

BE THE BEST

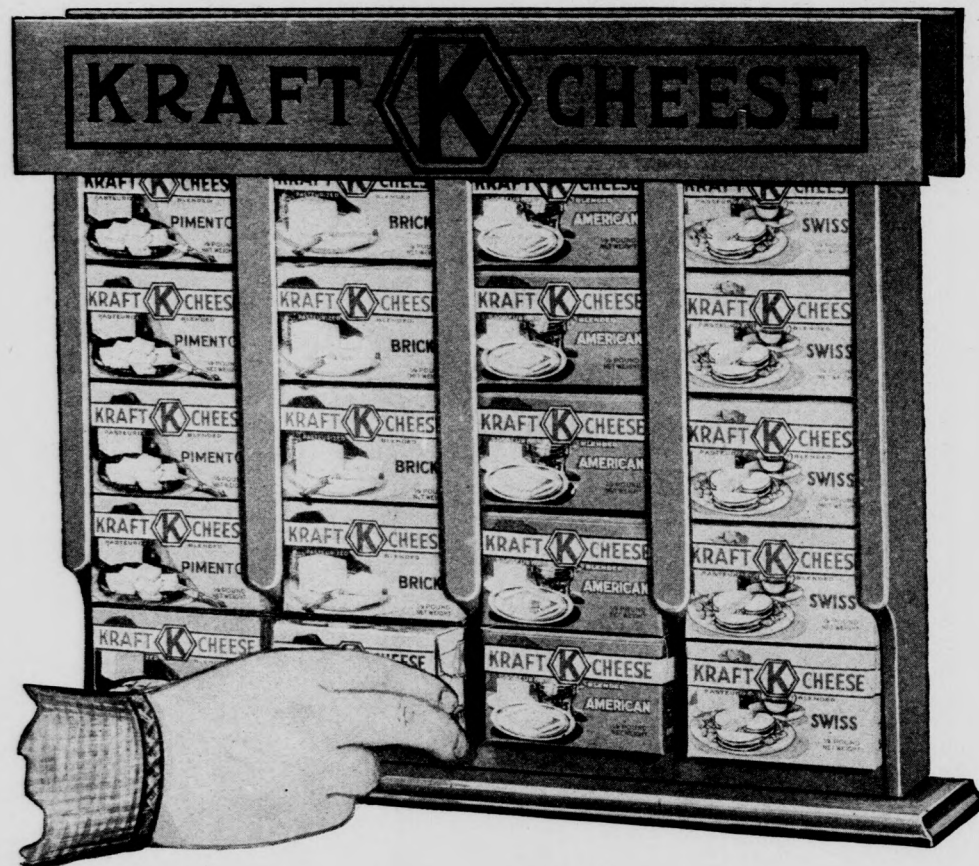
If you can't be a pine on the top of the hill,
Be a scrub in the valley . . . but be
The best little scrub by the side of the rill;
Be a bush if you can't be a tree.

If you can't be a bush, be a bit of the grass,
And some highway much happier make;
If you can't be a muskie, then just be a bass . . .
But the liveliest bass in the lake!

We can't all be captains, we've got to be crew;
There's something for all of us here.
There's big work to do and there's lesser to do,
And the task we must do is the near.

If you can't be a highway, then just be a trail;
If you can't be the sun, be a star;
It isn't by size that you win or you fail . . .
Be the best of whatever you are!

Douglas Malloch.



Variety Is the Spice of Trade

Keep your Kraft Cheese rack well stocked with the different varieties. Your customers like a change now and then, and when you display a selection, it is a constant reminder to your customers that always results in greater sales. It is also a good practice to suggest that they try an additional variety, for people who are acquainted with more than one variety buy more often than those who know but one kind. Tell the Kraft distributor to keep your cheese rack fully stocked.

KRAFT-PHENIX CHEESE COMPANY, CHICAGO

MAKERS OF "PHILADELPHIA" CREAM CHEESE

MICHIGAN TRADESMAN

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 5, 1928

Number 2346

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.

