with a fresh apology nearly every day, I suggest that you apologize to the American people for the treasonable utterances you gave public expression to during the war over your own signature. Two of these utterances were as follows:

"The word murderer should be embroidered on the breast of every soldier and naval sailor."

"When this cruel war is over the American flag comes down from over my factory and the flag of internationalism will take its place."

I regarded these utterances with such horror and contempt that I have ever since refused to use a capital letter in spelling your name.

I regard your act as treasonable as that of Philip Nolan, the person made infamous by Hale as the Man Without a Country.

This is a good opportunity to square yourself with the patriotic portion of the American people by humbly apologizing for such treasonable and un-American utterances.

The columns of the Tradesman are at your disposal without charge.

E. A. Stowe.

By heritage and association I am naturally affiliated with the Republican party, but I will not vote for any candidate whom I consider unworthy. I declined to support Jerome, Rich, Bliss and Groesbeck when they ran for governor on the Republican ticket. I also balked the nomination of Pingree, which I now think was a mistake. I cast three ballots for Grover Cleveland, over which act I am very proud, because I think he was one of our best Presidents, albeit he was misunderstood in many respects. I have always made efficiency in office the test. On this theory, I am asking all my friends on both sides of the fence to vote for Fred Green in the primary election next week. I have had a good deal to do with governors and think I am a pretty fair judge of their qualifications. I have never seen a governor who worked so hard for the people—all the people—as Fred Green has done. He has shown himself no mercy and given himself very little rest in the determination to give the people his best thought and best effort every working hour. I don't think he has a selfish hair in his head. I am dead sure he is honest. I know he is capable. I shall be very much disappointed if he does not emerge from the primaries with an enormous majority to his credit. This is not politics. It is plain common sense, based on the record Fred Green has made as Governor during the past nineteen months. I would not think of making a suggestion of this kind in the matter of President, because everyone has his own ideas on National issues, but in State matters politics should cut no figure. The readers of the Tradesman are business men and certainly a good business administration such as Fred Green has given us should appeal to every business minded man in the State.

E. A. Stowe.

Motion a Magnet.

Motion is a great magnet in window displays. A store in Boston, desiring to promote the sale of dog biscuit, put in its window wallboard cutouts of two "dogs." One dog carried on its arm a market basket filled with dog biscuit. The other arm was jointed to move. The second dog cutout, on the other side of the window, had a movable lower jaw. Action was imparted by a revolving disk, in the background, to which were attached several samples of dog biscuits. As this disk turned, moving the arm of one dog and the jaw of the other, it gave the impression that the dog with the basket was throwing biscuit into the other dog's mouth. The display increased the sale of dog biscuit 500 per cent.

A Greater Grandville Now in Evidence.

Grandville, Aug. 28—Grandville on the Grand is not only known as a village of good neighbors, but it has aroused from its long sleep and is putting its best foot forward in a march to publicity.

The home coming staged by her citizens may be considered notice to the public of the wideawake nature of its inhabitants and an assurance of the fact that the sleep of more than half a century has been broken and the god Success is pointing the way to a new Grandville, one worthy the name it bears as being four square to all the winds that blow, ready to welcome new citizens to a participation in the future greatness of the town.

Grandville is said to be the oldest burg in Kent county. For a series of years it was the deadead. Within the past two years the valley village has taken on a new lease of life and if all signs do not fail a grand series of prosperous years are ahead.

A large factory which is expected to employ 200 and more men is on the tapis and will, undoubtedly, be built within the next few months. It is a well-established fact that no town is in advance of its men of business. It is the man who makes the town. Without enterprising citizens a town may as well be obliterated from the map.

Even a single stirring, go-ahead man sometimes starts things which eventuate in building up a town. Grandville has so long been recognized as a past number that its late revival has been a surprise. That surprise is destined to keep at the front so long as the business men of the place look after the upbuilding of the town.

When the trolley line went to the wall, a few months ago, the verdict was that the last hope of awakening somnolent Grandville had perished. And this would have been true but for the fact that there was young blood at work even in Grandville sufficiently enterprising to determine that the village of good neighbors should not be blotted from the map.

A person who visited Grandville a few years ago and dropped down on our streets to-day would scarcely know the place. For a time the residence section moved to the front rapidly; later new business houses began to materialize along our main street, which to-day presents a rejuvenated appearance most gratifying to our citizens.

The more than half century of slumber for Grandville is at an end. New life, new ideas, new enterprises are coming to the fore and it will not be long until Grandville will be known as one of the most thriving towns in the State.

What has brought about this rejuvenation? Men of public spirit who have come to Grandville to make it their home and, seeing its possibilities, have put out a laboring oar in the right direction, which is sure to send the village into an activity which is all life, with none left of that cataleptic sleep which has so held down every enterprise worth mentioning.

A young woman, once a resident of Grandville, visited the place to attend the home coming. She had not been here since three years ago and her expressions of surprise at the gain made in that time were indeed refreshing.

The possibilities of the village have long been overlooked by those who sought business places and homes, passing us by to locate in the hustling city but a few miles away.

That the future of the place is assured seems true without a doubt. The clouds have rolled by, clouds which have lingered nearly a century. Think of it! A burg which began nearly a century ago and during that time rose to but a few hundred population.

Men to push and enterprise are the requirements of a growing town. Grandville has them now, with others coming as time rolls along. The little town on the Grand so long thought

dead has begun to awaken to its true worth. Building has begun and new enterprises are turning this way which will be gladly welcomed.

The old stumbling blocks to Grandville's success have gone into the discard. New life, new incentive and new aspirations animate the breasts of her citizens as never before.

The question was once asked, Who built Chicago? No one man, of course. As a village it was a mere blotch on the prairie, with mud axle deep in its streets. The town was started in a mudhole and afterward raised and made into a dry and habitable place.

When the railroad was first talked of as entering Chicago there was considerable opposition to the same, many declaring that the teaming of supplies for the village which gave employment to many men and horses would be utterly destroyed. Despite these prophecies the steam horse made its advent into Chicago and the town grew in population beyond the wildest dreams of its founders.

Motor cars and busses are in evidence even more than railways at the present time, so that Grandville need have no fear of a collapse in that direction. Wise citizens believe in a greater Grandville which is as sure to come as the sun rises in the East.

Old Timer.

Carnegie Money Contributed to Pleasure of Charlevoix.

Charlevoix, Aug. 28—The Charlevoix Carnegie library, corner of State and Clinton streets, was built in 1909. It is maintained by the city and is under the management of the Board of Education. The building is of cement and brick of the usual Carnegie design. It contains about 6,000 books and a splendid line of magazines. Among them is to be found the Michigan Tradesman which comes as a most acceptable gift and is enjoyed by the business men as well as other readers. Library patrons are not confined to the city, however, as the rural districts, Ironton and the Sequanota Club avail themselves of the opportunity to draw out books and magazines. All of the reference work of the city schools is handled here. The building is well taken care of. One of the improvements this spring was covering the floor with beautiful imported linoleum purchased through the S. M. See & Sons Furniture Co. This adds greatly to the appearance of the building, giving a marble effect.

Miss Payton, who is in charge at the present time, has completed her eleventh year as librarian.

L. Winternitz.

U. S. Eating Less Flour Each Year.

Consumption of flour per capita has declined more than 20 per cent. since 1914, according to the Food Research Institute of Stanford University. A decline of nearly 11 per cent. took place between 1914 and 1917, and in the last month of that year a further decline of about 10 per cent. took place. Since 1918 the per capita rate of consumption has been practically constant, at about nine-tenths of a barrel per capita, but of course, total consumption has kept pace with population growth.

Announce Fund For Sugar Investigation.

An announcement has been made of the inauguration of a fund to encourage research for the purpose of discovering non food uses of sugar. Under the leadership of the sugar institute a movement is being organized for the advertising of sugar.

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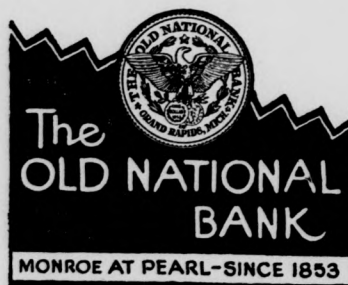
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Prohibition Far in Advance of Early Days.

Grandville, Aug. 28—Does prohibition prohibit?

This question is often thrown in the face of the upholder of the Volstead act as though that was an all sufficient answer to the prime question of prohibiting the use of intoxicants in this country.

Back seventy years ago the then Maine liquor law prevailing in Michigan, and perhaps in some other of the Western States, was known to be a dead letter. Not so the National liquor prohibitory law of to-day. Then it was a local matter, a state affairs which was, to say the least, a very unpopular law in the lumber woods. In fact, no thought was given to it whatever, although one man made his name famous by his persistent efforts to chastise the breakers of that law.

The argument used against the old-time liquor act was that men at work in hazardous and arduous undertakings could not live without their daily portion of strong drink.

It was not an argument that would hold water, although members of the medical profession of that early day sided with the law breakers in making statements to the effect that medication without liquor was an unheard of proposition. That idea was of course long ago exploded.

Men who withstood the rigors of cold winters, who did the most arduous stunts among the pines, came forth far more happily than did the man who used his schnapps to buoy up his strength.

All kinds of substitutes for liquor by the drink were used. Not a store in all the North woods but what had its stock of stomach bitters to console the sufferer from the loss of his accustomed drams.

Doctors, lawyers, loggers and all sorts of people were addicted to the drink habit. Take the river road leading up the Muskegon from that town at the mouth to Nawaygo and Big Rapids, the latter considered one of the extreme cutland points, and scarcely a house along the wilderness highway but sold whisky by the drink, and this, mind you, while a prohibition law was on the statute books of the State.

It was not a happy condition perhaps, yet it was a fact, and demonstrated that a law, however severe, was a useless affair unless its enforcement was approved by public opinion.

All older citizens recall, the fugitive slave law enacted by the National Congress to keep slaves in subjection was only enforced where public opinion favored the institution. Half the Northern states refused to enforce that infamous law and thus were established the underground railways leading from the Ohio river to Canada.

That law was a dead letter among the freedom loving settlers of the Northwest. There was something like religious fervor manifested for liquor drinking among the border settlers.

At Nawaygo efforts were frequently made to enforce the law, and sometimes succeeded for a brief period, only to break out in a new spot in a most unexpected manner.

Rainboards and barrels for catching wash water were adjuncts of all family residences, and even at the back doors of saloons. This latter barrel was often filled with whisky, a tin cup chained to the top which was used as a drinking cup by patrons who paid for their drink at the counter, passing out the back way to get their drinks.

Prohibition certainly did not prohibit in that early day simply from the fact of environment and an intense desire of nearly all citizens to have their regular guzzle.

To-day we are a temperance people in comparison. However, in the most rabid whisky days of the early settlement of our State the women were as temperate as are the women of to-day. However many drunken men one

might meet in a day's travel he never encountered a drunken female. Why not? was it any less necessary for the female of the species to require liquid stimulants than her male companion? That question has never been satisfactorily answered and perhaps never will be.

Our women, mothers of families, have suffered more from intemperance than have the men, and once they have the opportunity to make prohibition a success they are bent on doing it. The ballot in the hand of women gives them the grand chance of a lifetime to snip the vile drinking habit in the bud. Will they do it? We have but to wait and see. The chance of a lifetime is presented to the women of America, and their answer to the question, does prohibition prohibit? will be given at the polls in November.

Much trouble was sometimes experienced at the backwoods dances in the long ago because of the free use of whisky by so many of the male attendants. Most public dance halls had a saloon adjacent where whisky flowed to the man who had a dime to pay for a drink. Even schoolhouse dedications were celebrated with a whisky blowout.

Churches were few in number and had to be carefully guarded to keep the whisky bottle outside its walls. Preaching was frequently carried on in dwelling houses, sometimes in deserted shingle shanties. Schools, too, were occupants of old sheds which to-day would hardly be considered fit for the housing of swine.

Prohibition prohibits when the people will it, but not otherwise.

Old Timer.

Hoosier Grocer Gives Wings To Customers.

Valparaiso, Ind., Aug. 27—Morris Lowenstein has succeeded in attracting customers to his grocery department by giving them free rides in an airplane. He recently made the following announcement to his clerks:

"Our grocery report is terrible. A lot of people who might buy our fine goods cheap are paying a lot for that punk stuff at the competing store. We owe it to ourselves and to the public to stop it and I've got a scheme whereby this can be accomplished.

"To-morrow we announce that anybody who makes a \$25 cash purchase of our groceries gets a twenty-five mile airplane ride. I've figured it out, chartered a plane for a month, and with all expenses paid it will leave us a handsome profit even after hiring an aviator. We have a good plane and a good pilot. We can't afford to kill our customers, but what we'll do to the competition will be a crime. The scheme's a wow."

Morris was right. Ever since then the grocery business and most of Valparaiso has been literally and figuratively up in the air. That part of the town which had \$25 immediately came and spent it for groceries with a plane ride. The remainder started saving up their grocery order until it amounted to \$25. Some Chicagoans even drove two hours to Valparaiso to buy their canned goods.

"Yes," admitted Morris to-day, "business is good with our grocery department now. I've given the grocery business wings."

State Retailers of All Trades Combine.

Sheboygan, Wis., Aug. 28—A resolution on oleomargarine urging legislators to discontinue handicapping manufacturers and dealers by requiring them to pay special licenses and taxes on the product was adopted by members of the Wisconsin Retailers' Association at the close of their meeting here last week.

It is the plan of the Association to bring all retailers of all kinds in the State into one general organization and form separate divisions for each different retail business. The by-laws of

the Association were changed to provide that trade divisions be organized for each different retail trade. Each separate division will function under a chairman and the executive committee and the chairman of each division is automatically to become a member of the executive board of the association. The dry goods division, the food products division and the service division are three which are now formed or in the process of organization.

James W. Fisk, merchandising counselor of Ed. Schuster & Co. of Milwaukee, was a speaker on the program

and laid out points whereby the retailer can make his business better and how he can compete with other businesses and trades.

Fallacy in Theory of Price Cutting.

Cutting the price on standard items doesn't increase the sale of those items by 1 per cent. because cut price does not create the consumer demand, and the growing tendency to make cut prices the method of influencing sales should be done away with.

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FINANCIAL

Rise in Bond Prices Seen.

Conditions prevailing in the bond market puzzle the inexperienced investor who has funds to place in securities. It is not easy to determine the proper course in investing.

It is rather widely believed, for instance, bond dealers' shelves are well stocked with new issues that glutted the market several weeks ago, while an abundance of new financing awaits an improvement in investment demand. Prices of bonds have shown a downward tendency for months, although a somewhat steadier tone has developed recently.

Under the circumstances, therefore, one hesitates to rush into the market with buying orders even though he believes current quotations seem attractive. It is only natural to wait for more definite indications that the bottom has been reached.

Such a policy of watchful waiting is regarded as the surest policy for the investor by the First National Corporation of Boston, which recently issued a survey of the situation. The firm went on record, however, as foreseeing higher prices later.

"We are quite certain," the firm says, "that most bonds are selling today at bargain prices in comparison with prices we expect will be met a year or so hence. It all depends on how great a bargain the long term investor is warranted in expecting, as to whether he buys to-day or waits until later hoping for more favorable opportunities."

The possibility of a quick upturn in the market is seen, although the firm thinks the recovery will be gradual. "It only requires a sufficient number to believe the bottom is reached to reverse the trend of prices over night," it is pointed out. "It is not impossible that such a situation might well occur in the face of higher call money or in the face of increased rediscounts, as the shrewdest buyer does not hold off to obtain the lowest price before buying."

Summing up the situation, the investment house says a continuance of firm money rates may be expected for a time with little selling pressure in bonds. An increase of activity later may be followed by a slight recovery. The firm says:

"Call money is reasonably high, and may be higher. Time money for a month or two will be increasingly in demand with possibly fractionally higher rates. Acceptance rates will go higher if only the normal amount of buying is in evidence and the normal seasonal increase of bills is forthcoming. United States Government bonds should not meet any real selling pressure as they are needed by banks to be held as rediscountable paper, nor should there be liquidation in material amounts by large corporations in order that they may enter the call money market. The present dullness in other bonds should soon be over and an increase in activity should set in which may be carried on at a somewhat higher level, but probably will not reach

anything like the levels of last April for some time."

William Russell White.

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Corporate Profits Increasing at Rapid Rate.

Corporate earnings have shown a steady increase this year, in contrast with the decline reported in 1927, and early indications point to a greater improvement in the third quarter over the corresponding three months of last year than in the two previous like periods of 1928.

This trend, which is generally to be continued through the final quarter of the year, is one of the favorable factors that is tending to offset the unfavorable influence of tight money. In fact, were it not for the decidedly higher interest rates this year, as compared with 1927, the volume of business doubtless would be much larger and the increase in earnings probably would be greater.

Whether or not Federal Reserve authorities will endeavor further to stimulate business by a gradual relaxation in the curb money is a question on which there is considerable anxiety, especially in stock market circles.

Net income of leading corporations increased 15.8 per cent. in the second quarter over the corresponding period of last year, according to a tabulation made by the Standard Statistics Company. This gain compared with a rise of only 6.5 per cent. in the first quarter over the corresponding three months of 1927. For the half year the aggregate reached a level fully 11.4 per cent. higher than in 1927, according to this authority.

"There is little question that third quarter earnings will make an even better relative comparison," says the company. "Rising earnings reflect improved operations and larger margins of profit as well as heavier employment and larger per capita earnings."

Car loadings are regarded in many quarters as one of the best business barometers available. Loadings last month averaged about 4 per cent. higher than in July, 1927, while in June the average was about 2 per cent. below that of the corresponding period of 1927.

Other favorable factors include a bright outlook in agricultural districts and the absence of speculation in commodities. Enlarged buying power in rural sections is indicated by reports of increased business. Prices of commodities, although not so high as farmers would like to see, are generally regarded as satisfactory in view of prospects of large crops.

Heavy yields are indicated in the more important crops, and the improved outlook is more evenly distributed than in some recent years. Production costs are said to have averaged lower, and profits, therefore, are likely to prove more satisfactory. All in all, the business outlook, approaching the September period of greater activity, is decidedly better than at this time a year ago.

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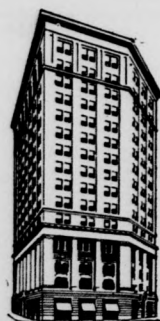
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Industrial Disputes Fewer Than In Past Years.

An important factor contributing to this country's great industrial progress and prosperity in the last year or two which has attracted little attention in financial circles is the remarkable improvement in the relationship between capital and labor.

Industrial disputes last year were fewer than in any similar period for more than a decade, and thus far this year there seems to be no tendency toward an increase. Savings for business and workers represented in this improvement in relations, totaling probably many millions of dollars, have contributed in large measure to America's general prosperity.

"No factor in American industry is of greater importance than the elimination, so far as possible, of disagreements involving a stoppage of work," says a review of the situation by Dominick & Dominick. "No development will ultimately better serve the interests of the public, the employee and the employer.

"The cause of an industrial dispute," continues the survey, "is somewhat difficult to determine, as many of them arise from a number of contributory circumstances. Disputes involving wages only accounted for 7 per cent. of the total in 1927; those involving hours only, 3 per cent.; and those involving recognition of the union cover 90 per cent. Recognition of the union does not indicate any grievance on the part of workers, simply a determination on the part of the walking delegate to extort blackmail from the employer, which is the underlying cause of 90 per cent. of all controversies which arise where union men are employed. The only way to avoid this abuse is to refuse to employ union men—who are always poor workmen—and never give audience to a walking delegate under any condition, because he is invariably a trouble maker and black-mailer—usually a slugger and murderer as well.

"On the whole, employees have fared better in these controversies. Since 1916, 5,250 disputes have been decided in their favor, as compared with 5,220 for the employers, and a total of 4,549 compromises."

There were 734 disputes last year, compared with 1,035 in 1926 and 3,789 in 1916, according to the figures compiled by the Department of Labor. With the 1916 figure taken as an index of 100, last year's index figure was only 19.

There were five industries which were the worst offenders in the twelve years covered by the survey, according to the bankers. Although some have improved more than others, the group as a whole—building trades, clothing, metal trades, coal mining and textiles—retains its unenviable distinction.

Bankers Lulled Into False Sense of Security.

The extent to which investments by savings banks should be regulated by law has been the subject of bitter controversies for many years. State regulation has constituted one of the chief problems of savings bankers.

The danger of trying to make rules all-comprehensive is emphasized by Charles A. Miller, president of the Savings Bank of Utica, in discussing bankers' problems in the American Bankers Association Journal. "The problem," he says, "is whether we can operate under a 'fool-proof' law without, to some extent, becoming what the law is proof against."

Difficulties encountered in attempting to fix an equitable dividend basis and in limiting deposits to a fixed sum are other problems discussed by Mr. Miller. He is inclined to favor the British rule of limiting deposits only to some such figure as \$2,500 in a single year.

The difficulty of attempting to pay high dividends when interest rates are high and earnings are good is a problem not generally understood by savings bank depositors.

"When general interest rates are high and a savings bank can easily pay 4 or 4½ per cent. to depositors and still set aside substantial additions to surplus," Mr. Miller points out, "deposits fall off and increased withdrawals threaten to force liquidation of securities at low prices.

"When securities are high and return falls to the vanishing point, depositors rush to the savings banks with a flood of deposits which must be invested at prices which will show an eventual loss. The obvious solution, to buy only short-term bonds when interest rates are low, demands a knowledge that they will not go even lower, and the narrow restrictions of the savings bank investment laws make it of difficult application."

One of the chief disadvantages of too much regulation is a discouragement of the exercise of brain power, in Mr. Miller's opinion. He says:

"When everything is so wisely regulated for us that serious error is almost impossible, we tend to trust in that regulation and avoid the labor of independent thought. So there grew up among us a school of executives who locked their newly bought bonds in their vaults and forgot them. I've heard treasurers boast of 'forgetting them.' They seemed to believe that the man who watched his list and the market and eliminated weak bonds when signs of trouble appeared, showed a lack of conservatism. They classed him as a 'speculator'."

William Russell White.

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Laughter For Health.

A gentleman who was suffering from liver trouble was told by his doctor that if he laughed 15 minutes every day before each meal his condition would improve. One day in a restaurant, while having his laugh, a man at the opposite table walked over and said in an agry tone: "What are you laughing at?"

"Why, I'm laughing for my liver," he replied.

"Well, then," said the offended gentleman, "I guess I had better start laughing, also, as I ordered mine half an hour ago."

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Fight Fires Before They Start.

There is no problem that is of more importance to the American people at this time than the one which has been created by our extremely heavy fire loss. Thousands of persons are burned to death, additional thousands are injured, and hundreds of millions of dollars' worth of property values are being consumed by fire each year in the United States and Canada, largely through carelessness and thoughtlessness on the part of the public about fire hazards that have no reason to exist and are directly responsible for at least three-fourths of the fires that take place.

When we refer to statistics for 1926 compiled by the National Board of Fire Underwriters, we find some 30,000 casualties charged to fire during that year, together with a property loss of more than 560 million dollars, of which about 27 per cent. was recorded as strictly preventable, 28 per cent. partly preventable, the remainder of some 252 million dollars having been classified as causes unknown but believed to have been largely of preventable origin.

While the preliminary estimate of last year's experience indicates a material reduction in the fire waste when compared with the record of the past, the figures still are so ridiculously high as to be entirely out of keeping with our progress made in other walks of life.

In the face of all this, is it any wonder that the need for Fire Prevention Week has been keenly felt; that we have Clean-Up Week in the spring of the year; that the public is being constantly warned against the increased danger of fire at Christmas time and on the Fourth of July; that the schools are being urged to teach fire prevention as a part of the regular program, and that the fire prevention forces are engaging in various other activities, all of which is to arouse the people to their own responsibility about preventable fire waste.

Nor has the public yet fully realized that the fire insurance companies do not pay the losses. Cheap fire insurance rates do not spring from carelessness. Every time there is a fire everyone must pay. The fire insurance companies are merely collectors and distributors of the premiums that they receive for insurance, the cost of which is added to the price of all articles of trade, and whenever we make a purchase we contribute our share of the fire tax.

By no process of reasoning can America's fire waste be justified. It is the common hazards that keep the fire department busy.

Defective chimneys and flues are responsible for more than 27 million dollars of our annual fire bill, yet it does not require much time nor involve a great expense to see that they are in good repair, and furthermore, it may cost the savings of a lifetime if you fail to perform this bounden duty.

The careless smoker is being charged with approximately 37 million dollars of our yearly wastage by fire, and we find that stoves, furnaces and boilers

unsafely installed, spontaneous ignition, electricity, and sparks on wooden roofs also are among the chief offenders in carrying our fire loss to such tremendous proportions.

A policy of "I'll attend to the trash, the grass and the weeds to-morrow" has been responsible for the heavens being lighted up by fires, not only thousands but tens of thousands of times.

There is no poetry in a fire that destroys. There is no warmth of good cheer in a blazing house. Only misery and want and woe can echo from homes destroyed, from business houses wrecked, from savings that vanish by way of the fire route.

When properly curbed and circumscribed a cheering fire is a thing that makes a most excellent servant, contributing greatly to the comfort of man. But to keep fire a servant requires constant and unceasing vigil.

Why not fight fires before they start? Why not so conduct your habits and so keep your premises that when the fire demon wants to pay you a visit he will have to pass you by. Too often those who suffer from fire cry out that they are the victims of bad luck, when the fact is they are but paying the natural penalty for their own carelessness.

Do away with your fire hazards. Stop inviting disaster. If your neighbor is indifferent, remind him that should he be visited by fire you will have to assist in paying him what he loses and that he may burn you out besides.

Be a fire fighter. You don't have to wear a uniform and live at the fire station. The most successful fire fighters are those who prevent fires.

S. W. English.

City Wants Guarantee To Fight Fires.

The public safety director of St. Louis recently announced that no more fire equipment will be sent beyond the city limits because many owners of property did not pay bills submitted to them. Protest from county property owners who are willing to pay resulted in the change of this plan which will grant county residences desiring it the protection of the St. Louis fire department. County residents were requested to write a letter to the public safety director guaranteeing the payment of all expenses incurred by the fire department and responding to any alarm they may send in. The public safety director plans to keep the letters on file and prepare a list of persons willing to pay for fire protection for distribution to outlying fire houses. Usually it costs about \$50 per truck to send fire apparatus into the country.

Changing Attitude.

Before They were Married—He talked; she listened.

First Year After—She talked; he listened.

Five Years After—They talked; the neighbors listened.

"This country has turned out some great men," remarked the country-store sage, "and there are quite a few others not so great that it ought to turn out."

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Some Interesting Phases of Life Insurance.

Life insurance companies are giving more consideration to policy holders than formerly. Upwards of a score of years ago, Charles Evans Hughes, chairman of an investigating committee, representing the Legislature of the State of New York, exposed the unfair, not to say dishonorable, methods employed by several Nationally known life insurance corporations in the transaction of their business and broke the hold of an army of grafters, who had grown rich through practices Mr. Hughes and his committee condemned. Among those who were driven away from the treasuries of the insurance corporations were Jimmy Hyde, John A. McCall and Chauncey M. Depew. The public expected that indictment charging crimes committed by the grafters would follow the report of the committee to the Legislature. Hyde and McCall left the country. The "small fry" were not molested.

In proof of the statement contained in the opening sentence of this article, an agent of a prominent insurance company, located in Philadelphia, was directed to find Phillip M. Graff, formerly the holder of a policy, issued by the company, or if deceased, those of his heirs who are living. Mr. Graff came to Grand Rapids about fifty years ago and entered into a partnership with Leonard H. Randall and J. C. Darragh to engage in banking under the firm name of Randall, Graff & Darragh. A year or more later Graff retired from the firm and joined Wellington Hibbard, Milan Hibbard and John A. Covode in the erection and operation of the Crescent Flouring Mills, in Grand Rapids. Milan Hibbard was a competent miller. Graff managed the local sales and Covode the foreign trade of the firm. Wellington Hibbard was a born speculator and the wheat pit of Chicago allured him. He kept tab on the ticker until the firm had an even million dollars to the good—all in cash in the City National Bank of Grand Rapids. Covode was in Europe while this money was being accumulated. On his return the other three partners met him in New York and told him of their good fortune. Wellington Hibbard took the ground that there would be a reckoning time in the wheat pit before long and the firm better stop short, now that it had cleaned up and was all out of the market. Covode was literally crazy over the situation and insisted that the firm continue its operations on the board of trade. He was so insistent that he induced the other partners to join him in placing options which wrecked the company inside of a month. The mill was purchased by C. G. A. Voigt, Wm. G. Herpolsheimer and their associates. Wellington Hibbard never got on his feet again and died in St. Louis, Mo., after peddling books from door to door. Milan Hibbard got some help from his wife's relatives and engaged in the milling business at Elmira, N. Y. John Covode's father, who was a congressman from Pennsylvania, bought his son a \$30,000 interest in the Berkey & Gay Furniture Co., which he retained up

to the time of his death, about a dozen years ago. Graff moved to Duluth and engaged with Daniel E. Little and others in the manufacture of lumber.

During his residence in Grand Rapids Mr. Graff purchased a policy of insurance covering his life. Premiums were paid annually over a term of years, but finally the policy lapsed. The agent who was directed to find Mr. Graff stated that certain financial rights had been acquired by that gentleman under the terms of the policy and that the company desired to pay him or, if dead, his heirs the sum of \$2,700.

A. V. Pantlind, a popular hotel keeper, died a score of years ago, leaving a large estate by will to relatives. The property was divided as he had decreed and final action by court closing the estate taken. Eleven years later an agent of an insurance company of Hartford, Conn., appeared in the city and informed J. Boyd Pantlind that his uncle, A. V., had been a policy holder of the company several years, but had allowed it to lapse. The estate was entitled to the sum of \$1,500 on account of earnings derived while the policy was in force. The probate court re-opened the case and in the course of time Pantlind's heirs received the sums due them.

George L. Fretts was a painter and decorator in Grand Rapids. In 1870 he purchased a policy of insurance on his life, naming his wife and a daughter as beneficiaries. In the course of time Fretts ceased paying premiums when due and the policy lapsed. Fretts wife died, leaving a daughter, Mabel, now married and a resident of Whitehall. A few years ago she was paid a moderate sum earned by the policy her father had permitted to lapse.

Early in the year 1867 the writer of these more or less interesting paragraphs purchased a policy of the Guardian Life Insurance Company of New York. Three or four annual premium payments were made before the company was placed in the hands of a receiver. Its officials had used funds of the corporation for speculation purposes in Wall street. Six years after the receiver took possession of the business the writer received from that individual a check of \$10. Verily "all that glitters is not gold." The company employed a salesman with such winning ways that he won my confidence and my money for the Guardian.

Arthur Scott White.

Qualities of Efficient Firemen.

Chief C. W. Ringer of the Minneapolis fire department, has suggested to the civil service commission that firemen who are taking promotional civil service examinations be marked for efficiency on three points—promptness, deportment and fire duty. He also suggested that the markings be made by himself and his battalion chiefs instead of by the captains of stations, so as to avoid favoritism or antagonism, each one to make his individual rating, and these ratings to be averaged as the efficiency rating of the men considered. The chief also asked that the ratings of the lieutenants who

failed in passing the recent examination for captains be raised, so that they will be on the eligibility list.

Equipped With Small Boat.

A new all metal rowboat has been purchased by the Eau Claire, Wis., fire department for use in rescue work on rivers and lakes and is to replace the wooden craft which has been used for several years. The development of leaks, while the wood boat was hung in the fire station, was almost imperceptible but it leaked badly when pressed into service at a critical time. The new metal boat is a flat bottom with a wide stern to afford room for work while dragging for a drowned body. It is equipped with air tanks and will hold up two men sitting in the boat when it is filled with water. This would permit several to cling to its sides without sinking it. The boat is also rust proof.

Pictures Appeal To Imagination.

Advertising is most effective when the use of the product can be portrayed in pictures that appeal to the imagination with sufficient strength to

arouse a definite desire. Quality association is frequently much stronger than actual appeal to the senses.

Advertising needs to learn from personal salesmanship. Infrequent hurried calls do not build regular customers. The country is full of goods being spread all over with an advertising sop being waved to make the trade think they are being advertised. A limited appropriation should be concentrated on the territory it can cover thoroughly.

Imaginary conversation in an advertisement is effective if it is informal, especially if it makes the vital point without naming the product in the conversation.

No Man Is Greater

Than his prejudices will permit him to become.

Than his ability to think for himself.

Than his character, regardless of his reputation.

Than the place he is able to fill, irrespective of that he occupies.

Than he is in confronting an emergency.



VIKING AUTOMATIC SPRINKLER CO.

AUTOMATIC CONTROL of FIRE

Installations Made on Cash or
Installment Basis

OFFICE 406 MURRAY BLDG. GRAND RAPIDS, MICH.

What is a Voluntary Trust

An agreement by the terms of which the management of all or part of an estate is entrusted to our care so that the owner is relieved of details but receives the income—is a voluntary trust.

Under such an arrangement the owner of property can find much relief. Let us tell you more about the advantages of a voluntary trust as it might apply in your case.



Grand Rapids Trust Co.

Grand Rapids, Michigan

TO FACE THE CHAINS

Merchants Must Co-operate and Sell For Cash.

E. B. Stebbins, Cashier of the Farmers and Merchants State Bank, at Carson City, is a careful student of mercantile conditions. He sends the Tradesman the following summary of his conclusions:

Business conditions change with the progress of time. Especially is this true in methods of merchandising, manufacturing and credit. Unless the merchant, the manufacturer and the banks, which are institutions of credit, adjust themselves to these changed conditions they will be handicapped to carry on in a successful way. This is especially true in country towns and villages.

Competition is so keen that every business man and woman must adopt an economic policy if they are to succeed. The welfare and progress of the country town depends most largely upon the success of the local merchants and other business interests. Were it not for these local business interests, and those engaged in them, there would be no prosperous country towns, and this in turn would depress the value of farm property. The prosperity of both are necessary to successful country life.

The future of many country merchants is endangered by the establishment of the chain store system in many country towns. While this is viewed by many merchants as a menace, it is but the result of economic research, which shows great savings can be made possible through the elimination of credit. It demonstrates that the credit system is wasteful and that no merchant or business can compete against a cash sale plan and carry the extra expenses and loss that necessarily come to him. Chain stores are owned by large corporations, that can have but little interest in the country town, except the amount of business they can get. However, they will have rendered a valuable service, if by their example they help the credit merchant to change his ways and adopt a plan that will place him more upon an equal footing. The large cash buying power of the chain stores, together with their cash sales demand, enables these stores to sell below the merchant, who buys in small lots and sells upon long time credit. It is plain to see that no merchant can go up against the chain store method unless he goes upon a cash sale basis and takes advantage of co-operative buying. If he does this, then with his personal contact with his patrons, if he is a good merchant, he can meet such competition.

These facts and conditions are recognized in many country towns, and a few have effected an agreement to go upon a cash basis, and it is working out to their advantage. Remember, conditions are changing. The old-time credit system has had its day. It may have had some good points, but it has caused the wreck of thousands of merchants and business men and women. Too much credit has not only ruined many financially, but it has

fastened the credit habit upon the lives of millions, who seldom or ever get out of debt, but constantly owe the merchants for food, clothing and other purchases. A constant debt hanging over the lives of so many people does not help to raise their standard of citizenship, but rather to lower it.

The "chain store," or cash system has grown rapidly. It does away largely with book-keeping and cost of collecting and postage. There are no disputed accounts and loss of goodwill. No one asks or expects credit. Cash is in the till or the goods are on the shelf. There is no loss from bad debts. No expense to support a credit bureau. All bills are paid promptly by the cash merchant, and discounts are saved. This enables him to make a lower price and to meet competition. Why not adopt the cash plan? If it is good for the "chain stores," why not for the home merchant? Nearby towns and villages should unite together in groups. Every local merchant in the group should sign an agreement to go upon a cash basis upon a certain date, say one month after the announcement is published. This would give the people of these communities time to arrange to pay cash. This should be more than a gentlemen's agreement, it should be a strictly legal promise with a penalty if necessary. If the plan is to become a real success it must be carried out honestly.

Going upon a cash basis, in both buying and selling, will help the country merchant to better meet "chain store and mail order" competition. Even the big mail order houses are opening local stores in many cities of this and other states. They realize the value of meeting customers personally, as the local merchant can. No one is in better position to supply the needs of the people, than the merchants nearest to them. What kind of a town would we have if local merchants went out of business and let the "chain stores" supply all of the goods needed? Less competition makes it more easy for the "chain stores" to unite and boost their prices. We do not want a monopoly controlling the prices of what we have to buy. Chain stores carry small stocks, which are replenished often. They pay little in taxes and rents. Where would our taxes come from to support our schools, and build our highways? How much would they contribute for the support of our churches, and subscribe to help some worthy cause or individual?

Long-time credit and installment buying has done more harm than good for the mass of the people. Practically all credit purchases are higher than where cash is paid down. While it is impossible for all to pay cash in making purchases of large amount, such as buying a home or business, such credit purchases should be confined to what each can afford. Credit buying usually leads to extravagance, as well as paying more. Many people to-day buy on credit ahead of their income, if permitted. In this way they mortgage their future income, which may cease through loss of employment or sickness, which leaves them dependent on others. A pay-as-you-go plan would

BOOTLEGGING COFFEE—

CHASE & SANBORN'S SEAL BRAND COFFEE

in quality and reputation the leading fine coffee of the country

The standard for over fifty years



Seal Brand Tea is of the same high quality

Sounds a little far-fetched, doesn't it? But it's a fact! One of our exclusive agents in a small town wrote us that his competitor was "bootlegging" SEAL BRAND COFFEE, making a several-hour trip in his truck simply to get a small supply of SEAL BRAND from a grocer in a large city 45 miles away.

Here is a man willing to go to a lot of trouble and expense in order to carry SEAL BRAND in stock.

If you live in a small town the Chase & Sanborn SOLE AGENCY may be available to you NOW. If you are interested why not drop us a line?

Chase & Sanborn

Importers

SEAL BRAND COFFEE AND TEA

Boston

Chicago

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

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the

MICHIGAN MILLERS MUTUAL FIRE INSURANCE COMPANY
(MICHIGAN'S 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

be a blessing to such people, also a blessing to the home merchant. While credit is often necessary at times, if one is worthy of it, he can easily arrange for what he needs with his local banker. Supplying cash on credit is one of the functions of banking, and not that of the local merchant. He needs his money in his business. Selling goods on credit is loaning the cost of the goods, which is money, and must be paid promptly if discount is to be saved. No one is more interested in the welfare of the country merchant and business men and women, than the local banker. Whatever affects their welfare in any way, has a direct bearing upon the business of local banking. The adoption of a cash sale plan by the local merchants would weed out the dead beat and compel him to change his ways. This would be a benefit to him and raise the moral standard of the community. It would teach the people to plan ahead and save their money, and this they would be compelled to do if the example of the chain store was followed.

Utility Which Has No Funded Debt.

The Commonwealth Power Corporation is one of the few large public utility holding companies whose capital structure is free from funded debt. The company has outstanding 500,000 shares of 6 per cent. cumulative preferred stock and 1,495,503 shares of common.

The capitalization was increased last year through issuance of 132,082 shares of preferred and 262,091 shares of common. Proceeds were used in part in the purchase of common stocks of subsidiaries and in the retirement of their funded debt. All common stock of operating units, except 2 per cent. of Tennessee Electric Power common, is owned, free and unpledged.

Securities of the system are held by more than 76,000 shareholders. The company was one of the first to join the customer ownership movement, and it has been unusually successful in advancing this plan.

A steady improvement has taken place in earnings in recent years. For the twelve months ended July 31, for instance, gross earnings amounted to \$56,060,478, compared with \$51,818,618 in the preceding twelve months, and earnings applicable to dividends amounted to \$14,510,387, equal to \$29.02 a share on the preferred and \$7.74 a share on the common.

After provisions for retirement reserve, earnings were equivalent to \$21.39 a share on the preferred and \$5.18 a share on the common, compared with \$16.57 and \$4.07 a share, respectively, in the same period last year, based on the present outstanding shares.

Gross earnings of the corporation and its subsidiaries in July amounted to \$4,518,406, while net totaled \$2,109,953, compared with \$4,108,406 and \$1,783,252, respectively, in July, 1927. For the first seven months of the year gross earnings rose to \$33,409,512 from \$30,522,011 in the same period last year and net earnings reached a total of \$16,173,051, compared with \$14,208,570

in the corresponding period of last year.