Better Retail Grocery Stores For Michigan.

Saginaw, Sept. 4—The need of better, cleaner, more attractive and more up-to-date grocery stores is an absolute necessity if the retail and wholesale grocers are to successfully cope with other forms of modern competition.

Everyone will recognize and readily admit the truth of this statement but at the same time the question will arise, How can this improvement be brought about? It is an easy matter to say to a retailer, you need a brighter, cleaner, more attractive store in order to meet with present day standards of merchandising, and the result of such talk is usually just another gesture.

What the retailer needs most is a definite, practical and workable plan that he can use to advantage, and a program that will help inspire and encourage him rather than so much of this talk about his antiquated methods all of which tends to discourage him. True, many stores to-day discourage trade rather than invite it because of their slovenly, ill-kept appearance, but it is equally true that the problem will never be solved by simply complaining about the condition.

We propose, with the aid and co-operation of the members of this Association to offer the retail dealers of the State a plan, or plans for the improvement of the appearance and arrangement of their stores, based upon scientific knowledge, combined with practical and proven methods which have been employed by successful grocers in the conduct of their own business.

We are not the originators of this proposed plan, but we have been in close contact with it during the past several months of its operation, the sponsors being the Illinois Wholesale Grocers' Association. Their experience has been that many dealers have been looking for suggestions for the improvement of their stores, but prior to the inception of this campaign nothing of a practical or tangible nature was available.

This program does not contemplate the outlay of a lot of money in the way of new fixtures or new equipment, in fact the average store has many fixtures which can be thrown out and the business operated more efficiently without them. The problem is more a matter of proper arrangement and ef-

fective display. This combined with a scrub brush, a couple of bars of soap, and some white paint will work wonders for the average store.

This campaign does contemplate the bringing to the attention of the retailer the fact that an uninviting store, is, in these days of intensive competition a handicap of such seriousness that anyone desiring to remain in business, must, in order to do so, meet the demands of to-day's buying public and the demands are more exacting to-day than those of ten or even five years ago. These demands are not a matter of price alone, but of more attractive, better arranged stores, both from the standpoint of service and display, and with that thought in mind this program is offered.

The campaign suggested is the distribution of a series of inserts through the medium of outgoing mail, with invoices, statements, letters, etc. The series will consist of six different inserts, one of which is enclosed with this bulletin. Series No. 1 will be mailed by all jobbers for a period of about two weeks, then followed by Series No. 2, etc. Each series will give an efficient store plan fully illustrated so that eventually, this will offer the proper arrangement for all sizes and types of stores.

These inserts can be purchased from the Association at a cost of \$1.50 per thousand. They will be printed with the name of the Association but jobbers wishing to have their name appear, may do so by putting on their rubber stamp. This material is furnished at exact cost to the Association, based on a large run. It may appear to be a duplication of effort for several jobbers to distribute this same material to the same retail dealers, and in fact it is, but this constant repetition is what brings results.

On the back of these inserts will be found a picture and description of a book called, "Better Grocery Stores." Through this campaign the retailer can purchase this book for twenty cents by ordering it direct from the Association office. This relieves you of any detail or stocking of this material. The regular price of the book is fifty cents. A larger book containing the same material (size 8½ x 11 inches) may be purchased for salesmen at a cost of 85 cents.

Jobber's mail has been used for years by manufacturers, and with very satisfactory results, and this campaign contemplates using this effective medium for the selling of the idea of Better Grocery Stores for Michigan. By sending out this material under the imprint of the Association, it eliminates the possible chance of any personal resentment in connection with the various suggestions that are offered.

If there is anything that is not entirely clear, please let us know, and if you have any suggestions, we would be very glad to have them.

An order blank is enclosed for your convenience, and the printing will be started as soon as we know what your requirements will be.

P. T. Green, Sec'y.

The only reason a great many American families don't own an elephant is that they have never been offered an elephant for a dollar down and easy weekly payments.