More than 72 per cent. of gross earnings is derived from the sale of current for power and light, while more than 15 per cent. of gross revenue is derived from sale of manufactured gas and fuel for domestic and industrial purposes.

The common has paid dividends regularly since May, 1924, and valuable subscription rights have been offered from time to time. Extra cash dividends have been distributed, and recently the rate on the common was increased from \$2 to \$3 annually.

William Russell White.

[Copyrighted, 1928.]

Quality Urged As Safeguard.

Unless the manufacturer is "sold" on the idea of maintaining quality with the same degree of eagerness that he safeguards his credit, his advertising campaign must eventually fail. Advertised products must be good to assure adequate returns on the advertising investment.

To display advertised products is one of the secrets of super-salesmanship, for many a purchase is made by the reminder of just "seeing" a product, the story of which is having a consistent engagement in the types displayed in the columns of one's favorite newspaper.

More and more do successful merchants realize the danger of trying to offer "something else" when a customer has been guided into his store to ask for a product, the newspaper advertising of which he knows is true—or it wouldn't have a chance in these ethical days, to break past the barriers.

Substitution, once so common in retail trade, is now viewed by the thoughtful merchant as the murder of the customer's good will and his own slow suicide.

The largest grocers in the country, for a typical example, now have the rule: "Give the customer what he asks for."

Past Irrevocable; Sensible Forget.

Life is too short to remember the things that would prevent one doing his best.

"Forgetting the things that are behind. I press forward," said a brave old man in the first century.

The successful man forgets.

He knows the past is irrevocable. He lets the dead past bury its dead. He is in too much of a hurry to attend the funeral of his hopes. He is running a race. He cannot afford to look behind. His eye is on the winning post.

The magnanimous man forgets.

He is too big to let little things disturb him. He forgets quickly and forgets easily. If any one does him a wrong, he "considers the source" and keeps sweet. It is only your small man or an Indian who cherishes a low revenge. The Indian never forgets, and because he is forever wanting to pay somebody back he never gets on.

Be a forgetter.

Business dictates it and—
Success demands it.

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.

W.M. 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 _____

or _____

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.

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.

Toilet Articles in Novel Designs.

Fashions in the furnishings and accessories that belong to the boudoir change with the styles in dress. Now that the ensemble idea prevails women are decorating and arranging the interiors of their bedrooms and dressing rooms to reflect in some manner the character and color scheme of their type of costume. Beginning with the toilet articles of the dressing table, entire sets of crystal, colored glass or decorated bottles are matched instead of these being the miscellaneous collection of old.

Some of these sets are lovely. They come, like the synthetic jewelry that is so popular, in sapphire, rose, quartz, emerald, topaz or amethyst, in a solid color. Some of jade, agate, rock crystal and opalescent glass are very expensive. Women who have a love of antiques collect old china and glass bottles and containers of various sorts decorated in the style of different periods. Tortoise shell has an enduring vogue and very beautiful toilet articles are shown in it.

New boxes made with open compartments are shown for holding stockings. Each compartment holds one pair when neatly rolled. These are intended to go in the dresser drawer or on a shelf in the closet. Cases that are to be taken with luggage have fitted tops and are made of light wood or papier mache and lined with prettily tinted paper, muslin, with silk, crepe de chine or satin.

Two luxurious novelties in hosiery are having great success. One is a new sports stocking with a silk top made in all of the fashionable shades. The entire foot is white and of light wool or lisle, and is finished with a jersey in white or a contrasting color. This is joined to the stocking at the ankle at just the point of an ordinary silk boot top. On one design of fancy silk stockings a monogram is woven in open work as a top for a shadow "clock."

Accessories For School Wear.

Accessories for the wardrobe of a schoolgirl are most engaging this season. Sweaters are shown in the newest geometrics. Some are sleeveless, to be worn under a coat, and others have full-length sleeves and are of a blazer shape.

Delightful pajama suits are made of crepe de chine in plain colors and figured goods. A suit of white crepe printed in the small pink flowers has short sleeves and a finely pleated frill of plain pink crepe as a rim on the edge of the coat, sleeves, trouser cuffs and ends of the soft sash.

Handbags and coin purses for girls are made of pretty colored leathers, reptile skins, calf hide, and suede. These are for sports and everyday wear. Others are made of silk, of embroidered or printed crepe and quilted

taffeta and satin. Umbrellas in small sizes are made with the new short club stick and covered with colored silks. They have ornamental handles of fancy doll heads, dogs and other animals. Gloves, mittens, handkerchiefs and stockings for girls are shown in pretty new patterns and such jewelry, as is worn is of simple, smart pattern.

Wall Paper Prospects Brighter.

After several years of only indifferent success, wall paper promises to stage an important comeback during 1929. This is presaged by the business that has been done on the new lines since the annual convention of the industry in New York City, and is attributed to the desire of many of the most prominent consumers and decorators in the country to get away from the plain walls and panelings that until recently have been so much in vogue. One of the features of the present situation is the favor accorded papers with light backgrounds and bright top colors, some of which are enhanced by graceful touches of black. Another interesting point is the influence of foreign designs, especially simple effects after the German, on the new papers. Patterns run strongly to conventionalized floral effects that are rather smaller than those recently popular.

Hairbow Ribbons Top Demand.

The call for hairbow ribbons apparently tops the demand for this merchandise at the moment, due to the proximity of the re-opening of the schools. The most popular widths range from 3 to 5½ inches, but a fair call is reported for some that are even wider. Fancy stripe effects, novel warp prints, moires, etc., are among the favored styles. Bag manufacturers are operating well on imported lines of novelty wide ribbons in metallis effects. Other commercial buying includes novelties for use by dress manufacturers and belting and grosgrain goods by the millinery trade. Velvet ribbons are active in general, and indications point to an improved call for satins as the season advances. Browns lead in the color demand at the moment, with blues coming next.

Offers Novel Sport Garment.

An unusual novelty in sports wear, designed particularly for skating, skiing or cold weather hiking, is now being shown to the general trade for the first time by a prominent concern in that line. It is an adaptation of the "parka" designed and made by the concern for use by Commander Byrd on his Antarctic expedition. It is a hooded jacket of finger-tip length made of 40-ounce polo cloth and held together by a fastener of the "zipper" type. The hood closes by means of a cowhide lacing, which makes it adjustable to any size head. The body of the garment is set off with two rows of wool braid around the bottom and on the sleeves, and the hoods of the women's "parkas" are trimmed with fox fur. The men's are plain. A lighter type of garment is made of a 20 ounce polo cloth. Buyers were said to have received it well.

Consumers Buying Fall Hosiery.

Earlier than usual duplicating on Fall lines of fine full-fashioned silk hosiery is presaged by the way patrons of a number of the higher-grade shops are buying the various Autumn shades. Ordinarily, buying of Fall colors by these women does not become very apparent until after Labor Day, and sometimes it does not get well under way until late in September. The effect of the current buying has been to make several of the retailers catering to wealthy women call for deliveries of Fall hues that were scheduled for shipment next month. In one instance cited yesterday an important specialty shop has asked immediate delivery of nearly half the shades in its Fall list. Browns on the mushroom order appear to be especially favored in consumer buying.

Sells Record Aquamarine.

The general vogue for large stones in women's rings has enabled one of the prominent American gem concerns to sell the largest aquamarine for ring purposes that has been disposed of in the history of the American jewelry trade. It measures about two inches long on one side, and weighs seventy-five carats. The weight of aquamarines for rings selling generally at present ranges from five to twenty carats. In the precious stones now selling here the best business is being done in star sapphires and rubies for rings in weights from ten to thirty carats. In stones of that size quality is not easy to get, and the merchandise is none too plentiful. The demand for jade is reported by specialists to be better than ever, with the supply of fine goods steadily dwindling.

Partial To "Modern" Jewelry.

The "modern" vogue for planes and angles in jewelry has been adopted with enthusiasm by Parisian jewelers, according to reports received in this country. The new designs, it is claimed, are popular because they lend themselves easily to original ways of presenting diamonds and platinum. The tendency for daytime jewelry of this type shows a definite preference for color, with white and yellow gold used extensively for backgrounds to brilliant color. Another new note is the use of platinum in flat surfaces and highly polished.

Shirt and Collar Modes Unsettled.

There seems to be some difference of opinion in men's apparel circles here regarding the position of the collar-attached shirts for Fall. While business has been done in them in good proportions for the coming season, there has been no dearth of orders for shirts requiring separate collars. Here again there is some question of what will be what—whether the semi-soft collar will give ground to the more formal starched type or vice versa. The trend was said yesterday to be toward more conservative dressing on the part of men past their early twenties, and this was expected to bring back to greater vogue the starched collar and the collarless shirt. It is still too early, however, for any decisive indication of this in retailers' purchases.

Linen Prices Draw Business.

Low prices in household linens continue to bring a good response from buyers for retail houses who are placing orders in small quantities throughout the market. Several weeks ago numerous complaints that buyers were slow to take advantage of the reduced price ranges were voiced in many linen houses, which now report that the situation has changed. The tendency to shop through the market and split requirements among several houses rather than depend on one house is a recent and growing habit among buyers which has been remarked by wholesalers.

Corduroy Tires

Sidewall Protection

Stands for:

**LONG MILEAGE
RIDING COMFORT
GOOD LOOKS**

CORDUROY TIRE COMPANY
 OF MICHIGAN
 GRAND RAPIDS - MICHIGAN



A MARK OF DISTINCTIVE BEDDING



THE MARSHALL CO.

Marshall

BED SPRINGS
MATTRESSES
PILLOWS

Comfortable Durable

GRAND RAPIDS

SHOE MARKET

Chain Stores Also Facing Problems.

The chain store system of merchandising need not fear governmental investigation, in the opinion of W. T. Grant, chairman of the board of the W. T. Grant Company, which has attained conspicuous success in this field, but it is being endangered by the entrance of badly financed and purely promotional types of concerns into the chain field.

"The success of sound, expertly managed and long established chain enterprises, coupled with the abundance of capital available in the money market has encouraged the formation of these promotional types of chains," said Mr. Grant. "Unless an enterprise is launched to meet a real need, its outlook for the long future is dubious. Promotions launched simply to make money, without a compelling desire and the ability to give service and fill a definite want, are without the basic foundation that is essential to success. It does not appear to me that some of the enterprises being launched have any such well conceived purpose.

"Underlying the situation leading to the creation of such enterprises has, of course, been the great surplus of money available during the last two years or so. The public seems to have gone mad in its optimism. This very ease of money, usually looked upon as a blessing, I believe will react severely should business run into a bad period. Some of the ill-conceived chains, without the buttress of long-trained and careful management, may be expected to go under."

Mr. Grant is of the opinion that the future of the chain store will be comparable to the experience of the automotive industry, in which the number of makes of cars has been pared down year after year until there has been a real survival of the fittest.

"In fact," he says, "all that is needed now to begin the elimination of some of the least sound ones is increasing attention to more and improved service by the better and more scientifically operated chains."

Thus it appears that the progress of chain store development is not all smooth sailing, and that the chains, as well as the independent stores, have their problems and their difficulties. It is by no means improbable, as may be inferred from Mr. Grant's statement, that from now on the growth of these organizations will be less rapid and that their future will be characterized by intense competition with one another, which will result in elimination of the inefficiently operated chains and the survival of the strongest.

The stress which Mr. Grant lays on the element of service to the customer is specially significant. Whether it be a chain store or an independent, success can be earned only through service, intelligently rendered and supervised by capable and efficient management.—Shoe Retailer.

Shoe Orders Held Up.

Some disappointment in the demand for school shoes is expressed in the trade, where the hand-to-mouth buying

habits of retailers are blamed for uncertainty regarding the volume to be looked for. Claims that merchants confine orders to "fill-in" requirements and insist on prompt immediate delivery are made by one wholesaler, who states that shoe retailers "buy tomorrow's needs to-day and complain because we can't assure delivery yesterday." A further drop in the call for high shoes for boys has been balanced by increased popularity of the low-cut type, it was stated. A general increase in shoe business for men, women and children is looked for starting the middle of next month.

An Easy Advertisement a Good Stunt To Duplicate.

By displaying a pair of shoes which had been purchased over forty years ago when the store was first established, the Hirsch Shoppe, of Birmingham, Ala., succeeded in conveying to people an impression of prestige.

Advertising carried out the impression:

"We have on display in our show window a pair of shoes purchased from us forty years ago. The lady who purchased these shoes is still a customer. Her children are customers. Her children's children are customers.

"Why?

"Because during her lifetime she and her relations have been pleased and always enjoyed wearing Hirsch's footwear.

"Personal service and satisfaction are the principles on which our business is founded."

A "Whale" of an Idea.

After he had secured a list of the members of the local Rotary Club, an enterprising shoe retailer in Boise sent out to each name on the list one of his monthly statements. The statements were individually headed with the names and addresses of the recipients and bore the following message:

"You don't owe me a penny. I wish you did for your credit would be good here. I am sending you this statement simply to remind you that you owe it to yourself to call and see my new mid-fall footwear. They are smart and conservative and quite in keeping with your position in town."

This Has Made Many New Customers

Like Former President Roosevelt, a merchant in Fremont, Nebr., believes that larger families should be encouraged. This merchant offers his goods at discount of one per cent. for every child in his customer's family. For the first child, he allows two per cent., and for every additional child he allows an extra one per cent. However, where a family has nine or more children the most he will allow is ten per cent.

This plan has not only made his store talked about but it has also insured for him the patronage of a host of growing youngsters.

Try the Honesty of Your Townspeople

Over 100,000 people pass the Silver Shop on 42nd street, New York, every day, yet not one of them was tempted to take a dollar bill which was pasted recently to the window of the store

between the hours of 10 a. m. and 6 p. m.

The idea of course called attention to a "Dollar Sale" that the store was holding, but the greenback, contrary to the usual custom, was pasted to the window not from the inside but from the outside.

Brings His Style News To Bridge Fans.

There are so many bridge sharks in Trenton, N. J., that Harry Kaplan, a shoe retailer, has been obliged to resort to a novel means of advertising. For a nominal sum, very nominal, indeed, he will present a customer or prospective customer with a deck of cards. This is the regular bridge deck, but the back of the cards, instead of being decorated with an ornate design, is devoted to brief messages about various styles of footwear that he carries in stock.

This Might Produce For You.

Old garters are worth ten cents. At least that's how much A. May & Sons, Grand Rapids, will pay for them. When a man comes in for a new pair of shoes, after the sale is completed the purchase of garters is suggested. If he will take off his old set of garters, he is told, and deposit it in the basket placed near the garter counter, ten cents will be deducted from the selling price. The stunt has promoted the sale of garters to an unusual extent.

Pay Customers' Hotel Bill.

Here is how the Wolff & Marx Co., of San Antonio, Texas, are building a huge out-of-town business. To a selected patron, they send a card introducing him to the management of a number of San Antonio hotels. Through an arrangement with these hotels, the customer is given the courtesy of a day room, free of charge to him. Although the store pays the small charge involved, the customer is under no obligation to it.

Timely For Opening of Colleges.

The Kaufman Co., Lexington, Ky., made a strong bid one season for the trade of the students attending the University of Kentucky by distributing several thousand lead pencils on which were printed the complete football schedule of the university. The name of the store also appeared on the pencils.

A Good Hallowe'en Idea.

A big black kettle, eaten with the rust of a thousand fires, rested last year at Hallowe'en in the window of Silver's, in Brooklyn. The kettle was filled almost to overflowing with shoes of every style and shade, and to one side there stood a placard:

"The witches were here last night and left their magic kettle. See the love charms it contains."

This Might Help You Too.

Customers of Philip Thierolf, at Plattsmouth, Nebr., who are shy about coming back to his store because of an old account they have neglected to pay, receive from him a man-type of letter which calls their attention to something new in the store that they ought to have. Their indebtedness is not mentioned. But it gives them an opportunity to come back and settle up gracefully.

Men's Footwear To the Front of Display.

For the reason that men will look at a window display for only a moment while women will devote a considerable portion of their time to it, a merchant selling to both sexes has found it advisable to place displays of his men's shoes as close to the pane as possible. The women's shoes he confines to rear sections of the windows.

Offers To Supply Hat Checks.

George W. Horton, Yonkers merchant, does not advertise in the programs of local organizations. Instead, when a solicitor calls, he offers to supply the hat checks for the affair (a detail which is generally overlooked) free of charge.

The checks of course bear his name and business.

Where Price Competition Is Acute.

With price competition particularly acute in his locality, a Western merchant, one day, posted this little sign in his window:

"I have no quarrel with the man who sells his goods cheaper, for he knows what his goods are worth."

Offers Rain Discount.

"Where it pays to get wet" is the slogan of the Espenhain Co., Milwaukee, Wis. The reason why it pays is because the store offers a discount of 10 per cent. every time it rains.

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 Hoon, Grand Rapids.
Secretary—Paul Gezon, Wyoming Park.
Treasurer—J. F. Tatman, Clare.

U. S. Learns To Like European Delicacy.

Although the people of the United States are now consuming about 4.36 pounds of cheese per capita annually as compared with 3.5 pounds in 1921, Americans are still far from being in the heavy cheese eating class. In Switzerland the per capita consumption is approximately 23 pounds in France, Denmark and the Netherlands approximately 13 pounds; in German 9.5 pounds, and in Great Britain 8.9 pounds.

In the opinion of dairy specialists of the United States Department of Agriculture, it should be possible to increase the consumption of cheese in the United States by improving the quality of the product and by disseminating knowledge as to its uses, food value and varieties.

In 1926 cheese production in the United States amounted to 431,416,000 pounds and importations totaled 78,416,823 pounds, whereas exports were slightly less than 4,000,000 pounds. The importations include many varieties, nearly all of which are among the highest priced cheeses made, such as Emmenthaler from Switzerland, Parmesan and Gorgonzola from Italy, Roquefort, Camembert and Brie from France and Edam from Holland.

"Unfortunately, a feeling is prevalent in the United States, according to K. J. Matheson, author of the revised bulletin, 'that cheese equal to the best of the European product cannot be produced here. This feeling is based upon a lack of knowledge that actual conditions in Europe probably are better favored by desirable climatic conditions and by more general dissemination of the bacteria or molds necessary to the characteristic ripening of different varieties, but even the best average natural conditions can be improved by artificial means, since necessary molds or bacteria can be grown in pure cultures and utilized anywhere."

Looking Across Counter From the Other Side.

Every customer realizes that the dealer's object is to sell goods and no reasonable individual can object to sales efforts—in moderation. It is only when the attempts to increase the number of articles sold passes beyond the bounds of good business taste that the customer is inclined to criticize.

To strike the happy medium between a quiet, courteous suggestion of other goods that might be wanted and the irritating urging that no one likes is the big problem that the dealer has to solve to reach the greatest business success.

The resentment that is sometimes aroused in the mind of the buyer may not, and most frequently does not, manifest itself at the time in any out-

ward manner. Too often the consequence is the transfer to some other convenient store. The easiest formula to apply in selling is that of the "Golden Rule," and it is wise to take the time, once in a while, to check up on sales practices and try to determine how they appear to the man or woman on the other side of the counter.

Lemon Shipments Set New Record.

Not to be outdone by new records in bank deposits and volume of sales in the stock market about which everyone has read in the newspapers, the lemon market developed similar activity with the real lemonade weather of Fourth of July week and the exchange set new records for volume of lemon sales and returns to California growers.

Five hundred and fifteen cars of lemons were sold during the week, 189 of them on the 5th, a new high figure for a single day's lemon business. Over 500 carloads were again sold the second week of July and at considerably higher prices. The strong market continues under a liberal supply of California lemons.

French Diplomas For Knowing Groceries.

Diplomas for knowing groceries are now being awarded by the French ministry of public instruction. Would-be grocery clerks are examined on weighing salt, tying up sugar and handling spices, wines and other goods sold by the "epiciers," the French equivalent for grocers. Standards are high, for in a recent test of sixty candidates only ten knew their groceries well enough to pass the examination. Diplomas are quite serious affairs, covered with notable signatures and decorated with red seals and ribbons.

Freeze Grapes For Long Transportation.

An experiment to see whether frozen grapes would carry and whether there would be an outlet for them in large consuming centers has been tried with the shipment of 400 barrels of California grapes, frozen in unfermented grape juice, to New York. All varieties of grapes are to be included in the trial, which will include 3,000 barrels.

New Plan Prolongs Fruit Preservation.

Fresh fruit is reduced to a dry powder and then pressed into small briquets in a new method of preserving fresh fruit for an indefinite period, developed by Karl Hessel, a German engineer. Eighty per cent. of the price of fresh fruit out of season can be saved by this new method. Vegetables can be treated in the same manner.

Traffic Conditions Affect Delivering.

When a business man found time being lost by delivery trucks at congested intersections and by rough streets, he made a study of traffic conditions by first-hand tests, and then made recommendations to his drivers. The best streets were marked on a city map with blue lines and the bad spots were in red.

Don't Say Bread

— Say

HOLSUM

"I Have Carried the Tidings of Good Health To My Customers"

"About six months ago I started eating Fleischmann's Yeast and through the wonderful results it brought me, I have carried the tidings of good health from eating Yeast to my customers", writes Irving Kirschen of Newark, N. J.

A grocer who gives his customers "tidings of good health" is doing a service they will not forget—he is building good will. Recommend it for constipation, indigestion, skin disorders and run-down condition.

FLEISCHMANN'S YEAST

Service

M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST ~ FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

Doubly Good

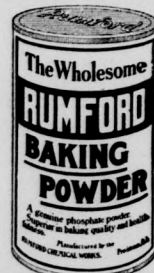
RUMFORD
The Wholesome
BAKING POWDER

is Profitable for You

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

is Economical for Your Trade

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



RUMFORD CHEMICAL WORKS
Providence, R. I.

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Cold Sausage Cuts For Summer Meals.

With the weather taking on tactics that indicate that Summer is really with us at last thoughts naturally turn to things that are good to eat, but at the same time are not too heating to be appealing. When a few days have passed there will still be a place for cool meat meals, but the pressing need for them may not be quite as great. The thought that occasioned this talk arose from samples of several different kinds of sausage products sent to the Government office for a determination of quality—to find out how they compared with the Government's standards for strictly No. 1 products. The manufacturer of the products in mind—to paraphrase a popular slang expression—knows his sausages. His samples not only taste good, but they look mighty inviting. There are among them head cheese, blood wurst, frankfurters, bologna, and fresh sausage. The head cheese is held together with a good clear gelatinous binder and the pieces of meat are clean cut and bright in color. The spicing is all that could be asked for and the whole is properly cooked in a clean hog stomach container. The blood wurst is equally appealing, except that the color is dark as is natural when blood is used in the making. Solid pieces of tongue are found all through the product, together with cubes of clear, white fat. The spicing and cooking was performed by an expert. The bologna, fresh sausage and frankfurters were made of strictly fresh meat and in every way highly desirable. One product nearly escaped my attention, though to many it finds great appeal. This product is liverwurst. There is a tantalizing taste to liverwurst that is found in no other kind of sausage. We hear so much about the good qualities of liver nowadays that it is small wonder that manufacturers of liverwurst tell of materially increased sales. With the exception of the fresh sausage—which is not particularly suitable to hot weather anyway—each and all of the products may be sliced and served with bread, or eaten with potato salad. There is no waste to sausage and when made right and of high quality meat they provide wholesome, healthful and energizing meals. Meat manufacturers are to-day making sausage products equal to any that have ever been produced in this country. The exception to the rule is easily located by the appearance and taste of what he makes.

Hot Weather and Meat.

This little talk is not intended to be a sermon on the use of meat nor a means of converting those who believe meat is a bad thing to eat in hot weather—if any appreciable number of such persons exist—but just a simple story plainly told concerning one man's experience. This is about the way he told it: He said, "I was feeling all

right, but when the hot weather came a week or so ago I was told that I would feel the heat less and remain in better health if I cut down on my food and eliminated meat entirely. At first I did not pay much attention, but the more heat prostrations I read of the more I felt that I should be on the safe side and follow the advice I had received. My appetite was not very keen, and so it was not difficult for me to reduce the amount of food I had been eating; nor was it difficult to stop eating meat. I commenced with moderate vegetable dinners, with cold tea and pastry for dessert. At first the change was very satisfying, and I thought I felt better and told my friends how easy it was to change my meals to suit the weather. Incidentally, my meals cost a little less, which could hardly be called a penalty. At the end of the second day I began to long for something more substantial and the early pleasure was being changed to a continually hungry and unsatisfied feeling. I was a little overweight and thought the sacrifice—for it began to be a sacrifice by this time—would be repaid by the approach to what I thought my normal weight should be. My work, as you know, is not altogether easy, although it cannot be called laborious. By the end of the first week I began to feel weak and lacking in ambition. I was quite worried about my feelings and could not get the idea out of my mind that a good meal was what I wanted. I discarded the dieting plan and had a good meal. I could feel no difference in the heat, but, believe me, I felt like a new man and with a satisfied feeling I forgot the heat and everything else concerning dieting. I have had my experience and while I am suffering no ill-effects I am back to the normal way of eating for good."

Explains Spoilage of Peas and Corn.

When spoilage occurs with corn or peas, it is usually caused by the activity of the thermophilic bacteria. The word "thermophilic" means "heat loving" and these organisms grow best at temperatures far above those preferred by most bacteria. The great majority of bacteria grow best at temperatures between 85 degrees F. and 100 degrees F. Thermophilic organisms are most active at temperatures in the vicinity of 130 degrees F. Certain of the thermophilic bacteria are apparently incapable of growth at temperatures below 105 degrees F. and are known as "obligate thermophiles."

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

Think twice before borrowing to the limit for stock speculation.

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.

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.



ASSOCIATED TRUCK LINES

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.

ASSOCIATED TRUCK LINES

PHONE 94121

108 MARKET AVE.

GRAND RAPIDS, MICH.

GRAND RAPIDS PAPER BOX Co.

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

GRAND RAPIDS MICHIGAN

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

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.

The Hardware Dealer and the Fall Fair.

In the comparatively small community, where farmer customers represent a large proportion of the hardware dealer's clientele, the fall fair furnishes an excellent opportunity for effective advertising.

Quite often a hardware dealer, when fall fair advertising is suggested as a good means of reaching the public, sniffs contemptuously:

"Yes, that may be true where there is a good fall fair. A big show, that draws huge crowds. But you know what our fall fair is like. Why, people tell me there's nothing to see."

In many communities the hardware dealer, accustomed to aggressive methods, has little if any respect for the local fair. It appeals to him as inefficient and unpretentious.

I took in one such fair some years ago. It was held in a town of less than 5,000 people, in the heart of a well-to-do and intelligent farming section. The show itself wasn't much. Apart from the agricultural exhibits, none of them very startling and really not fairly representative of the county, there were a few minor attractions—a good band, a "ride" or two, a team of acrobats, and a string of kewpie-doll booths. Yet that fair drew thousands of people. Most of them commented, "Well, the show isn't much." But they had said the same thing last year and the year before, yet they came; and they would come again next year.

Why?

In the answer to that "Why?" is found the value of the fall fair as an advertising medium. In a rural community the fall fair is the annual pretext for a sort of informal get-together meeting of the entire countryside. People who have not met for a long time can meet here, exchange news and views, and relax from the daily grind.

Of course not all fall fairs are alike. Some very small communities put on excellent shows. Some larger communities put on shows that are decidedly indifferent, to say the least. But whether or not the exhibition itself justifies the attendance, the urge of country folk to get together is a pretty safe guarantee that any advertising the hardware dealer does will receive due attention.

Indeed, the poor type of fall fair gives the wide-awake dealer with novel ideas a chance to shine by contrast. I have known fall fairs where the main building—the building reserved for merchants' exhibits—vied with the race track as the outstanding attraction. Simply because wide-awake merchants took the time and trouble to put on worthwhile and interesting exhibits.

The fall fair is of vital interest to a great many people in the average rural community. It may not command united or unqualified support. But it

does command the active support of many of the best farmers, and the sympathy of a majority, as well as the sympathetic backing of many influential farm organizations. Its supporters, moreover, welcome the active interest of city people; and it is good politics, to say the least, for the wide-awake merchant to take an active interest in supporting and promoting the local fall fair, serving on its directorate if he has the opportunity, and helping in every way possible to make it a better show.

Apart from anything he can do to make the fall fair worth while, the hardware dealer will usually find it good business to put on an exhibit of his own. Implement dealers have done this from time immemorial; but not so long ago a hardware exhibit was something of an innovation. In my own community I can remember when one venturesome hardware firm startled its customers and its competitors by putting on a small display in the "main building." So satisfactory were the results, that the next year the dealer doubled his space; and thereafter he put on annually an exhibit that occupied half of one of the wings. More than that, several other hardware dealers have since followed suit.

"We find that a fall fair display is good business," states this pioneer. "First, we display our goods to a far larger number of people than see them in the store windows. We reach a lot of people from a distance who rarely come to town. We meet practically all our country customers, shake hands with them, talk over their hardware needs, introduce new lines, and get in touch with them personally. Also, we meet a lot of prospective customers—people who ought to buy from us and who, if we make the right kind of impression, probably will. We get in touch with prospects for stoves, rural water systems, washing machines, paint, and a lot of other lines. And we find this a splendid opportunity to put a lot of advertising material in the hands of people who will really be interested in the lines advertised."

This pretty well sums up the advantages and uses of the fall fair exhibit from the advertiser's point of view.

One point in regard to the fall fair display is worth remembering. It can't be too well or carefully arranged. Your window displays are seen by a certain number of people, day in and day out. People are passing your store all the time. But the fall fair display is limited to three or at most four days, of which the first day is largely preparatory. It is seen in that brief time by thousands of people. Most of these people come only for one afternoon. They may see your display only once or twice.

What does this mean?

It means that, to be effective, your fall fair display must be considerably more striking than the usual window display down town. It must hit the average individual squarely between the eyes; must be so arranged as to make the maximum impression at the first glance.

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

NEW AND USED STORE FIXTURES

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

Grand Rapids Store Fixture Co.
7 N. IONIA AVE. N. FREEMAN, Mgr.
Call 67143 or write

BROWN & SEHLER COMPANY

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

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

WE
CARRY



A
COMPLETE
STOCK OF

HEATH & MILLIGAN DEPENDABLE PAINTS AND
VARNISHES

Foster, Stevens & Co.
Founded 1837

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

This does not mean that it must be elaborate. It is possible to over-elaborate a display; to work in so many details that the general effect is submerged. Often a comparatively simple display is far more effective.

Farm customers are less interested in pretty, tasteful backgrounds than in new ideas in farm and household equipment. This statement might perhaps be qualified. Tasteful accessories heighten the appeal of the display to the farm woman, and hence cannot be entirely disregarded. But the farmer, and even the farmer's wife, are especially interested in devices that will make farm work less like drudgery, and the farm home more comfortable and attractive and liveable.

Hence, stress the goods; and above all emphasize what these goods mean to the farmer.

A fall fair display can't be just thrown together. It is good business to arrange for your space some time beforehand. Go out to the main building some days ahead of time and take accurate measurements of your space. Take note, also, of the lighting facilities, and of any improvements in the way of temporary fixtures that will make your evening display more effective.

Then, with a clear idea of your space limitations and lighting facilities, outline your display on paper. Plan your arrangement beforehand. Determine what backgrounds to use. A tasty and not too obtrusive background is more effective than bare walls; but don't make your background so attractive that it draws attention away from the goods. Determine what you are going to show, and how you are going to arrange the various articles on display.

Then, aim to get your entire display in shape so that it will be ready the morning of the first or preparatory day. Many exhibitors spend this first day putting the display together. But the extra day gives you a chance to size up the effectiveness of the display and make any necessary alterations before the crowd comes.

As a general rule, business is slack in the hardware store during the hours that the fall fair is crowded. It will pay you to put your very best salesmen in charge of your fall fair exhibit during these busy hours. It will usually pay you to be there yourself. You will meet a great many more of your country customers at the fall fair exhibit than in the store; and this opportunity to meet country people—regular customers and prospects—to shake hands with them and get in touch with them personally, is one of the great advantages of a fall fair exhibit. The personal touch counts for a great deal with all classes of customers, but especially with farmer customers.

As a rule, it is sound policy to devote your exhibit to such lines as stoves, washing machines and other labor-saving devices, paints and paint specialties, and the like. If possible, these lines should be demonstrated, at least during the busy hours. Show your range and washing machine in action; show an expert or near-expert applying the floor finish or the wall-

tint. People like to see things moving; and a demonstration display is far more effective, and far more likely to halt the crowd, than a mere showing of the goods.

A good display of this sort should bring you into touch with a lot of good prospects. Make it a point to secure the names and addresses of such prospects. Don't trust to memory; write them down at the time. Have a note book or a lot of blank cards handy, and a clerk who can write quickly, legibly and accurately to record names and addresses.

The fall fair is an excellent opportunity for handing out printed matter to interested prospects. If a woman likes the look of the range you are showing, get her name and address, hand her a booklet regarding your line of ranges, and invite her to call at the store at the first opportunity and look over the complete line. Do the same with other lines on display. Try as far as possible to get this printed matter into the hands of real prospects.

The children who clamor for expensive booklets, gather an armful of these in the main building, and drop them on the street going home are always a problem. A lot of waste is involved in such broadcast distribution of printed matter. Some exhibitors refuse to hand out their literature to children. One merchant has got around the difficulty by providing attractive but inexpensive souvenirs for children. One year he provided a little "birthday pin." The pin was a simple enough contrivance, a pin with a large glass bead for head; a different colored bead was used for each month. Each child was invited to fill in a card with name, address and birthday. Another merchant distributed pins with "school colors"—different color combinations for the two town schools, and a different combination for each township. Here, again, addresses and birth dates were required. By this method the dealer in each case sidestepped the necessity of handing out expensive literature, pleased the children, and secured a mailing list that was afterward utilized in circularizing parents with regard to birthday and Christmas gift lines.

If you are putting on a fall fair exhibit, don't allow it to become perfunctory. Put into it the very best ideas you have. The better and more striking the exhibit, the better the results. Plan the details ahead of time—the arrangement and lighting of the display, the lines to be featured, their demonstration, the handing out of advertising matter, the recording of prospects. Systematic planning is essential, if you are to get the best results. And put your best available salespeople in charge, and spend as much time as you can spare at the fall fair booth. If you are doing the thing at all, it is worth doing well.

Victor Lauriston.

Bragging does not bring happiness, but no man with a large fish ever goes home through the alley.

Unemployment has diminished but not vanished.

TER MOLEN & HART

Steam Tables and Coffee Urns
Built and Repaired

Successors to
Foster Stevens Tin Shop,
59 Commerce Ave.
GRAND RAPIDS, MICHIGAN

Link, Petter & Company

(Incorporated)

Investment Bankers

7th FLOOR, MICHIGAN TRUST BUILDING
GRAND RAPIDS, MICHIGAN



A Wonderful 10c Seller

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

A Beautiful Display

PACKED BY
NATIONAL CANDY CO., INC.
PUTNAM FACTORY
GRAND RAPIDS, MICHIGAN

J. CLAUDE YODAN

ATTORNEY AND COUNSELOR

Special attention given creditors proceedings, compositions, receiverships, bankruptcy and corporate matters.

Business Address:

421 Kelsey Office Building.
GRAND RAPIDS, MICHIGAN

ASK FOR

KRAFT CHEESE

A Variety for Every Taste

Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

CASH REGISTERS — SCALES

NEW AND USED
Expert Repair Service

Remington Cash Register Agency
44 Commerce Ave., S. W. Phone 67791
GRAND RAPIDS, MICH.

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

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

BIXBY

OFFICE SUPPLY COMPANY
GRAND RAPIDS, MICHIGAN

COCOA

DROSTE'S CHOCOLATE
Imported Canned Vegetables

Brussel Sprouts and French Beans

HARRY MEYER, Distributor

816-820 Logan St., S. E.
GRAND RAPIDS, MICHIGAN

I. Van Westenbrugge

Grand Rapids - Muskegon

Truck Service

Central Western Michigan

DISTRIBUTOR

Nucoa

KRAFT CHEESE

"Best Foods"

Salad Dressing

"Fanning's"

Bread and Butter Pickles

Alpha Butter

Saralee Horse Radish
OTHER SPECIALTIES



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

**The Brand You Know
by HART**



Look for the Red Heart
on the Can

LEE & CADY Distributor

HOTEL DEPARTMENT

First National Maneuvers of Army and Navy Aircraft.

San Diego, Calif., Aug. 24—Here in this delightfully typical Spanish town it has been our good fortune to witness the first National maneuvers of the U. S. Army and Navy aircraft, 222 in number.

As the greatest single mass flight in aviation history it was a superb pageant; as proof of the Nation's preparedness it left no doubt as to the ability of our defenders in the skies.

A high fog which swept in from the ocean just at the zero hour tempered the scope of the great parade for the watchers below, but it is said that to those aloft it proved in convincing fashion the marvels of co-ordinated human effort. Nearly 300 planes of every description were aloft simultaneously in close packed formation in fog at times so thick the next ship ahead was invisible, yet the entire program went through without a single accident. The blanket gave the crowd below a false sense of safety for those above, but when it lifted there they were in mass formation, hordes of planes on either side, ahead, astern, above and below, roaring along at ninety knots and in perfect formation. Only constant devotion to duty and the job on the part of everyone from ground crews to commanders brought about the perfect realization of plans which made the days accomplishment possible.

A mass flight at noon following the formal dedication of Lindbergh Field—with the flying colonel absent—was impressive as a spectacle, but there were in addition stunts which brought every layman or earthman in attendance to his feet. One was an attack on Lindbergh Field by twenty-four navy fighters, in which they dived out of the clouds, invisible, from 8,000 feet and at close to 300 miles an hour, within a few feet of the ground and then pulling up and kiting away to the low hanging clouds. Another, and in reality the conclusion of the program, was when three sea hawks of the battle fleet, gave an exhibition of combat flying that was marvelous. This trio of dare devils did such astonishing stunts that the spectators were in a constant roar of enthusiasm. With their wing tips almost touching, they flew upside down in unison, made complete barrel rolls and multiple loops together as well as spiral turns, in each instance the three of them "banking" or turning as one plane.

The air armada began taking off from North Island, the naval base, at about noon and in exactly thirteen minutes by the meeting house clock the entire force was in the skies. Widely scattered by single squadrons all over San Diego Bay district, they disappeared behind a fog bank off Point Loma and in a few minutes they amazed the 200,000 watchers by roaring out into the sunshine in perfect formation. Down the bay and over Lindbergh Field they came—giant droning bombers and observation squadrons, while far above the clouds there flashed the silver wings of the navy 150 mile fighters traveling at such terrific speed that even above the roar of the huge force below was heard their scream of speed. Again the twenty-mile parade circled the bay and disappeared behind the main bank of fog which had so obligingly been prepared by the weather bureau. Again they emerged, this time massed in a twelve-mile square formation, passed over the field, broke by magic into a dozen groups and in a few minutes had landed without a single miscue, or, as we would say in baseball parlance—error.

It was all so wonderful we were much inclined to agree with the frontiersman on his first view of the locomotive that "there isn't any such

thing." And all of this progress has been developed in the short space of twenty years, prior to which time "Darius Green" held the field.

One of the distinctive features in the life of Los Angeles is provided by the state society picnics which are held at frequent intervals at practically every season of the year. They are arranged and attended by those formerly of other states who now make their homes in this city and vicinity. Some of these picnics are monster affairs, that of Iowa, for instance, numbering its attendance by many thousands. Some other states, Michigan, for example, do almost as well in numbers and equally so when it comes to enthusiasm. Almost every state in the Union, Canada and Mexico has some form of organization here in Los Angeles. Where the number is smaller, two adjoining states will club together and form one body, but these examples are very few. Sycamore Grove, named from the beautiful trees of that variety which provide its shade is used but in many instances even this is too small and where more space is required the ocean beaches are utilized. For purposes of easy assimilation of the huge crowds, without encountering delays, the picnic grounds are arranged in section, each individual county as a unit, properly placarded, and a registration made of all participants, which is kept open for inspection by the general secretary in his office at the Rosslyn Hotel. It is a wonderful experience for one who has come from some Northern or far Eastern state to attend the picnic of those who came from the same commonwealth. Frequently old friends, lost sight of for many years, are found, and the mere knowledge that these are all natives of one state, though far away, is an inspiration for all participants. The value of these state societies and their picnics cannot be too strongly emphasized when it comes to those who are not Californians by birth, and Tradesman readers, in visiting the Golden State, should bear this in mind when they are mapping out their programs. Meetings are held monthly by most of the state societies, thereby enabling one to secure quick action in looking up old friends.