Business Conditions in the Grand Traverse Region.

Traverse City, Sept. 4—The resort and tourist season is drawing to a close. Many resorters have shuttered their windows and departed. The steadily dwindling number of tourists seen on the streets reduces the transient population of this region materially. By many it is claimed that the tourists of the Traverse country in 1927 outnumbered those of the current year.

In this connection the statement of a well-informed State official to the effect that only 10 per cent. of the tourists who entered Michigan during the season were residents of other states raises a question as to the value of their presence financially. Millions have been expended in building roads and in the erection of hotels and places of entertainment for visitors. If, however, only 10 per cent. of the many thousands who enjoy the unequalled attractions of the State are non-resident, it is plain to be seen that the people of Michigan are in the main the patrons of the resort and tourist regions.

Residents of Michigan are fond of travel. Europe, the Orient, the islands of the ocean, Central and South America and other foreign lands profit greatly by the tourists from our State. Many of their number own and occupy winter homes in Florida and California, and thousands tour the entire country from time to time. Presumably the amount of money expended by tourists of Michigan for health and recreation beyond the boundaries of our State amounts to a larger sum annually than the total amount tourists from states outside of Michigan expend in the Wolverine State.

During the season now drawing to a close the states most largely represented in this region by tourists were Wisconsin, Illinois, Indiana and Ohio. A fact that is worthy of consideration, however, is that owing to the natural attractions of Northwestern Michigan, so many and various in form, that a surprisingly large number of tourists purchase lands, erect cottages and become resorters.

The million dollar cherry crop has been harvested and sold. The canneries are operating on apples, pears, plums, string beans and sweet corn and kindred products of the orchard and field. Farmers and fruit growers are paying notes due the banks and preparing for a large harvest which is assured, of late potatoes and beans. Apples, of which there will not be as large a supply as was grown last year, will be purchased mainly by the cider mills.

Owners of independent mercantile establishments in this city are applying every effort within their power to maintain themselves in competition with the chain stores. Seemingly Traverse City, considering the number of its population, is over supplied with chains.

While the independents are pluckily arming for battle, they frequently ask, when they contemplate the presence of Montgomery Ward, Sears-Roebuck, Kresge, J. C. Penney, the Metropolitan, A. & P., a woolen mills company, Frick and other less important chain houses, "Now what's us poor independents going to do?"

Three young ladies, one of whom is

a resident of this region, spent the month of August in the East, dividing their time between Philadelphia, Atlantic City and New York. They noticed much dirt scattered about promiscuously in Philadelphia and an atmosphere filled with smoke from a thousand factories. At Independence hall they kissed the bell, examined the furniture used by the Continental Congress and many portraits of Benjamin Franklin. A small bust represented Jefferson, the author of the declaration of independence. Fairmount park won their admiration and the lunches at Wanamaker's their approval.

At Atlantic City they enjoyed the sea breezes and fought the war-like mosquitoes which infest that city vigorously. The board walk, the piers and numerous musical attractions were enjoyed. Guests were treated decently at their hotel. They "had a good time in New York and journeyed by boat up the Hudson to Albany on their return trip. An excellent luncheon was served for a moderate price. One of the ladies presented a check and a \$5 Government note in payment for her lunch to the cashier and in return received one dollar too much as change. She did not notice the cashier's error at the moment, but when she counted it she decided to return to the lunch room and repay the cashier:

"You gave me one dollar too much," she remarked as she placed a dollar note before the man at the registering machine.

"So! Say, lady, you are wonderful. Not one person in ten thousand would do as you have done."

"Why did you do it?"
"Because I could not face my father if I had kept your money and perhaps caused you some trouble in balancing your account."

"May I ask where you live?"
The lady gave the man her name and address.

"Say, I'm going to Michigan to visit friends in a short time. May I call on you?"

"Ask my father," the lady replied.
Arthur Scott White.

Little Cause For Complaint.