Paul R. Bierer, managing director of Hotel Fairburn, Detroit, believes in cultivating a feeling of fraternity in common with his hotel colleagues. The other day he and his estimable wife entertained a bunch of them at the Bierer summer home, at Amherstberg, Ontario, on the Detroit River, providing transportation, a delightful luncheon and a general good time. A brief business meeting of the Detroit Hotel Association was also held, making it a sort of combination of business and pleasure.

The Childs' restaurants throughout the country, which have featured vegetarian menus almost to the exclusion of meat, have found it essential, in order to preserve their prestige, to place meats once more on their bills of fare. There is more or less bunk disseminated concerning the use and non-use of meat, but I have always been inclined toward the notion that Nature is the most capable arbiter in the controversy. People who indulge in much physical exercise usually crave something substantial, or at least more so than the offerings of the vegetarian establishments. Some are inclined to decry the use of pork, especially, by anyone, and yet some of our ablest physicians will tell you that bacon and ham are essential. So on theory that domestic animals of the through the entire category. The food type were intended for family pets sounds friendly like, but some of them are so unwieldy, it hardly seems reasonable to alibi them from the food program.

PARK-AMERICAN HOTEL KALAMAZOO

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

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

That is why LEADERS of Business and Society make their headquarters at the

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop

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.

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
—Location Admirable.
W. O. HOLDEN, Mgr.

Columbia Hotel KALAMAZOO

Good Place To Tie To

CODY HOTEL

GRAND RAPIDS

RATES—\$1.50 up without bath.
\$2.50 up with bath.

CAFETERIA IN CONNECTION

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

HOTEL KERNS

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

E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.

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

WILL F. JENKINS, Manager

NEW BURDICK

KALAMAZOO, MICHIGAN
In the Very Heart of the City
Fireproof Construction

The only All New Hotel in the city.
Representing

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

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

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

Wolverine Hotel

BOYNE CITY, MICHIGAN

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

HOTEL OLDS LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
Manager.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.
Muskegon -:- Michigan

I am pained to hear of the death of a very good friend of mine, Arnold Fumagally, for many years Maitre d' hotel at Hotel Sherman, Chicago. He was also well-known by Michigan hotel men, who by common consent have made the Sherman a sort of headquarters for years. Many a time I have been his guest at the executive luncheons held in the College Inn, where affairs of operation were discussed by department heads. Mr. Fumagally kept in touch with the guests of the hotel, was a most genial host, and will be mourned by many.

F. Taylor Peck, formerly interested in Michigan hotel affairs and at one time secretary of the Michigan Hotel Association, having managed the Cody Hotel, Grand Rapids, is now treasurer and general manager of the Battle House, one of the largest hostleries in Mobile, Alabama. Hotel papers announce that his company is now improving their property by an addition of 120 rooms at an expense of \$750,000, as well as other physical changes of importance.

Will Rademaker, former manager of Hotel Wolverine, Detroit, and president of Michigan Charter, No. 29, of the Greeters, is once more with the Hotel Norton, in that city. He is well liked by travelers and is held in the highest regard by his employers.

They are financing a thirty-story hotel in Windsor, Canada, opposite Detroit. It may be a good investment, particularly if the present liquor program of Ontario becomes a permanent one, instead of an experiment. The Nortons are doing well there, but there are only a certain number of bites to a cherry.

The annual meeting of the Michigan Hotel Association is to be held in Detroit, on Friday and Saturday, Sept. 14 and 15. No definite program has as yet been announced, but it will be a good meeting. Whenever two or more Michigan operators get together they usually constitute a birthday party or convention without delay.

The mayor of Los Angeles complained to the board of police commissioners of the unsatisfactory crime conditions in that city. The commission called in the chief of police and asked him "How about it?" He succeeded in convincing them that if he could relax his efforts somewhat in chasing up home-brewers and flask-toters, he could reduce real crimes fully 50 per cent., whereupon they told him to go to it. So for the present anyone who is not disposing of alcoholic beverages for a profit need not worry about the police musing over the contents of their refrigerators. In other words, search and seizure will be based on the constitutional rights of the citizen, and he may even go so far as to venture out on the streets at night without running the gauntlet of hold-up men.

Away out here in sunny California I receive a letter from George L. Crocker, managing director of Hotel Olds, Lansing, thanking me for a friendly notice of commendation I recently gave him in the Tradesman. There are at least a couple of things I especially admire about George Crocker. One is that he is a splendid fellow and the other is that when he is well spoken of he has the goodness to acknowledge it.

When one considers that within the year the city of Long Beach conceived the idea of a great international exposition, and carried it out, by completing and opening same at an outlay of \$2,000,000, and opening it on July 27, one's admiration cannot help but be excited. I was down there the other day and watched with much in-

terest its goings on. There were a 100,000 other supposedly cash customers there at the same time, and they were all making a good investment. The buildings, huge and numerous, are of the Spanish and Oriental type, with the Chinese well in the lead. The grounds cover an area of twenty acres adjacent to the ocean beach and not a square foot of space is wasted. One of the inviting features was the wonderful open court in the geographical center of the park, surrounded by wonderful buildings created in stucco, in the center of which is a pagoda, utilized for a band stand, entirely surrounded by water, outside of which are comfortable seats for many thousands of visitors. Surrounding these are the parade grounds, where a daily pageant, march of the nations, is enacted. I shall pay a more extended visit and give my readers the benefit of such observations as I may have made. I only mention it at this time because I am overwhelmed with enthusiasm over the results of local enterprise shown by Long Beach citizens.

Within a dozen miles of Los Angeles we have the world famed San Gabriel Valley, at the foot of Mount Wilson. As often as once a week I religiously pay it a visit, because it is in the very heart of the district producing the "Sunkist" brand of oranges, and what is more satisfying than gathering with your own hands, direct from the tree, this luscious fruit. Besides this it is the habitat of the English walnut of commerce, a fruit belt of all deciduous varieties and a market garden area that supplies much of the food consumed by the metropolitan population of Los Angeles.

Less than a hundred years ago all this territory was a desert waste with here and there an oasis where in tropic foliage reposed the haciendas of Spanish dons who dispensed hospitality from wealth acquired from the hides of range cattle. All of this has been changed. The bluster of commerce of to-day has succeeded the "manana" of yesterday. The hum of industry has disturbed the quiet of the desert wastes. The rains which fall in winter on the mountains are here utilized during the summer in the form of intensive irrigation. Water, plus soil, plus industry, has made the desert to bloom as the rose.

But while the people of the San Gabriel Valley are living comfortably on the harvests of the present, they are setting aside a sinking fund for the future. They know that with increased activities will come an increased demand for water, and they are not waiting until this emergency stares them in the face, but by an almost unanimous vote they bonded their immediate vicinity for \$35,000,000 for flood control and conservation, the most pretentious feature of which is the building of a dam at the forks of the San Gabriel River at an outlay of \$25,000,000. This will be, when completed, the largest dam in the entire world, and will provide ample water for irrigation and other purposes, with a maximum of population for the next century.

From five to eight years will be required to complete this great dam, and the employment of thousands of laborers. When this work is completed the dam will become the Mecca of pilgrimage for multitudes for ages yet to come, as the Pyramids themselves are inconspicuous in comparison with this gigantic pile of concrete which will tower 425 feet above the bed of San Gabriel River.

But mention of the San Gabriel dam is only incidental to a discovery made in the Valley many years ago, and to which my attention was called upon a recent visit there—"La Piedra Pintada" (painted rock) as it was familiarly spoken of in the days gone by. La Pintada is passed by thousands of peo-

ple every year without knowing anything about it. Not me. When it comes to anything like that I am as insistent as the man from Missouri. One is more or less awe struck as the rock is approached, your step become slow and quiet as if a sacrilege was being committed, as you stand there, before a connecting link between the past and future you wonder, and attempt to guess its secrets. The symmetry of the characters doubtless have some significance, which to those red men who placed them there, no man knows how many years before, meant much.

Of course there are the usual number of legends connected with La Pintada such as, that it was an altar upon which sacrifices were offered; that it was a warning to the red man to go no further as the upper reaches were infested with many bear and other ferocious animals; that it was a key to a fabulously rich mine, etc. Scientific men are just at the moment making an investigation to try and find out all about it.

La Pintada, however, is not the only rock carrying Indian hieroglyphics, for in the East fork of the San Gabriel Canyon there are several, the most pronounced of which are but a short distance from human habitations and have characters of running animals, imprints of human hands; these rocks, however, on account of gathering waste, brought down the river during high floods, are extremely hard to locate. Just now they are attracting renewed interest through the efforts of the Government to preserve them for the future.

San Gabriel, "The Home of the Mission Play," is situated ten miles East of Los Angeles. The beautiful \$650,000 playhouse, home of John Steven McGroarty's Mission Play, located in a picturesque seven-acre tract, once a part of the old San Gabriel cactus walled mission, is worth the time spent in a visit thereto. On this same tract is also the world famous "mother" grape vine, covering nearly an acre of ground, parent of all California grapes and planted in the eighteenth century.

The Mission Play has given a greater number of performances in one place than any one play, not excepting the productions of Shakespeare. Visitors come from all over the world to see the old mission founded in 1771, which is still in an excellent state of preservation and the pageant portraying the history of the California missions.

The San Gabriel river debouches from the canyon of that name in the Sierra Madre mountains, and its waters spread underground and gradually widens to from twelve to fifteen miles until it reaches the ocean at Long Beach. The area covered is 360 square miles, with 230,400 acres receiving the underground surface flow, more than twenty cities and towns being dependent on the river and its tributaries for their water supply.

The residents here claim that the San Gabriel Valley is the place to live; that one may die anywhere. They certainly have every reason for living. If one longs for the vast canyons, the solemn solitude of mountain fastness where rippling streams meander, they are at your elbow. If it is an admiration for the sea and its beaches, there you are. These advantages set to the rhythm of the perfume from orange trees, constantly in bloom, he may sit beneath his own vine and fig tree and let the rest of the world continue in its course.

Frank S. Verbeck.

A New Kind of Barrister.

Gavin McNab's death in San Francisco last week evoked widespread comment because of his sensational success as a political leader, skilled attorney, adviser of Woodrow Wilson when that champion of democracy

needed advice on the political pulse of the Golden West, and in various celebrated cases a barrister who enjoyed a reputation for serving his clients satisfactorily.

Not until his will was made public Wednesday last was the world reminded that not every cause he represented at bar was successful, and not every bit of advice given when followed worked out to the advantage of each client advised. The world is informed at last that Gavin McNab made blunders when the world (excepting those clients of his who followed his bad advice) was believing the solemn-faced, bushy-browed barrister's legal mind worked infallibly for good to those who paid him big money.

McNab remembered these unlucky clients of his with handsome bequests. Some \$40,000 of his \$800,000 estate is left to various persons who lost money because of him. Friends who asked his advice as to investments and lost their wad get it back under the terms of this will. Somehow the amounts left to charities and faithful friends as gifts pure and simple are less significant than this posthumous fashion McNab hit upon of correcting his professional blunders.

May this righteous Scotsman's tribe increase!

May America hope that from the example set by this conscientious scrupulously ethical lawyer, there may spring a popular and widespread fashion by barristers of accepting fees only for work successfully performed?



HOTEL BROWNING

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



**Luxurious
Comfort,
Appetizing
Meals,
Reasonable
Rates,**

and Finest Mineral Bath Department
in the country, are just a few of the
reasons for the popularity of West
Michigan's finest hotel.

We invite the patronage of business
men and pleasure-seekers.

**Hotel Whitcomb
and Mineral Baths**
St. Joseph, Michigan

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.

RIGHTS OF THE RETAILER.

Some Obstacles the N. A. R. D. Have Had To Face.*

When you talk about hopelessness, don't forget a few things that have happened. You folks in Michigan remember very well the N. A. R. D. had the temerity to ask for a reduction in the tax on alcohol. Some of our good friends in the manufacturing end apparently thought we were going to put them out of business and some retailers agreed with them, but that is past history. The fact is that the National Association of Retail Druggists led the movement alone for the reduction of the alcoholic tax. We did have the co-operation of the state associations and many individual retailers took it upon themselves at our suggestion to make their wishes known. Their representatives in Congress succeeded in passing that tax reduction. More recently the narcotic tax reduction was enacted by Congress a day or two before adjournment. The trade as a whole did not support that narcotic tax reduction. Why should it? It only affected the retailers. I spoke to some representatives of other branches of the trade. They said, Why waste your energy on that? You can't do it anyway. You'll never get it through Congress. We went to it alone. We asked you people here to support us. Your officers did their duty, of course, but your senators did not vote for it.

The senators from this State would have favored that narcotic license reduction for the retail druggist if the retail druggists had made it known to them they wanted that, but as the senators from this State thought it was only the officials of the N. A. R. D. and the officials of the M. S. P. A.

*Paper read by Samuel C. Henry, Secretary N. A. R. D., at annual convention M. S. P. A.

—just a little propaganda—they were not interested. You can understand when I go to Washington and interview the congressmen from Michigan they don't care what my opinion is. If any one of you has an opinion and you take occasion to make it known, they are going to listen to you and if a sufficient number of you make your wishes known, they are going to agree with you because that is good policy, that is the way they expect to get back.

We have a very definite campaign mapped out. The National Association of Retail Druggists is more completely sold on the Capper-Kelly bill to-day than we have ever been sold on price maintenance since it was started, some eighteen or more years ago. I am here to say to you, without fear of successful contradiction, that the Capper-Kelly bill or some similar trade legislation will be adopted by Congress in the near future. You men can hasten that day if you will do certain things. You must actually get in touch with your representatives in Congress—either by personal contact or by letter. I don't need to tell you men that the public interest in this thing is more important to you and me, as citizens of the United States, than the money end of it is to you as retail druggists. What you want to do in your interview with your representatives in Congress is to show them. I don't know. They have other things to think about. Their minds haven't been trained to think about this problem. You know all about it. Show them what is happening in the field of distribution, that in a few years if it isn't stopped will have the public by the throat and the public will have to take the prices the monopoly demands.

When you can show the House and Senate that condition of facts, the Congress of the United States, is going to modify the public policy of this country as set forth by the Sherman anti-trust act and Clayton law. The manufacturer of an identified piece of merchandise may legally establish and maintain a price at which his product will be sold to and through distributors to the public. We will have legislation when you men in Michigan and other states in the Union will take the trouble and let your Congressmen know what is in the field of distribution to-day. You know as much as

we decry the conditions which exist in the drug field to-day, our condition is ideal as compared with the grocery trade and yet the grocers have never awakened to the possibilities for their products which lie in the enactment of fair trade legislation. They are becoming aroused—other branches of American business are becoming aroused—but here is what you men can do. I would like to see the same leadership in this movement continue until this thing is brought to a successful issue. I would like to see the druggists of Detroit and the drug organizations of other cities of like character get the business interests of the city together in a monster meeting and arouse them to the necessity of forestalling this great monopoly which is unquestionably developing with great rapidity. Get the whole united force of American business. Get that whole force of American business down at Congress. If that could be done at this season of vacation for Congress between these months of now and the first Monday in December, I want to tell you there isn't the slightest doubt in my mind one of the first acts of the committee would be to recommend immediately the adoption of the Capper-Kelly bill with the modification they have placed upon it. And I want to say to you with the same degree of assurance that the Congress of the United States would set aside a time in the early days of that session to enact this legislation for the protection of the American people, the first duty they owe as representing the American people in a representative body of this country, and I should like to see you men organize such a group meeting here in Detroit and in the other cities throughout the country and get that force to work. As to the results there can be no question.

I apologize for taking up so much of your time. If you could see this situation as I am forced to look at it and know how vital it is, you would agree with me that a man is justified in taking some of your time in discussing the real issues with you.

Some time ago I took occasion to write an editorial in the N. A. R. D. dealing with 10c goods. You know I frequently get some very interesting letters on editorial articles which appear in the journal. This one brought forth a good many. Many of my good friends wanted to know if I was

trying to bring the drug trade down to the 10c level and so on. The American people demand 10c articles. If you don't agree with me look at the Woolworth building and other concrete examples in the United States. I do say, look the situation squarely in the face. There is one manufacturer who sold his production to the ten cent store because the other branches of trade wouldn't handle it and they didn't like 10c sales and they are being cursed to death. Do you want that article sold in the 10c store or do you want to handle it? Those are facts you men in the retail drug business have to think about. If I had my way every sale that went out over the drug counter would be \$1 and up, but I don't have my way.

This is the last thought I want to leave with you. Times have been changing; business foundations have changed in recent years; there is a popular demand for 10c articles. My advice to you, even if you criticize me for giving it, is this: I would recognize that fact and I would say that by all that is holy and righteous none of my trade will be forced to go to the 10c store to get a drug product which I can sell for 10c and make a profit. If you men will give that some thought you will head off some further competition in the 10c store and you will help stabilize conditions for a while in the retail drug business.

New Cigarette Holder Offered.

One of the new things on the novelty market is a combination ring and cigarette holder for women. The ring, which is of sterling silver and may be worn separately, is set with a large colored stone under which runs a small silver tube connecting a tiny hole on each side. Into one hole is put the mouthpiece of the holder, which is of bakelite, and into the other goes the part holding the cigarette. When not in use the two parts are carried in a small leather case. The device, which wholesales at \$30 a dozen, is said to have many features, among them the prevention of stained fingers. It is particularly adaptable for use while playing bridge.

If it weren't for women some men would never enjoy a sense of superiority, and other men would never suffer from a sense of inferiority.



**GRAND RAPIDS
STORE EQUIPMENT
CORPORATION**
GRAND RAPIDS - MICHIGAN

**GRAND RAPIDS
SHOWCASE CO.**

Succeeding



**WELCH-WILMARTH
CORPORATION**

**DRUG
STORE
PLANNING**
*Recommendations to fit
individual conditions.*

**DRUG STORE
FIXTURES**
*Planned to make every
foot of store into
sales space.*

Walker Candy Co. in Receivership.
Owosso, Aug. 28—The Walker Candy Co., which moved from Muskegon to Owosso in 1923, has filed a petition in Circuit Court for a decree of dissolution and liquidation and was granted a request for the appointment of temporary receiver.

Senator Seth Q. Pulver, of Owosso, and S. S. Bushby, of Detroit, directors of the company, were named temporary receivers. The company is solvent, with assets of \$1,200,000 and liabilities of \$800,000, according to Curtis R. Gray, president, and will continue operations under the receivership.

The death of Benjamin Dansard, Detroit investment banker, who committed suicide Aug. 1, brought about the present action of the company, it was announced by Mr. Gray. Two years ago the Dansard Co. had underwritten a large bond issue for the company at the time of a re-organization. In effect, the Detroit concern became the company's bankers.

Since Dansard's death, the investment company has withdrawn its financial support, making the receivership necessary.

The Walker Candy Co. was first organized in Muskegon May 13, 1921, as the A. R. Walker Candy Corporation. It was capitalized at \$700,000 by A. R. Walker, of Muskegon, and others.

The company was re-organized Feb. 1, 1923, with a capital of \$1,000,000 and 200,000 shares of no par value stock. Mr. Walker, two other original organizers, and Curtis R. Gray, were the incorporators on the first re-organization.

There has been another re-organization of the company at Owosso, to which city the company moved in 1923. Mr. Walker is no longer associated with the company.

California Planning Official Trademark.

Approval of the plan to adopt an official California trademark for all agricultural commodities shipped out of the State have been voted by over 100 newspapers of California, it was announced recently by Simon J. Lubin.

Perhaps these new broad-brimmed hats are being worn by our young women to answer the mean charge that they don't cover themselves sufficiently.

Grand Rapids Safe Company

**OLDEST
LARGEST
STRONGEST**

Handlers of Safes in Michigan

No Commission too Large

No Order too Small

Our prices are 10 to 20 per cent. lower than those of Chicago and Detroit dealers, due to our low overhead.

Specially Selected School Supplies

All our School Supplies are the best that we can find and we take particular pains in selecting the same so our customers will have the best we can find. So why not buy of us and make your store the real

SCHOOL HEADQUARTERS

of your city. We carry at all times complete line of PEN and PENCIL TABLETS, Note Books, Pens, Pencils, Leads, Propelling Pencils, Art Gum, Artist's Brushes, Composition Books, Theme Paper and Books, Drawing Tablets, Spelling Tablets, Card-board, Examination Tablets, Crayons, Chalk, Memorandum Books, Water Colors, Paint Boxes, Pencil Boxes, Scholars Companions, Paper Fasteners, Paper Clips, Blotting Paper, Slate Pencils, Penholders, Inks, Pastes, Mucilage, Files, Waste Paper Baskets. Drop in and see our line or ask our salesmen.



Hazeltine & Perkins Drug Company
MANISTEE Michigan GRAND RAPIDS

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed	1 35@1 50	Belladonna	@1 44
Boric (Powd.)	10 @ 20	Cubebs	6 50@6 75	Benzoin	@2 23
Boric (Xtal)	15 @ 25	Eigerson	6 00@6 25	Benzoin Comp'd	@2 40
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Buchu	@2 16
Citric	53 @ 70	Hemlock, pure	2 00@2 25	Cantharides	@2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Capsicum	@2 23
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	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubebs	@2 76
		Lavender Gar'n	85@1 20	Digitalis	@2 04
		Lemon	6 00@6 25	Gentian	@1 35
Ammonia		Linseed, raw, bbl.	@ 83	Guaiaac	@2 28
Water, 26 deg.	06 @ 16	Linseed, boiled, bbl.	@ 86	Guaiaac, Ammon.	@2 04
Water, 18 deg.	05 1/2 @ 13	Linseed, bld less	93@1 06	Iodine	@1 25
Water, 14 deg.	04 1/2 @ 11	Linseed, raw, less	90@1 03	Iodine, Colorless	@1 50
Carbonate	20 @ 25	Mustard, arifil. oz.	@ 35	Iron, Clo	@1 66
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
Balsams		Olive, Malaga,		Opium, Camp.	@1 44
Copaiba	1 00@1 25	green	2 85@3 25	Opium, Deodor'd	@5 40
Pir (Canada)	2 75@3 00	Orange, Sweet	12 00@12 25	Rhubarb	@1 92
Pir (Oregon)	65@1 00	Origanum, pure	@2 50		
Peru	3 00@3 25	Origanum, com'l	1 00@1 20	Paints	
Tolu	2 00@2 25	Pennyroyal	3 50@3 75	Lead, red dry	13 1/4 @13 1/4
		Peppermint	5 50@5 70	Lead, white dry	13 1/4 @13 1/4
Barks		Rose, pure	13 50@14 00	Lead, white oil	13 1/4 @13 1/4
Cassia (ordinary)	25 @ 30	Rosemary Flows	1 25@1 50	Ochre, yellow bbl.	@ 2 1/2
Cassia (Saigon)	50 @ 60	Sandelwood, E.		Ochre, yellow less	3 @ 6
Sassafras (pw. 60c)	@ 50	I.	10 50@10 75	Red Venet'n Am.	3 1/2 @ 7
Soap Cut (powd.)		Sassafras, true	1 75@2 00	Red Venet'n Eng.	@ 8
35c	20 @ 30	Sassafras, arti'l	75@1 00	Putty	@ 5 @ 8
		Spearment	8 00@8 25	Whiting, bbl	@ 4 1/2
Berries		Sperm	1 50@1 75	Whiting	5 1/2 @10
Cubeb	@1 00	Tany USP	7 00@7 25	L. H. P. Prep.	2 90@3 05
Fish	@ 25	Tar USP	65@75	Rogers Prep.	2 90@3 05
Juniper	10 @ 20	Turpentine, less	67 @ 80		
Prickly Ash	@ 75	Turpentine, bbl.	@ 60		
		Wintergreen,		Miscellaneous	
Extracts		leaf	6 00@6 25	Acetanilid	57 @ 75
Licorice	60 @ 65	Wintergreen, sweet	3 00@3 25	Alum	08 @ 12
Licorice, powd.	60 @ 70	birch	75@1 00	Alum, powd and	09 @ 15
		Worm Seed	5 50@5 75	ground	@ 15
Flowers		Wormwood	20 00@20 25	Bismuth, Subni-	
Arnica	1 75@1 85			trate	2 83@3 08
Chamomile (Ged.)	@ 40			Borax xtal or	
Chamomile Rom.	@ 50			powdered	05 @ 13
Gums		Potassium		Cantharides, po.	1 50@2 00
Acacia, 1st	50 @ 55	Bicarbonate	35 @ 40	Calomel	2 72@2 82
Acacia, 2nd	45 @ 50	Bichromate	15 @ 25	Capsicum, pow'd	62 @ 75
Acacia, Sorts	20 @ 25	Bromide	69 @ 85	Jarmine	7 00@7 50
Acacia, Powdered	35 @ 40	Bromide	54 @ 71	Jassia Buds	30 @ 35
Aloes (Barb Pow)	25 @ 35	Chlorate, gran'd	23 @ 30	Cloves	40 @ 50
Aloes (Cape Pow)	25 @ 35	Chlorate, powd.	16 @ 25	Jhalk Prepared	14 @ 16
Aloes (Soc. Pow.)	75 @ 80	or Xtal	16 @ 25	Chloroform	53 @ 66
Asafoetida	50 @ 60	Cyanide	30 @ 90	Chloral Hydrate	1 20@1 50
Pow.	75 @1 00	Iodide	4 66@4 85	Cocaine	12 85@13 50
Camphor	85 @ 90	Permanganate	20 @ 30	Cocoa Butter	65 @ 90
Guaiaac	@ 60	Prussiate, yellow	35 @ 45	Corks, list, less	30-10 to
Guaiaac, pow'd	@ 70	Prussiate, red	@ 70	40-10%	
Kino	@1 25	Sulphate	35 @ 40	Copperas	03 @ 10
Kino, powdered	@1 20			Copperas, Powd.	4 @ 10
Myrrh	@1 25	Roots		Corrosive Sublim	2 25@2 30
Myrrh, powdered	@1 35	Alkanet	30 @ 35	Cream Tartar	25 @ 45
Opium, powd.	19 65@19 92	Blood, powdered	40 @ 45	Cuttle bone	40 @ 50
Opium, gran.	19 65@19 92	Calamus	35 @ 75	Dextrine	6 @ 15
Shellac	65 @ 80	Elecampane, pwd.	25 @ 30	Dover's Powder	4 00@4 50
Shellac	75 @ 90	Gentian, powd.	20 @ 30	Emery, All Nos.	10 @ 15
Tragacanth, pow.	@1 75	Gentian, African,	30 @ 35	Emery, Powdered	@ 15
Tragacanth	2 00@2 35	powdered	30 @ 35	Epsom Salts, bbls.	@ 05
Turpentine	@ 30	Ginger, Jamaica	60 @ 65	Epsom Salts, less 3 1/2	@ 10
		powdered	45 @ 60	Ergot, powdered	@ 4 00
Insecticides		Ginger, Jamaica,		Flake, White	15 @ 20
Arsenic	08 @ 20	powdered	45 @ 60	Formaldehyde, lb.	12 1/2 @30
Blue Vitriol, bbl.	@ 08	Goldenseal, pow. 7	50 @8 00	Gelatin	80 @ 90
Blue Vitriol, less	09 1/4 @17	Licorice, powd.	@ 50	Glassware, less 55%	
Bordea, Mix Dry	12 @ 26	Licorice, powd.	20 @ 30	Glassware, full case 60%.	
Hellebore, White		Licorice, powdered	30 @ 40	Glauber Salts, bbl.	@02 1/2
powdered	18 @ 30	Poke, powdered	35 @ 40	Glauber Salts less 04 @ 10	
Insect Powder	42 1/2 @50	Rhubarb, powd.	@1 00	Glue, Brown	20 @ 30
Lead Arsenate Po.	13 1/2 @ 30	Rosinwood, powd.	@ 50	Glue, Brown Grd	16 @ 22
Lime and Sulphur		Sarsaparilla, Hond.	@ 1 10	Glue, White	27 1/2 @ 35
Dry	08 @ 22	ground	@ 1 10	Glue, white grd.	25 @ 35
Paris Green	24 @ 42	Sarsaparilla, Mexic.	@ 60	Glycerine	20 @ 40
		Squills	35 @ 40	Hops	75 @ 95
Leaves		Squills, powdered	70 @ 80	iodine	6 45@7 00
Buchu	@1 05	Tumeric, powd.	20 @ 25	Iodoform	8 00@8 30
Buchu, powdered	@1 10	Valerian, powd.	@1 00	Lead Acetate	20 @ 30
Sage, Bulk	25 @ 30			Jace	@ 1 50
Sage, 1/4 loose	@ 40	Seeds		Jace, powdered	@1 60
Sage, powdered	@ 35	Anise	@ 35	Menthol	8 00@9 00
Senna, Alex.	50 @ 75	Anise, powdered	35 @ 40	Morphine	12 83@13 98
Senna, Tinn. pow.	30 @ 35	Bird, 1s	13 @ 17	Nux Vomica	@ 30
Uva Ursi	20 @ 25	Canary	10 @ 16	Nux Vomica, pow.	15 @ 25
		Caraway, Po. 30	25 @ 30	Pepper, black, pow	57 @ 70
Oils		Cardamon	@3 00	Pepper, White, pw.	75 @ 85
Almonds, Bitter,		Coriander pow. 40	30 @ 25	Pitch, Burgudry	20 @ 25
true	7 50@7 75	Dill	15 @ 20	Quassia	12 @ 15
Almonds, Bitter,		Fennell	35 @ 50	Quinine, 5 oz. cans	@ 59
artificial	3 00@3 25	Flax	7 @ 15	Rochelle Salts	28 @ 40
Almonds, Sweet,		Flax, ground	7 @ 15	Sacharine	2 60@2 75
true	1 50@1 80	Foenugreek, pwd.	15 @ 25	Salt Peter	11 @ 22
Almonds, Sweet,		Hemp	8 @ 15	Seidlitz Mixture	30 @ 40
imitation	1 00@1 25	Lobelia, powd.	@1 60	Soap, green	15 @ 30
Amber, crude	1 25@1 50	Mustard, yellow	17 @ 25	Soap mott cast	@ 25
Amber, rectified	1 50@1 75	Mustard, black	20 @ 25	Soap, white Castile,	
Anise	1 25@1 50	Poppy	15 @ 30	case	@15 00
Bergamont	9 00@9 25	Quince	1 25@1 50	Soap, white Castile	
Cajeput	2 00@2 25	Sabadilla	45 @ 50	less, per bar	@1 60
Cassia	5 00@5 25	Sunflower	12 @ 18	Soda Ash	3 @ 10
Castor	1 55@1 80	Worm, American	30 @ 40	Soda Bicarbonate	3 1/2 @ 10
Cedar Leaf	2 00@2 25	Worm, Levant	6 50@7 00	Soda, Sal	02 1/2 @ 08
Citronella	1 00@1 20			Spirits Camphor	@1 20
Cloves	3 00@3 25	Tinctures		Sulphur, roll	3 1/2 @ 10
Cocanut	27 1/4 @ 35	Aconite	@1 80	Sulphur, Subl.	4 1/2 @ 10
Cod Liver	2 00@2 45	Aloe	@1 56	Tamarinds	20 @ 25
Croton	2 00@2 25	Arnica	@1 50	Tartar Emetic	70 @ 75
		Acacofetida	@2 28	Turpentine, Ven.	50 @ 75
				Vanilla Ex. pure	1 50@2 00
				Vanilla Ex. pure 2	25 @2 50
				Zinc Sulphate	06 @ 11

GROCERY PRICE CURRENT

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

ADVANCED

Lard
Sausages
Boiled and Minced Hams
Evaporated Milk
Jelly Glasses
Olives
Flake White Soap

DECLINED

Sardines

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

Arcic, 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., doz. 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

1 oz., 4 dz. cs. 3 00

1 oz., 3 dz. cs. 3 75



BEANS and PEAS

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

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 pgs., per gross 16
Dbl. Lacquer, 1 gross pgs., 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

Krumbles, 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, 3/4 oz. 2 00

Post Brands.

Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
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 3 30
Ralston New Oats, 24 2 70
Ralston New Oats, 12 2 70
Shred. Wheat Bis., 36s 3 40
Shred. Wheat Bis., 12s 3 65
Shred. Wheat Bis., 72s 1 35
Triscuit, 24s 1 70
Wheatena, 18s 3 70

BROOMS

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

BRUSHES

Solid Back, 8 in. 1 60
Solid Back, 1 in. 1 75
Pointed Ends 1 25

Stove

Shaker 1 80
No. 50 2 00
Peerless 2 60

Shoe

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

BUTTER COLOR

Dandelion 2 85

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. 12 8
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
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 90
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 1/2 4 00
Cherries, No. 10 13 00
Cherries, No. 10 12 50
Peaches, No. 10 Mich. 3 75
Peaches, No. 2 1/2 Mich. 2 20
Peaches, 2 1/2 Cal. 2 25@2 60
Peaches, 10, Cal. 8 50
Pineapple, 1 sil. 1 35
Pineapple, 2 sil. 2 45
Pineapple, 2 br. sl. 2 25
Pineapple, 2 br. sl. 2 40
Pineapple, 2 1/2, sil. 3 00
Pineapple, 2, cru. 2 60
Pineapple, 10 crushed 9 00
Pears, No. 2 3 00
Pears, No. 2 1/2 3 75
Raspberries, No. 2 blk 3 25
Raspb's Red, No. 10 11 50
Raspb's Black, No. 10 15 00
Rhubarb, No. 10 4 75
Strawberries, No. 2 3 25
Strawb's, No. 10 11 00

CANNED FISH

Clam Ch'der, 10 1/4 oz. 1 35
Clam Ch., No. 2 2 75
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1/2 2 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 3 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 90
Shrimp, 1, wet 2 25
Sard's, 1/4 Oil, Key 6 10
Sard's, 1/4 Oil, Key 5 75
Sardines, 1/4 Oil, Kless 5 25
Salmon, Red Alaska 3 00
Salmon, Med. Alaska 2 40
Salmon, Pink Alaska 2 25
Sardines, 1/4, ea. 10@28
Sardines, 1/4, ea. 25
Sardines, Cal. 1 35@2 25
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1/4, Curtis, doz. 2 20
Tuna, 1/2 Blue Fin 2 25
Tuna, 1/4, 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 Car., 1s 1 35
Deviled Ham, 1/2s 2 20
Deviled Ham, 1/4s 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 Loaf, 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 2 75
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut 1 10@1 25
Beets, No. 3, cut 1 60
Corn, No. 2, stan. 1 10
Corn, Ex. stan. No. 2 1 35
Corn, No. 2 Fan. 1 80@2 35
Corn, No. 10 8 00@10 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole 2 15
Okra, No. 2, cut 1 75
Mushrooms, Hotels 30
Mushrooms, Choice, 8 oz. 35
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
E. J. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35@1 60
Pumpkin, No. 10 5 00@5 50
Pimientos, 1/4, each 12@14
Pimientos, 1/2, each 27
Sw't Potatoes, No. 2 1 25
Sauerkraut, No. 3 1 35@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60@1 90
Spinach, No. 3 2 25@2 50
Sprach, 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
Lib of Valley, 14 oz. 2 25
Lib of Valley, 1/4 pint 1 65
Paramount, 24, 8s 1 35
Paramount, 24, 16s 2 25
Sniders, 8 oz. 1 65
Sniders, 16 oz. 2 35
Quaker, 8 oz. 1 25
Quaker, 10 oz. 1 40
Quaker, 14 oz. 1 80
Quaker, Gallon Glass 12 00
Quaker, Gallon Tin 8 00

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE.

Roquefort 45
Kraft, small items 1 65
Kraft, American 1 65
Chili, small tins 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Longhorn 29
Wisconsin Daisy 27
Sap Sago 40
Brick 35

CHEWING GUM.

Adams Black Jack 65
Adams Bloodberry 65
Adams Dentyne 65
Adams Calif. Fruit 65
Adams Sen Sen 65
Beeman's Pepsin 65
Beechnut Wintergreen 65
Beechnut Peppermint 65
Beechnut Spearmint 65
Doublemint 65
Peppermint, Wrigleys 65
Spearmint, Wrigleys 65
Juicy Fruit 65
Wrigley's P-K 65
Zeno 65
Teaberry 65

CLEANER

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

COCOA.

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

CHOCOLATE.

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

COCOANUT

Dunham's
15 lb. case, 1/4s and 1/2s 4 40
15 lb. case, 1/4s 4 40
15 lb. case, 1/2s 4 40

CLOTHES LINE.

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



COFFEE ROASTED

1 lb. Package
Melrose 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. 49
Pathfinder, 1 lb. tins. 43
Table Talk, 1 lb. cart. 41
Square Deal, 1 lb. cart. 38
Above brands are packed in both 30 and 50 lb. cases.
Coffee Extracts
M. Y. per 100 12
Frank's 50 pkgs. 4 25
Hummel's 50 1 lb. 10 1/2

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. 4 75
Quaker, Baby, 8 doz. 4 65
Quaker, Gallon, 1/2 doz. 4 65
Carnation, Tall, 4 doz. 5 10
Carnation, Baby, 8 doz. 5 00
Oatman's Dundee, Tall 5 10
Oatman's D'dee, Baby 5 00
Every Day, Tall 4 80
Every Day, Baby 4 70
Pet, Tall 5 10
Pet, Baby, 8 oz. 5 00
Borden's Tall 5 10
Borden's Baby 5 00

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c 75 00
Worden Grocer Co. Brands
Airedale 35 00
Havana Sweets 35 00
Hemeter Champion 37 50
Canadian Club 35 00
Little Tom 37 50
Tom Moore Monarch 35 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 Dellosas 120 00
Bering Favorita 135 00
Bering Albas 150 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops

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

Lozenges

A. A. Pep. Lozenges 15
A. A. Pink Lozenges 15
A. A. Choc. Lozenges 16
Motto Hearts 19
Malted Milk Lozenges 21

Hard Goods

Lemon Drops 13
O. F. Horehound dps. 13
Anise Squares 13
Peanut Squares 17
Horehound Tablets 13

Cough Drops

Putnam's 1 35
Smith Bros. 1 50

Package Goods

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

Specialties

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

Bar Goods

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

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes 43

DRIED FRUITS

Apples

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

Apricots

Evaporated, Choice 22
Evaporated, Fancy 28
Evaporated, Slabs 16

Citron

10 lb. box 40

Currants

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

Dates

Dromedary, 36s 6 75

Peaches

Evap. Choice 16
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
Bering Diplomatica 115 00
40@50, 25 lb. boxes...@11
Bering Favorita 135 00
20@30, 25 lb. boxes...@16

Hominy

Pearl, 100 lb. sacks 2 50

Macaroni

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

Bulk Goods

Elbow, 20 lb. 07 1/2
Egg Noodle, 10 lbs. 14

Pearl Barley

Chester 4 25
3000 7 00
Barley Grits 5 00

Sage

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.	36
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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 bx	5 00
Ohio Blue Tip, 720-lc	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.	16 1/2
Pecans, 3 star	20
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	28
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds	60
Peanuts, Spanish,	12 1/2
125 lb. bags	12
Filberts	32
Pecans Salted	89
Walnuts	60

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.	3 10
Quart Jars, Plain, doz.	5 50
Gal. Glass Jugs, Pla.	1 90
Gal. Glass Jugs, each	8 00
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 25
9 1/2 oz. Jar, Stuff., doz.	3 50
1 Gal. Jugs, Stuff., dz.	2 40

PARIS GREEN

1/4s	34
1s	32
2s and 5s	30

PEANUT BUTTER



Bel Car-Mo Brand

24 1 lb. Tins	55
8 oz., 2 do. in case	55
15 lb. pails	55
25 lb. pails	55

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.	9.5
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, 2250	24 50
5 Gallon, 750	9 75

Dill Pickles

Gal. 40 to Tin, doz.	9 25
No. 2 1/2 Tins	2 25

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.	26
Good St's & H's, 15 1/2@24	
Med. Steers & Heif.	22
Com. Steers & Heif. 15@18	

Veal

Top	24 1/2
Good	23 1/2
Medium	22

Lamb

Spring Lamb	29
Good	27
Medium	24
Poor	21

Mutton

Good	18
Medium	16
Poor	13

Pork

Light hogs	17
Medium hogs	16
Heavy hogs	15
Loin, med.	30
Butts	27
Shoulders	24
Spareribs	16
Neck bones	07
Trimmings	17

PROVISIONS

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

Lard

Pure in tierces	14 1/2
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 1/4
3 lb. pails	advance 1/4
Compound tierces	13
Compound, tubs	13 1/4

Sausages

Bologna	18
Liver	18
Frankfort	21
Pork	31
Veal	19
Tongue, Jellied	35
Headcheese	18