Chicago, Sept. 4—Considering that this is a presidential election year, I would say that business generally has been good. The stock market, as everyone knows, has been particularly active. The condition of most trades is fairly good, and the work garment industry will have little cause for complaint, considering the election, the late summer, overproduction, and the inability of makers of both fabrics and garments to get prices warranted by cost of materials. Volume of business in our trades should be as good as last year. Where style enters, business has been better than on staples.

Milton F. Goodman,
President Reliance Mfg. Co.

Tradesman Makes Day Bright.

Greenville, Sept. 4—Enclosed find check for one new subscription. I wish it were ten.

Thursday is the bright day of the week at our store, because that day the Tradesman comes. You are certainly doing a great work for the independent merchant.
Howard C. Kipp.

The chronic grumbler is nobody's friend—not even his own.

**Proceedings of the Grand Rapids
Bankruptcy Court.**

Grand Rapids, Aug. 22—We have today received the schedules, reference and adjudication in the matter of Herman Ripmaster, Bankrupt No. 3519. 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 wholesale and retail merchant of beauty and barber supplies. The schedules show assets of \$5,017.25 of which \$500 is claimed as exempt, with liabilities of \$19,002.42. The first meeting will be called promptly and note of the same will be made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$141.72
Jordan & Jordan, Grand Rapids	285.00
Heyman Furn. Co., Grand Rapids	120.00
Swan Electric Ap. Store, Grand R.	25.00
Prange's Credit Dept. Store, G. R.	30.00
Basch Co., Grand Rapids	9.00
Amer. Safety Razor Co., Brooklyn	65.80
Armand Co., Des Moines, Iowa	89.39
American Drug Co., Minneapolis	16.83
Abbott Jacket Co., Chicago	8.07
Allover Mfg. Co., Racine	19.12
Andis Clipper Co., Racine	10.00
Mark Allen & Co., Detroit	6.00
Eugene Ber Ningham, Cincinnati	814.08
Bixby Office Supply Co., Grand R.	11.30
Bear Mfg. Co., Terre Haute	12.25
C. S. Bresnick, New York	144.00
Bretty & Becker, New York	67.22
Colgate & Co., Jersey City	134.70
Cincinnati Soap Co., Cincinnati	27.85
Clench Metcalf Co., Detroit	9.75
S. R. Droscher, Inc., New York	42.30
B. Dickson Co., New York	28.47
Delta Products Co., Benyan	8.54
Devilbilis Co., Toledo	24.16
F. W. Engels, New York	36.78
A. Feldman, Brooklyn	7.50
G. R. Paper Co., Grand Rapids	1.33
A. Clay Glover Co., New York	14.38
P. A. Geir, Cleveland	49.50
Gillinder & Sons, Philadelphia	36.00
Great Northern Chair Co., Chicago	7.50