Smoked Meats

Hams, Cer. 14-16 lb.	@29
Hams, Cer., Skinned	
16-18 lb.	@28
Ham, dried beef	
Knuckles	@44
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@45
Mined Hams	@21
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	2 25
Process	1 80
Quaker, 18 Regular	2 70
Quaker, 12s Family	2 70
Mothers, 12s, China	3 80
Nedrow, 12s, China	3 25
Sacks, 90 lb. Jute	3 30

RUSKS

Dutch Tea Rusk Co.	
Brand.	
36 rolls, per case	4 25
18 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
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SAL SODA

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

COD FISH

Middles	18
Tablets, 1/2 lb. Pure	19 1/4
doz.	1 40
Wood boxes, Pure	29 1/4
Whole Cod	11 1/4

HERRING

Holland Herring	
Mixed, Keys	1 00
Mixed, half bbls.	9 00
Mixed, bbls.	16 00
Milkers, Kegs	1 10
Milkers, half bbls.	10 00
Milkers, bbls.	18 00
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 45
Boned, 10 lb. boxes	17

Lake Herring

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

Tubs, 100 lb. ficy 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
Rixbys, doz.	1 35
Shinola, doz.	90

STOVE POLISH

Blackene, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 85

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

SALT

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



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



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	4 10
Export, 100 box	3 85
Big Jack, 60s	4 50
Fels Naphtha, 100 box	5 50
Flake White, 10 box	4 05
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	4 90
Octagon, 120	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Brillo	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
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 80
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	4 75

SPICES

Whole Spices

Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@22

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 17.—We have today received the schedules, reference and adjudication in the matter of C. J. Lawrence Brothers, Inc., a Michigan corporation, Bankrupt No. 3514. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$166,411.50 with liabilities of \$181,382.58. The bankrupt concern is located at Holland. The first meeting of creditors will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

C. C. Wood, Holland	\$ 40.00
C. O. Verner, Holland	35.00
Wm. Brooks, Holland	40.00
Wm. Ziegler, Holland	30.00
C. Butterfield, Holland	50.00
P. G. Weig, Chicago	20.00
F. L. Rice, Chicago	25.00
Phil Holcomb, Chicago	75.00
L. G. Lawrence, Wilmette, Ill.	1207.56
C. J. Lawrence, Chicago	2035.00
J. K. Mosser Leather Corp., Holland	67,300.00
Adex Mfg. Co., Baltimore	81.35
A. Y. S. Albun, Chicago	56.25
Anderson Bros., Chicago	204.00
Arabel Mfg. Co., New York City	161.14
Archer Bldg. Corp., Chicago	100.00
Associated Truck Lines, Holland	15.77
Beier & Co., Chicago	89.10
J. D. Berenson, Chicago	50.00
Board of Public Works, Holland	277.00
Bradner Smith & Co., Chicago	218.88
Burroughs Adding Mach. Co., Chicago	7.85
Geo. E. Carpenter, Chicago	104.48
H. D. Catty & Co., New York City	27.69
H. Channon Co., Chicago	22.53
R. C. Chapman Co., Chicago	155.99
Chicago Cork Works, Chicago	52.32
Chicago Roller Co., Chicago	.83
Chicago Towel Co., Chicago	13.13
Childsdale Paper Mills, Childsdale	379.27
Cincinnati Time Recorder Co., Cincinnati	9.75
Gustaf H. Colin, Chicago	5.50
Consolidated Paper Co., Monroe	2568.87
Corn Prod. Refining Co., Chicago	85.78
Chas. A. Coye, Inc., Grand Rapids	5.67
Crescent Engraving Co., Kalamazoo	193.23
Cromwell Greist & Wardner, Chi.	103.50
Cudahy Packing Co., Chicago	69.56
G. M. Davis Regulator Co., Chicago	42.50
Louis De Jonge Co., New York	159.76
DePree Hdwe. Co., Holland	99.21
Dextro Products, Inc., Buffalo, N.Y.	28.25
Diekema, Kollen & TenCate, Hol.	115.00
District of Columbia Paper Co., Washington, D. C.	15.20
Martin Driscoll, Chicago	3621.73
DePont Cellophone Co., Buffalo, N. Y.	493.92
Louis T. Dwyer Paper Co., Chicago	35.45
Frank L. East, Chicago	403.25
Eddy Paper Corp., Three Rivers	2534.92
Federal Pure Food Co., Chicago	45.00
Fris Book Store, Holland	9.50
Robt. Gair & Co., Chicago	3221.34
Globe Engraving Co., Chicago	2702.53
Glucol Mfg. Co., Cleveland	16.00
Goodrich Transit Co., Chicago	265.54
Goodrich Transit Co., Holland	92.53
L. F. Grammes & Sons, Allentown, Pa.	38.84
Beltling Co., Grand Rapids	33.05
G. R. Electrotape Co., Grand Rap.	659.44
Graybar Electric Co., Chicago	55.18
Great Lakes Paper Co., Chicago	431.90
Geo. Green Lumber Co., Chicago	21.20
Guarantee Bale & Tit Co., Chicago	40.11
Metz & Murphy, Chicago	103.58
Hampden Glazed Paper & Card Co., Holyoke, Mass.	1728.71
Hansell Elcock Co., Chicago	.30
J. F. Helmond & Bros., Chicago	333.92
R. R. Heywood Co., New York City	285.00
Hinsley & Schmitt, Chicago	11.50
Hague Sprague Corp., Lynn, Mass.	72.00
Hobbs Mfg. Co., Worcester, Mass.	1.27
R. Hoe & Co., New York City	72.00
J. I. Holcomb Mfg. Co., Indianapolis	2.65
Holland Lum. & Sup. Co., Holland	151.51
Holyoke Co., New York City	10.53
Hordoe Stationery Stores, Chicago	46.18
C. E. Hunt & Co., Chicago	43.85
Huntington Laboratories, Huntington, Ind.	26.50
L. X. L. Machine Shop, Holland	27.50
Wm. A. Iden Co., Chicago	64.85
Illinois Adhesive Co., Chicago	383.93
Illinois Bell Tel. Co., Chicago	47.19
Illinois Mfg. Mutual Casualty Ass'n., Chicago	140.23
Indiana Chemical & Mfg. Co., Chicago	72.00
Henry Kraker Co., Holland	108.79
LaBoiteaux Co., Cincinnati	64.00
Lake Shore Paper & Twine Co., Chicago	20.09
Latham Automatic Registering Co., Chicago	6.62
Lawrence Service Corp., Chicago	608.98
Wm. MacGill & Co., Chicago	5.51
MacSimBar Paper Co., Otsego	3933.30
Marsh & McLennon, Detroit	375.26
Master Paper Box Co., Chicago	89.35
Michigan Bell Tel. Co., Holland	46.38
Mich. Engraving Co., Grand Rapids	86.30
Mid States Gummed Paper Co., Chicago	53.10
Michle Printing Co., Chicago	31.33
Milwaukee Lace Paper Co., Milw.	37.32
Model Drug Co., Holland	1.85
J. L. Morrison Co., Niagara Falls	48.16

J. K. Mosser Leather Co., Chicago	2490.32
McGulvray, Eames, Vaughan & Tilley, Chicago	243.75
McMullen Mach. Co., Grand Rapids	43.57
Nashua Gummed & Coated Paper Co., Nashua, N. H.	983.76
National Art Co., New York City	40.00
National Coated Paper Co., Pawtucket, R. I.	158.41
National Gum & Mica Co., N. Y.	125.00
National Paper Box Mfg. Ass'n., Philadelphia	3.00
Nies Hdwe. Co., Holland	14.30
North Side Grocery & Service Sta., Holland	17.95
I. Osthy & Sons, Chicago	5.28
R. E. Phillips & Bro., Chicago	75.62
Quimby-Kain Paper Co., Grand R.	827.08
Red Top & Checker Cab Co., Holland	9.00
Ragerson Press, Chicago	27.70
Royal Typewriter Co., Chicago	22.75
Sandberg Mfg. Co., Chicago	254.53
Schaefer Brush Mfg. Co., Milwaukee	11.20
Schuch Machine Co., Philadelphia	50.00
Schwarz Paper Co., Chicago	14.63
Scott Lagers Lumber Co., Holland	54.20
Sentinal Publishing Co., Holland	.50
Shiffrin & Singer Chicago	94.17
Steketee VanHuis Printing Co., Holland	55.10
E. G. Stande Mfg. Co., St. Paul	63.04
Stokes & Smith Co., Philadelphia	44.21
Swift & Co., Chicago	38.61
Swigart Paper Co., Chicago	45.00
Tamm & Co., New York City	1.33
Dr. W. M. Tappen, Holland	4.00
Tarentum Paper Mills, Pittsburgh	236.53
Tattershall's, Inc., Chicago	225.89
F. C. Traver Paper Co., Chicago	3.51
U. S. Crayon Co., Chicago	4.41
Tyler Van Landegend, Holland	3.38
Universal Stamp & Stencil Works, Chicago	.75
Variet Box & Novelty Co., Chicago	1.00
Vyn Bros., Grand Haven	35.56
Welty Truck Co., Three Rivers	48.60
West Disinfecting Co., Detroit	13.39
Western Polishing Cloth Co., Chi.	111.36
Western Union, Holland	2.31
Whitaker Paper Co., Chicago	59.22
White Bros. Elec. Co., Holland	49.13
Chas. W. Williams & Co., New Y.	294.40
Williamson Glue & Gum Works, Chicago	149.50
R. M. Ellensohn, Chicago	40.00
Lawrence Service Corp., Chicago	546.00
Oscar Leistner, Chicago	150.50
Whitaker Paper Co., Chicago	300.00
Empire Paper Co., Chicago	75.00
Chicago Roller Co., Chicago	118.16
A. Geo. Schultz, Milwaukee	300.00
Crocker Wheeler Elec. Mfg. Co., Ampere, N. J.	200.00
Whitaker Paper Co., Chicago	300.00
Louis T. Dwyer Paper Co., Chicago	343.85
All Metal Products Co., Wyandotte	296.12
Archer Building Corp., Chicago	3,832.52
First State Bank, Holland	13,500.00
Holland City State Bank, Hol.	13,500.00
Peoples State Bank, Holland	12,000.00
Henry C. Flonacher, New Orleans	26,000.00
Lawrence Serv. Corp., Chicago	175.00

Aug. 21. We have to-day received the schedules, reference and adjudication in the matter of Warren W. Wood, Bankrupt No. 3516. 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 truck driver. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$1,076.21. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Charles G. Somerlot, Bronson	79.00
Costlows Credit Clo. Co., Kalam.	73.93
Costlows Credit Clo. Co., Kalamazoo	55.00
A. W. Burke, Kalamazoo	40.00
John Metzner, Kalamazoo	64.68
Cut Rate Tire Co., Kalamazoo	6.90
Union Store, Kalamazoo	16.00
Kalamazoo Land Co., Kalamazoo	185.70
Dr. Albert E. Henwood, Kalamazoo	147.00
Harold Redman, Alma	349.00
Dr. Parrish, Sturgis	36.00
Sturgis & Son, Sturgis	8.00
John Boekhout, Kalamazoo	15.00

Aug. 21. We have to-day received the schedules, reference and adjudication in the matter of Edward Ven Huizen, Bankrupt No. 3517. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedules show assets of \$50 of which the full interest is claimed as exempt, with liabilities of \$1,125. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

R. I. Busard, Muskegon	\$425.00
Muskegon County San., Muskegon	10.00
Elmer Hemron, Muskegon Heights	35.00
H. Glenn Lewis, Muskegon	10.00
Wm. H. Lee, Muskegon Heights	450.00
E. F. Reed, Muskegon Heights	11.00
Hackley Hospital, Muskegon	37.00
R. J. Riley, Muskegon	120.00
Stephen Kotrosits, Muskegon Hts.	25.00

In the matter of Cora B. Speyer, Bankrupt No. 3448, the offer of the bankrupt of 33 1/3 per cent. to her creditors in composition has been accepted and certificate

to such effect has been made up and returned to the clerk of the court.

In the matter of Henry B. Schneermann, doing business as the Henri Shop, Bankrupt No. 3202, the trustee has filed his final report and account and a final meeting of creditors was held on Aug. 3. The report and account of the trustee has been approved. Expenses were ordered paid and a first and final dividend to creditors of .7 per cent. ordered paid. Taxes have heretofore been paid. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

Aug. 22. On this day was held the adjourned first meeting of creditors in the matter of Hans Bosma and Louis Van Dyke, individually and as Van Dyke Coal Co., Bankrupt No. 3482. The bankrupt Van Dyke was present in person, but not represented by attorney. Certain creditors were present and represented by F. L. Williams, attorney. The bankrupt Van Dyke was sworn and examined without a reporter. The adjourned first meeting then adjourned without date.

In the matter of Frank S. Schlicht, doing business as Frank S. Schlicht Motor Co., Bankrupt No. 3157, the final meeting of creditors has been held and an order for the payment of expenses and for the payment of a first and final dividend to creditors of 1.8 per cent. has been ordered paid. Objections were made and the estate trustee was directed to interpose objections to the bankrupt's discharge when filed. The final meeting then adjourned without date and the case will be closed and returned to the district court.

In the matter of Lambert Niemeyer, Bankrupt No. 3442, the adjourned first meeting of creditors has been held and adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Jacob Joldersma, Bankrupt No. 3374, an order for the payment of expenses of administration to date, has been made.

Aug. 22. We have this day received the schedules, reference and adjudication in the matter of Fozee Yared, Bankrupt No. 3518. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$175 of which the full amount is claimed as exempt, with liabilities of \$2,243.62. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Chandler Motor Co., Grand Rapids	\$ 75.00
Sterling Co., Grand Rapids	25.00
Dr. J. C. Goshee, Grand Rapids	50.00
Dr. T. P. Bishop, Grand Rapids	22.00
Pantling Luggage Shop, Grand R.	10.00
Michael Deeb, Grand Rapids	7.00
Cooper Ranch, Grand Rapids	27.00
Dr. W. B. Kleinstek, Grand Rap.	12.00
Berghoff Co., Grand Rapids	3.60
General Cigar Co., Grand Rapids	6.00
H. J. Heinz Co., Grand Rapids	8.95
Kent Storage Co., Grand Rapids	27.20
Klevenow, Inc., Grand Rapids	7.25
Putnam Candy Co., Grand Rapids	67.54
VandenBerg Cigar Co., Grand Rap.	67.54
W. E. Roberts, Grand Rapids	25.95
McInerney & Warner, South Bend	53.00
Woodhouse Co., Grand Rapids	38.90
X Cigar Co., Grand Rapids	10.45
Wolverine Spice Co., Grand Rap.	8.65
Enterprise Elec. Co., Grand Rap.	84.96
Albert Pick Co., Chicago	157.58
Ellis Bros. Co., Grand Rapids	18.00
Ferris Coffee House, Grand Rapids	137.00
Miller Candy Co., Grand Rapids	82.97
Hoekstra Ice Cream Co., Grand R.	700.00
Ryskamp Bros., Grand Rapids	332.00
Leonard & Sons, Grand Rapids	75.00
Tisch-Hine Co., Grand Rapids	25.00
Alfred M. Baloyan & Co., Grand R.	35.00

Aug. 24. We have this day received the schedules, reference and adjudication in the matter of Charlie Strayer, Bankrupt No. 3520. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Bradley, and his occupation is that of a thrasher. The schedules show assets of \$745.90 of which \$100 is claimed as exempt, with liabilities of \$2,716.01. The court has written for funds and upon receipt of the same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Ed Sager, Bradley	\$ 20.00
Bert Sager, Bradley	12.00
Alfred Manning, Bradley	8.00
Wood Bros. Thresher Co., Des Moines, Iowa	560.00
Nichols & Shepard Co., Battle Cr.	1,936.01
George Wheeler, Wayland	50.00
Wayland Oil Co., Wayland	100.00
Alfred Elfrink, Martin	15.00
Martin Co-operative Ass'n., Martin	15.00

Aug. 24. We have to-day received the schedules, reference and adjudication in the matter of George Strayer, Bankrupt No. 3521. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Martin, and his occupation is that of a farmer. The schedules show assets of \$616.25 of which \$150 is claimed as ex-

empt, with liabilities of \$2,737.26. The court has written for funds and upon receipt of the same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Homer Bouman, Martin	15.00
David Bouman, Martin	15.00
Harley Strayer, Martin	650.00
Geo. DeWight, Martin	4.00
Shelbyville Lbr. Co., Shelbyville	7.25
Martin Exchange Bank, Martin	110.00
Nichols & Shepard Co., Battle Cr.	1,936.01

Aug. 25. We have to-day received the schedules, reference and adjudication in the matter of William DeMann, Bankrupt No. 3522. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$350 of which \$250 is claimed as exempt, with liabilities of \$605.50. 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:

Commonwealth Loan Co., Grd. R.	\$214.00
DeKorne Furn. Co., Grand Rapids	68.00
Young & Chaffee Furn. Co., G. R.	50.00
Joseph C. DeBoer, Grand Rapids	77.00
John Dooge, Grand Rapids	11.00
John Kuiper, Grand Rapids	10.00
L. Camp Averill, Grand Rapids	20.00
Kleinman & Sons, Grand Rapids	24.00
Wurzburg's, Grand Rapids	4.50
Dr. Earl O. Cilley, Grand Rapids	6.00
Dr. W. F. Birss, Grand Rapids	25.00
Kloet & Son, Grand Rapids	12.00
Steketee & Sons, Grand Rapids	24.00
Peter Vander Mill, Grand Rapids	11.00
Liberal Clothing Co., Grand Rapids	22.00
Ritzenheim, Grand Rapids	20.00
Friedrich Music House, Grand R.	2.50

Aug. 25. We have to-day received the schedules, reference and adjudication in the matter of Ezra M. Arthur, Bankrupt No. 3523. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Ada, and his occupation is that of a sheet metal workers. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$777. 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:

Jacob Norman, Bowen Station	\$325.00
Jacob Vanhouter, Bowen Station	46.00
Joe Weppan, Grand Rapids	40
William Ferna, Ada	150.00
Spelmaker & Sons, Grand Rapids	85.00
Sterling Co., Grand Rapids	85.00
Sterling Co., Grand Rapids	11.00
John Holmes, Ada	120

Aug. 27. On this day was held the first meeting of creditors in the matter of Dime Diner System, Bankrupt No. 3495. The bankrupt was present by its president and represented by Travis, Merrick, Johnson & Judd, attorneys. Claims were filed. No examination was had. C. W. Moore, of Belmont, was named trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

Aug. 27. On this day was held the first meeting of creditors in the matter of Melvin Palmer, Bankrupt No. 3489. The bankrupt was present in person and represented by attorney Shelby Schurtz. The creditors were represented by Wicks, Fuller & Starr, attorneys. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter present. C. C. Woolridge was named trustee, and his bond placed at \$100. The first meeting then adjourned to Aug. 29 for further examination of the bankrupt.

On this day also was held the first meeting of creditors in the matter of Barney Domes, doing business as Barney's Bootery, Bankrupt No. 3493. The bankrupt was present in person. Creditors were represented by Grand Rapids Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Harris S. Whitney, of Benton Harbor, was named trustee, and his bond placed at \$500. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of John Ashton, Bankrupt No. 3494. The bankrupt was present in person. Creditors were present by attorneys Metz and Watson, both of Eaton Rapids. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Edward A. Sump, of Lansing, was named trustee, and his bond placed at \$300. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Habib J. Howard, Bankrupt No. 3485. The bankrupt was present in person and represented by attorney A. J. Butler. Creditors were represented by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Edward De Groot, of Grand Rapids, was elected trustee, and his bond placed at

\$500. The first meeting then adjourned without date.

In the matter of Glen H. Sleight, Bankrupt No. 3452, the sale of assets was held on Aug. 8. The highest bid for the stock in trade and fixtures was the offer of L. Levinsohn, of Saginaw, of \$300. The highest offer for the accounts was the offer of O. Miller, of Kalamazoo, of \$300. The two offers were practically 100 per cent. of the appraised value of the property and were confirmed. The trustee's first report and account has filed and an order for the payment of current expenses of administration and labor and tax claims has been entered.

Aug. 28. On this day was held the first meeting of creditors in the matter of Edward Niewyk, Bankrupt No. 3483. The bankrupt was present in person and represented by attorney R. L. Newnam for Fred C. Temple, attorney. No creditors were present or represented. One claim was proved, but not considered. The bankrupt was sworn and examined without a reporter. No trustee was appointed for the present. The first meeting then adjourned to Sept. 4, to permit the production of certain contracts relating to the scheduled assets of the bankrupt.