A. C. Hynd Co., Buffalo	33.33
Harrick Hubbard Ayers Co., N. Y.	52.20
Hospital Specialty Co., Cleveland	46.83
Herpicide Co., Detroit	46.80
Hygenia Brush Co., Worcester	31.68
James S. Kirk Co., Chicago	47.73
F. A. Koch & Co., Broadway, N.Y.	33.26
Kal. Pharmaceutical Co., Kalamazoo	27.10
Kurlash Co., Rochester	11.77
Lewis Bros., New York	46.80
Morris Mfg. Co., Detroit	93.57
Maywood Water Heater Co., Maywood	19.80
Manicurex Co., Indianapolis	13.50
Mennen Co., Newark	10.00
Miller Mfg. Co., Lincoln, Nebr.	10.93
Nyburg Plumbing Co., Grand Rapids	25.89
Nifty Brush Co., Chicago	24.00
N. Y. Hair Goods Co., New York	10.95
John Oster Mfg. Co., Racine, Wis.	79.91
Premier Cutlery Co., New York	44.82
Pierre Process Co., New York	48.00
R. F. Products Co., Brooklyn	29.36
Racine Universal Motor Co., Racine	5.76
Richard Hudnut Co., New York	176.80
Alfred H. Smith, New York	11.70
Shush Laboratory, Chicago	14.40
Schnepf Bros., Newark	82.88
Sterling Brush Co., Grand Rapids	30.00
Frederick Stearns, Detroit	48.10
Smoke Mint Co., South Bend	5.60
J. R. Torrey Razor Strop Co., Worcester	3.95
Thayer Pharmaceutical Co., Chicago	180.00
Union Cutlery Co., Olen, N. Y.	54.88
V. Vivadou Inc., New York	42.20
A. A. Vantine Co., New York	46.25
Veldown Co., New York	43.20
J. B. William Co., Glastonburg, Conn.	37.50
Western Hair Goods Co., Chicago	47.50
Wheeler Van Label Co., Grand R.	7.05
D. R. Wiley, Toledo	82.36
Wilson Tastner Co., Cleveland	1.80
R. L. Watkins Co., Cleveland	12.61
Ed. Weck & Sons, New York	11.20
Ernest Wolf Inc., Chicago	56.10
Weil Romson Co., Chicago	5.21
Young & Chaffee, Grand Rapids	39.39
Elbert Mfg. Co., Chicago	26.40
Sanitox Electric Co., New York	44.60
Myron Research Co., Detroit	10.80
Dent Chemical Co., Grand Rapids	106.94
Harry Wapston, Grand Rapids	5.00
Muskegon Barber Supply Co., Mus.	80.09
Hazeltine & Perkins, Grand Rapids	173.52
John Greene, Grand Rapids	300.00
Sam Ragir, Grand Rapids	666.64
W. H. Berger Motor Co., Grand R.	69.15
Marcel DePres, Grand Rapids	869.00
D. S. Silverman, Grand Rapids	250.00
Peter Oosse, Grand Rapids	40.09
Irving H. Smith, Grand Rapids	29.49
Twinplex Sales Co., St. Louis, Mo.	10.26
Davies Young, Dayton	23.81
Mrs. F. Hanley, Grand Rapids	50.00
A. Brown, Grand Rapids	23.35
Ethel Clemmons Onaway	1.25
J. Hewitt, Grand Rapids	1.50
Mrs. Haller, Grand Rapids	50.00
A. Hull, Grand Rapids	1.50
Mrs. M. A. Joslin, Grand Rapids	16.50
Ed. Glids, Comstock Park	253.60
Specialty Candy Co., Grand Rapids	8.50
Holland U.B.A. Home, Grand Rap.	90.00
Marcel DePreos, Grand Rapids	285.00
J. Massas, Grand Rapids	6.50
Shipman Coal Co., Grand Rapids	10.00
Dr. J. TenHave, Grand Rapids	15.00