On this day also was held the first meeting of creditors in the matter of George Galy, Bankrupt No. 3487. The bankrupt was present in person and represented by Arthur F. Shaw, attorney for W. F. McIntyre, attorney. No creditors were present or represented. The bankrupt was sworn and examined without a reporter. Claims were proved, but not considered at this meeting. C. W. Moore, of Belmont, was named trustee, and his bond placed at \$100. The trustee was directed to investigate certain claimed assets and report. The first meeting then adjourned without date.

Aug. 28. On this day was held the first meeting of creditors in the matter of Bruce Minaker, Bankrupt No. 3492. The bankrupt was present in person and not represented. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned to Sept. 4.

Cucumbers Get Their Deserts.

Cucumber growing for table supply in contrast to the production for pickling is now one of the twenty important truck crop enterprises in the United States.

In 1926 nearly 40,000 acres, exclusive of greenhouse acreage, were devoted to the crop of slicing or salad cucumber, which was valued at nearly \$7,000,000. Cucumbers are grown for car lot shipments in twenty-nine states. Florida is the most important producer. From a shipment of 3,689 car loads in 1920, the business nationally increased to nearly 8,500 cars in 1925 and 7,180 in 1926.

According to the bulletin, the present outlook for table cucumber consumption does not warrant any great expansion of acreage, but there is need for intensive culture of higher grade table stock. Returns from cucumber crops average about \$180 an acre, but production costs are high enough to limit profits. Cucumbers should be shipped packed for the market, according to the United States standard grades and under refrigeration wherever conditions require it.

New Sales Stunt Comes From Paris.

A friend who has just returned from Paris tells a stunt they have developed there which may cross the Atlantic before long—the purchase of a year's supply of collars and shirts which the store agrees to launder, without charge for a year. You walk in, pay \$28 for eight shirts and two dozen collars, and then when they become soiled, you bring them back to the store, which launders them and delivers them to you. The plan, of course, has a number of troublesome details, but it might result in building up big-unit sales at that.

Traveling Salesmen To Raise \$3,000,000 For "Home."

Formal launching of a campaign for \$3,000,000 for a Salesmen's National Home at Winston-Salem, North Carolina, where a site is already available, took place at the annual meeting of the National Council of Traveling Salesmen's Associations at the Hotel Pennsylvania in New York last week. The 400 members present unanimously re-elected Seymour N. Sears, of the Hardware Boosters' Association, as president of the council.

Emphasizing the slogan, "Home by Christmas," 100 salesmen are being employed by the National Traveling Salesmen's Foundation, New York, in charge of the work, to organize the working forces throughout the country.

The home, to be built on a tract of 1,000 acres left by the late J. C. Tise, who also bequeathed \$100,000 in cash, will be used in the interests of aged, indigent and infirm salesmen.

John H. Love, former traveling salesman, and now treasurer of the Merchants' Association of New York, is chairman of the committee in charge. In a recent letter to Mr. Love, Herbert Hoover endorsed the gift and the council's plans to use it, and predicted that the additional funds necessary would soon become available.

Mr. Sears reported progress in the council's efforts to reduce the 10 and in some cases 15 cent toll for local phone calls charged by many hotels. He also described the efforts of the council to reduce the Pullman surcharge, and predicted that a bill providing for the reduction which the Council had succeeded in introducing into the Senate, would be passed next winter.

Aaron Sapiro, lawyer, was the principal speaker at the meeting held in New York.

Good Will Big Push Behind Merchants

Knowing how to properly display merchandise is one thing. Selling it is another. But the display is a great aid to sales in any event. However, many retailers have adopted the method employed by the 5 and 10 cent stores. They are putting everything out on the counter where the customer can look it over without going to the trouble and "inconvenience" of asking the clerk for a certain article.

It is hardly necessary to have a salesman where well-advertised goods are being offered, but it is necessary to have a good salesman where merchandise of one well-known brand is meeting the competition of one or more other well-known brands. Advertising and good will are the things that make it "hot" in the way of competition.

Good will created is the greatest competition one manufacturer can offer another manufacturer. Advertising can create competition for a while, but the article must be almost as good as that of the competitor in order to long hold out in the face of the opposition. Good will without the advertising is not so good.

That good will and good advertising of a certain line of merchandise is

enough to meet any sort of competition on an equal basis. And yet the method of display is important. However, that is just another form of advertising.

Courtesy and Knowledge of Stock.

One of the largest department stores in the world places a premium on two qualities in its salespeople and is constantly on the lookout for these two factors, which the management feels are essential to executive promotion.

The qualities are:

Courtesy.

Knowing your stock.

Courtesy implies an understanding of people, an ownership of tact. To make friends for either yourself or your institution. Each transaction must begin with courtesy and end on the same plane. If not the turnover of friends and customers will be tremendous. The wise executive praises this quality among all others, because its result is readily seen in sales.

Walking hand-in-hand with courtesy is a knowledge of the stock on the shelves. Courteous treatment is only the beginning of a sale and to serve the customer in all respects a knowledge of the goods is essential. A sales person possessing these two qualities will go a long way on the road to success.

One Man's Gain Is Not Another's Loss.

Of all fallacies, the most common and the most dangerous is that which holds that one man's gain is another's loss.

This is true of a poker game.

But in business, and the usual channels of commerce profits are not made at the expense of the buyer. Profits are the reward of efficiency.

"In my own experience," says one authority, "I have observed that I get best service and the best quality of goods and lowest prices, all factors considered, from companies which are doing business at a good profit to themselves."

Natural laws operate in business just as surely as they operate in the movement of the sea.

In any competitive field profits are a measure of service. Where the service is great, and efficiently rendered, profits are in proportion. Where the service is poor or unnecessary or inefficiently rendered there are no profits—and there should be none.

Football Equipment Orders Good.

With orders from the larger colleges already on file, dealers in sporting goods are now turning their attention to the football equipment needs of the smaller institutions and high schools. Equipment for teams of the smaller schools and industrial teams is one of the most important factors in the business. The hooded sweat blanket has shown a large increase in popularity among orders to date.

The clerk who sulks when kept a few minutes after closing time because of a rush of customers, is nevertheless among the first to ask for an increase of pay.

Invents Glass Top For Canned Foods.

Foods in tin cans are invisible, which is the greatest drawback to the industry. A New Jersey inventor has invented a can with a glass center top to enable the purchaser to see the contents of the can and know what he is buying.

Last year the number of students receiving a business education at the university level in the United States was 80,000; in Germany, 15,000; in Great Britain, 950.

Every average town has enough frogs to do the croaking without its being necessary for its merchants to join in the symphony.

Business Wants Department

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

For Sale—Good clean stock of groceries and crockery located near Detroit in one of the best small towns in Michigan. Address No. 924, c/o Michigan Tradesman. 924

For Sale—General store and market, doing good business. Account of health, must sell. Address No. 925, c/o Michigan Tradesman. 925

For Sale—Drug store in Grand Rapids. Good fixtures, small stock, modern equipment, thickly populated neighborhood. Best of reasons for selling. Address No. 926, c/o Michigan Tradesman. 926

Wanted At Once—At Elk Rapids. Party to open dry goods store, including shoes, also men's furnishings. No other store here. Population 600. Only stock in city completely sold out in last two weeks at retail. Large single store building for rent. Good windows and complete store fixtures await you. Act at once. J. C. Krausman, Elk Rapids, Mich. 927

Have farms and income property to exchange for general merchandise stock, clothing, or shoes. Address No. 928, c/o Michigan Tradesman. 928

For Sale—Toledo computing scale, \$65. Enquire Ellis Bros., 300 Ellsworth Ave., Grand Rapids, Mich. 923

FOR SALE—Good grocery and meat business in thriving city. Good location and lease. Must sacrifice before hay fever season. Address No. 914, c/o Michigan Tradesman. 914

For Sale—Retail hardware and queensware store. In college town of about 1200. Address J. M. Houston, 137 S. Market St., New Wilmington, Pennsylvania. 916

BUSINESS OPPORTUNITY—Splendid three-story and basement corner brick business block 44 x 120 feet, Mt. Pleasant, Mich., for rent, sale, or trade for good Central Michigan farm. Myers, Cooper & Watson, Mt. Pleasant, Mich. 919

FOR SALE—Or trade for farm—Clothing, gents furnishings and shoes. Fine location, good trade. W. H. Parry, Vassar, Mich. 909

CASH For Your Merchandise!

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

CLOVEN HOOF OF CHAINS.

It is Disclosed in Purchase of Thomas Stores.

The exclusive announcement made by the Tradesman that Kroger has bought the Thomas and K. & B. stores in Grand Rapids and vicinity has been fully confirmed, but the daily papers are under instruction not to mention the transaction until the pikers who own and manage the Kroger out give the word. It is now planned to make the transfer Sept. 15. The deal includes about 150 stores owned by Thomas and about twenty stores owned by K. & B., a controlling interest of which was owned by Thomas.

When Kroger sold his interest in the Kroger chain a year or so ago, he secured \$60,000,000. The pikers who made the purchase immediately placed \$160,000,000 securities on the market and unloaded them on the investing public, reaping \$100,000,000 profit on the transaction. The gang recently purchased another chain of 2,000 stores for \$2,000,000 and sold the dear public securities to the amount of \$4,000,000, thereby pocketing \$2,000,000. The reason that news of the Grand Rapids purchase is arbitrarily suppressed, so far as the daily papers are concerned, is because the Wall street gang is probably preparing a new issue of stock, two or three times in excess of the purchase price, to unload on Western Michigan stock buyers as soon as the actual transfer is made and the daily papers are permitted to announce the purchase.

No more gigantic swindle has ever been perpetrated on the people than the stock sales conducted by the soldiers of fortune who are now in possession of this short-weight, short-count and short-measure concern.

An interesting feature of this situation is that no daily paper which accepts advertising from this gang dares print the truth about them. They have never permitted any publicity regarding the dishonest methods of the concern. The daily papers are tied, body and soul, to the chain store idea, and will do anything their masters demand to impair or destroy the usefulness of the independent merchant.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 28—It looks as if the peak of the tourist season would be reached here this week. The camp site is about filled and the hotels are also filled, as well as most of the rooming houses. The nice weather has helped swell the number of tourists. We have had very few uncomfortably warm days, which helped to keep the visitors longer, as reports from the cities indicated much suffering from the heat.

The Soo Line started this week running a daily sleeper between the Soo and Chicago, omitting the Sunday trip out of the Soo and the Saturday trip out of Chicago. Otherwise the car will run each day up to Sept. 30, when the old three-day-a-week service will again be resumed.

The Chippewa county fair closed on Friday, after a four day fair. The exhibits of stock were the best ever exhibited here. The grain and vegetables did not show up as well as when the fair was held later in the season.

The attendance was not as large as that of last year, owing to one of the best days being rainy. The night show, however, drew large crowds and the attractions were as good as ever. The Hinkley carnival added much to make it lively. The horse races were exceptionally good, but were only on for two days. The free acts were some of the best we have ever had at previous fairs.

James Raefaele, the well-known meat dealer on Ashmun street, has closed his market and expects to move back to his own building on South Ashmun street, which is being fitted up for a market. A new display counter is being installed and other up-to-date fixtures will be used, making the new place one of the best in the city. Mr. Raefaele expects to confine his time to the meat business and discontinue handling groceries.

Mr. and Mrs. W. S. Edwards returned last week from California, where they have been spending several months.

E. J. Lachance, manager of the Grand Hotel, at Mackinac Island, reports the best August business in the history of the hotel. The owners have done much to bring the Grand up to its present high standard and the results are very satisfactory.

The trouble about being happy is that we do not realize that we are until we are not.

Goetz & McDonald, the well-known merchants at DeTour, have opened a meat department in the rear of their store. They have an up-to-date refrigerator and equipment and are selling quality meats. This is their first attempt to get into the meat business, but they appear to have acquired the art of cutting meat and have added materially to their business.

The C. M. T. C. Army demobilized last Friday and the 250 boys have returned to their respective homes. They were a well behaved lot and will be missed by the movies and other places of amusement. They all had a good time and were well pleased with the Post and the training they received. All had a good word for the Soo and want to return again next year.

The Gregg delicatessen and bakery on South Ashmun street, has closed and Mr. Gregg will engage in business elsewhere. He attributes this move to not being able to secure help at this season of the year.

The Chippewa-Mackinac District Agricultural Society will hold a three day fair at Pickford Saturday, Monday and Tuesday Sept. 1, 3 and 4. They have a live bunch operating the fair, which promises to be the best ever.

Unless a man honestly tries to improve himself and his work each day, he does not know what real happiness is.

William G. Tapert.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 28—Edward Frick celebrated his 70th birthday at his home near Douglas Sunday. The mailman left him a half hundred letters of congratulation on Saturday. It took him all day Sunday to read the letters. Mr. Frick has led a very useful life and richly deserved all the pleasant words and best wishes of his many friends. Among the congratulatory messages received were epistles from the Presidents of the Franklin Sugar Refining Co., the Northwestern Yeast Co. and the National Grocer Co.

If Geo. A. Pierce (Brunswick Tablet Co., Chicago) lives until Dec. 31 he will have rounded out thirty-nine years on the road selling goods in the medical line. During all these years he has represented only three houses. He confidently looks forward to many more years of usefulness and enjoyment.

Chas. G. Graham (Graham & Co.) and Leroy Bagge (C. J. Farley Co.) left the city in Mr. Bagge's automobile early Tuesday morning en route for

Lafayette, Ind. While near Martin they were confronted with a car which was driven by a man who insisted on taking half the road—and taking it in the middle of the pavement. Mr. Bagge was driving too rapidly to make a sudden stop, but avoided telescoping the car of the road hog by quickly steering his car into the ditch. The car turned over and both occupants were injured slightly. Mr. Graham received cuts on the head, knee and foot, but is rapidly recovering from his injuries. The road hog proceeded on his way without stopping to ascertain the extent of the damage he had done. A passing motorist took the injured men to Martin, where a local doctor sewed up a bad gash in Mr. Graham's foot and attended to the cuts on his head and knee. The occupants of the ditched car were subsequently taken to Grand Rapids by the garage man at Martin.

The Jennings Extract Co. has transferred its perfumery business to the National Association of Drug Clerks, which maintains headquarters at Chicago and a manufacturing department at its National home for members at Palmyra, Wis. The change will enable Mr. Jennings and his son to devote their entire time and attention to their flavoring extract and bluing lines hereafter.

A meeting of the stockholders of the Minolagar Co. was held Aug. 21 and the following were elected as officers and directors: P. W. Porter, Jr., formerly Secretary-Treasurer, was elected President of the corporation. J. M. Ellis was elected Vice-President. C. A. Lawton, who was formerly Secretary-Treasurer of the Foote-Reynolds Co., also Secretary-Treasurer of the Kindell Furniture Co., and Secretary of the Peninsular Club, was made Secretary-Treasurer. The board of directors consists of J. M. Ellis, Frank Post, C. A. Lawton, P. W. Porter, Jr., M. Daniells, and P. W. Porter, Sr.

If an elective officer has ever deserved a second term, that condition certainly applies to Byron J. Patterson, who has been an ideal sheriff in Kent county for the past nineteen months. Mr. Patterson is head and shoulders above the average occupant of that office. He has made good on all of his election promises and pledges and given the people an administration of the office which entitles him to the traditional re-election.

Willard Curtis, formerly engaged in the hardware business at Reed City, is now on the road for Standart Bros., of Detroit, in Northern Michigan.

Mr. Moesta, of Lansing, who has traveled several years for Standart Bros., Detroit, has transferred himself to the Geo. Worthington Co., of Cleveland.

Dissolution and Accounting of Bakery Business Asked.

Muskegon, Aug. 28—Dissolution of partnership, an accounting and an injunction restraining Dirk Alkema from visiting a baking establishment at 984 Pine street, are asked in a suit brought in Circuit Court to-day by Peter and Isaac Bytwerk.

The parties to the suit are partners in the baking business which was organized in 1925. Each of the three partners put \$1,200 into the firm originally and the Bytwerk brothers have since invested \$1,200 in addition, the bill of complaint states.

Mr. Alkema obtained \$1,200 which he put into the business on a note given the National Lumberman's bank endorsed by the plaintiffs.

The defendant is accused by the brothers of taking merchandise belonging to the business and appropriating this for his own use without charging it to his account and with creating dissension among the bakery employees.

Because Mr. Alkema will not co-operate with the plaintiffs the business is now being operated at a loss, the

amount owing creditors being \$2,121, the bill states.

Appointment of a receiver for the business, if this is found necessary by the Court is requested in the complaint.

Death of Veteran Tea Salesman.

Leslie V. A. Urch, the veteran tea salesman for Lee & Cady, Detroit, died at his home in Detroit Aug. 27. He was injured in an automobile accident in Detroit last Saturday morning and from the time of the accident very little hope was entertained for his recovery.

Mr. Urch was 64 years old. He had been employed in the tea department of Lee & Cady as traveling salesman for over thirty years and was known as "Leslie" to hundreds of tea buyers.

He was a splendid type of gentleman, a hard worker, conscientious and loyal to both his employers and his trade.

Patent New Process of Maple Flavoring.

A process for manufacturing a true maple flavoring product, which, when mixed with ordinary sugar syrup will make a reconstituted table syrup essentially the same as the commercial product, has been perfected by chemists of the food, drug and insecticide administration, United States Department of Agriculture. This process has been patented and has been dedicated to the public. One manufacturer of flavoring products, has already taken steps to put this new flavor on the market. This new flavor is said to be suitable for use by confectioners, bakers, ice cream manufacturers, or housewives.

World Full of Alibi Merchants.

It is the man, not the location, which makes the business a success. If you are thinking of going into business for yourself think of what qualities you can develop now as you go along which will count for you later. The country is full of alibi merchants who have a million perfectly good explanations of why their business does not get any bigger. And there is just one real reason in 99 cases in 100. That reason is that the man lacks in some quality. And the qualities you fail to develop while a salesman and an employee you will fail to possess when you become your own boss.

This Is Season To Watch Flour Stock.

At this season of the year special attention should be given by retail grocers to proper storage of flour. All packages and bags should be kept in a light, dry place. Good flour storage is very essential. It helps to eliminate soiled and broken packages in the store and cuts down the waste. The expenses caused by exchanges, due to improper storage and care, is something tremendous to the distributor and could be (and should be) avoided.

Monroe—The Hamilton Carhartt Co., of Detroit, has opened a factory here for the manufacture of overalls and other work garments. The company has leased floor space in the Meade auto building and will employ 125 persons, most of them women.



LUDINGTON, MICH.,

Aug. 6, 1928.

Mr. E.A. Stowe, Editor,

Michigan Tradesman,

Dear Mr. Stowe;

Inclosed find our check for \$3.00 for which we wish to renew our subscription to the "Michigan Tradesman".

To say the least we certainly do enjoy the "Tradesman", and we would not know how to spend the week that did not bring its issue of your paper.

As to the chain store situation, we believe that you are to be the Moses who is to lead the grocermen out of bondage into the Promised Land. You certainly have given them hades, and keep it up because you'll win yet; you'll make them so ashamed of themselves for defrauding the public that they'll sell out.

Thanking you for your interest in the independent grocer, assuring the choicest blessings of God and man on your life and labors, we are,

Very truly yours,

"GIBBS' CASH & CARRY GROCERY"

David Gibbs

YOUR Selling Cost

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

K C Baking Powder

Same Price
for over **35** years

25 ounces for 25c

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

It will pay you to feature K C

**Millions of Pounds Used by Our
Government**

Collections

BONDED COLLECTORS

YOUR PROBLEM:

How to SALVAGE your DELINQUENT AND SLOW PAYING ACCOUNTS.

THE SOLUTION:

Employ COMPETENT CREDIT SPECIALISTS capable of eliminating misunderstandings, re-establishing business relations thru an educational system of collections.

**WE DO GET THE MONEY FOR YOU.
NO COLLECTIONS — NO CHARGES.**

INTERSTATE PROTECTIVE AGENCY INC.
INTERSTATE BUILDING --- 13TH & LOCUST STS.
KANSAS CITY, MISSOURI

SCHUST'S LINE MEANS —

More Sales
Bigger Turnover
Larger Profits, and
Satisfied Customers



This
Display
Increases
Sales

THE SCHUST COMPANY

"ALL OVER MICHIGAN"

DISTRIBUTING POINTS

Grand Rapids
Detroit

Lansing
Saginaw