Farley & Co., Grand Rapids	90.00
VanLeeuwen, Grand Rapids	19.52
Goebel & Brown, Grand Rapids	20.00
Crystal Candy Co., Grand Rapids	22.50
Butler Co., Chicago	241.50
Kent State Bank, Grand Rapids	54.00
S. DeGroot, Grand Rapids	40.00
D. S. Silverman, Grand Rapids	10,850.00

Aug. 28. On this day was held the first meeting of creditors in the matter of Myrtle Sharbonow, Bankrupt No. 3490. The bankrupt was present in person. One creditor was present in person. No 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 Ray P. Wooden, Bankrupt No. 3496. The bankrupt was present in person and represented by attorney R. G. Goebel. No creditors were present or represented. One claim was proved, but not considered. The bankrupt was sworn and examined, without a reporter. M. N. Kennedy was named trustee and his bond placed at \$100. The first meeting then adjourned without date.

In the matter of Warren W. Wood, Bankrupt No. 3516, the funds for the first meeting have been filed and the first meeting has been called for Sept. 11.

In the matter of Elmer Christian and Ralph L. Schuster, doing business as Christian & Schuster and Elmer Christian, individually, Bankrupt No. 3512, the funds for the first meeting have been received and such meeting has been called for Sept. 11.

In the matter of Royal A. Burghdorf, Bankrupt No. 3513, the funds for the first meeting have been received and such meeting has been called for Sept. 11.

In the matter of Herman Ripmaster, Bankrupt No. 3519, the first meeting of creditors has been called for Sept. 11. Sale of the assets has been called for Sept. 13, at the premises formerly occupied by the bankrupt, 316 Monroe avenue, Grand Rapids. The property for sale consists of stock and fixtures used in the conduct of a wholesale and retail barber and beauty parlor supply business, and scheduled to have a value of approximately \$3,500. All interested should be present at the date and time of sale.

On this day also was held the first meeting of creditors in the matter of Joseph R. Ross, individually and doing business as Elm Candy Shop, Bankrupt No. 3497. The bankrupt was present in person but not represented by attorney. Creditors were not present in person, but represented by Grand Rapids 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 named trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

Aug. 29. On this day was held the adjourned first meeting of creditors in the matter of Melvin Palmer, Bankrupt No. 3489. The bankrupt was present in person and represented by attorney Shelby B. Schurtz. Creditors were present by Wicks, Fuller & Starr, attorneys. The bankrupt was further examined, with a reporter present. The meeting then adjourned without date.

On this day also was held the final meeting of creditors in the matter of Sam J. Friedman, Bankrupt No. 3226. The bankrupt was present by his attorney and present in person. The trustee was present in person. One creditor was represented by attorneys Hilding & Hilding & Tubbs. The matter was then adjourned to Sept. 6 to permit records to be furnished in connection with a contested claim.

Aug. 29. On this day was held the first meeting of creditors in the matter of Patrick B. McKenzie, Bankrupt No. 3500. The bankrupt was present in person and represented by attorney Willard G. Turner, Jr. Creditors were present by H. H. Medley, attorney. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. George D. Striblev, of Muskegon, was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the final meeting of creditors in the matter of Bert L. Achterhoff, Bankrupt No. 3250. The bankrupt was not present, but represented by attorney Harry G. Geoghan. No creditors were present or represented. One additional claim was proved and allowed. The trustee's final report and account was approved. The balance of the uncollected accounts were sold at auction. An order was made for the payment of expenses of administration and for the payment of a first and final dividend to creditors 3 per cent. No objections were made to discharge. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Miracle Milk, Inc., Bankrupt No. 3304. The bankrupt corporation was not pres-



The Choice of Millions because of the Double Flavor



Folks find they can do more with Light House Coffee. Its "double flavor" means a rich substance which goes farther, pours clearer, and tastes deeper.

There is an abundance of soft Mocha essence in every cup.

LIGHT HOUSE COFFEE

NATIONAL GROCER CO.

Howe Snow & Co.

Incorporated

Investment Securities

Grand Rapids

Fourth Floor, Grand Rapids Savings Bank Building

ent or represented. One creditor was present in person. The trustee was not present. Claims were allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and a preferred labor claim. There were no funds for dividends for general creditors. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Charles H. Dole, Bankrupt No. 3272. The bankrupt was not present. No creditors were present or represented. The attorney for the bankrupt was present. Claims were proved and allowed. The expenses of administration of the estate were ordered paid and a first and final dividend to creditors of 8 per cent. declared and ordered paid. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

Aug. 30. On this day was held the first meeting of creditors in the matter of Julius Peterson, Bankrupt No. 3503. The bankrupt was present in person and represented by attorney John E. Dumon. Creditors were present in person. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter. C. C. Woolridge of Grand Rapids, was appointed trustee, and his bond placed at \$100. The meeting then adjourned to Sept. 28, to permit creditors to take such action as they desire to recover real estate involved in the estate.

On this day also was held the first meeting of creditors in the matter of Andrew Lusick, Bankrupt No. 3505. The bankrupt was present in person. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of George Burghdorf, Bankrupt No. 3504. The bankrupt was present in person and represented by attorneys Penny & Worcester. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Edward De Groot, of Grand Rapids, was named trustee, and his bond placed at \$2,000. The first meeting then adjourned without date.

In the matter of Moses Baum, Bankrupt No. 3363, the final meeting of creditors has been called for Sept. 17.

In the matter of Earl Wright, Bankrupt No. 3358, the final meeting of creditors has been called for Sept. 17.

In the matter of Earl F. Beckwith, trading as Economy Shoe Store, Bankrupt No. 3328, the final meeting of creditors has been called for Sept. 17.

In the matter of Joseph Edward Utley, Bankrupt No. 3322, the final meeting of creditors has been called for Sept. 17.

In the matter of Totten Electric Construction Co., Bankrupt No. 3317, the final meeting of creditors has been called for Sept. 17.

In the matter of Harry L. Shuter, Bankrupt No. 3314, the final meeting of creditors has been called for Sept. 17.

Aug. 30. On this day was held the first meeting of creditors in the matter of Clyde A. Morrison, Bankrupt No. 3509. The bankrupt was present in person and represented by attorney Robert H. Burns. Creditors were present in person and represented by Grand Rapids 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 named trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

Aug. 31. On this day was held the first meeting of creditors in the matter of Harold J. Ringold, Bankrupt No. 3499. The bankrupt was present in person and represented by attorneys Renihan & Lille for attorneys Rogers & Dunn. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Aug. 30. On this day was held the first meeting of creditors in the matter of Chris De Witt, Bankrupt No. 3501. The bankrupt was present in person and represented by attorney Seth Bidwell. 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 Aug. 31 to permit the filing of a petition to amend schedules. The schedules were amended on the adjourned date and the case has been closed and returned to the

district court, as a case without assets.

Aug. 31. On this day was held the first meeting of creditors in the matter of Daniel T. Patton, Bankrupt No. 3500.

The bankrupt was present in person and represented by attorneys Travis, Merrick, Johnson & Judd. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date and the case has been closed and returned to the district court, as a case without assets.

In the matter of Fred H. Miller, Bankrupt No. 3453. The funds for the first meeting have been received and such meeting has been called for Sept. 20.

In the matter of Foshee Yared, Bankrupt No. 3518. The funds for the first meeting have been received, and such meeting has been called for Sept. 20.

In the matter of Howard City Furniture Co. the first meeting of creditors has been called for Sept. 20.

In the matter of Walter M. Dougherty, Bankrupt No. 3524. The funds for the first meeting have been received, and such meeting has been called for Sept. 20.

In the matter of Ezra M. Arthur, Bankrupt No. 3523. The funds for the first meeting have been received and such meeting has been called for Sept. 20.

Aug. 31. On this day was held the first meeting of creditors in the matter of Chris J. Larsen, Bankrupt No. 3511. The bankrupt was present in person, but not represented by attorney. Creditors were present in person and represented by Fred G. Timmer, agent. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The creditors present and represented elected C. W. Moore, of Belmont, trustee and placed his bond at \$500. The first meeting then adjourned without date.

When On Your Way, See Onaway.

Onaway, Sept. 3—The big Onaway fair is on in full force this week, attended by variable weather. Visitors, newcomers, and former Onawayites galore, throng the streets, taking advantage of the labor holiday and all mighty glad to secure the opportunity to again visit the home town. Many new features and attractions have been added to the fair this year, making Onaway stand out as a live industrial and agricultural producing point. The exhibits for this time of year are unusually good; just to think of one of the most Northern counties below the Straits producing big luscious golden bantam sweet corn, well filled ears nearly a foot long; free from corn borer attacks, too, as the quarantine officers will verify. Grow it? Of course we can.

Improvements on all sides greet the visitors. L. Abbott has replaced the large plate glass front of his store, which was badly damaged by the Colonial building fire, and re-painted it so that it exhibits a bright shining appearance. Also added a new line of bazaar goods to his already complete stock of furniture.

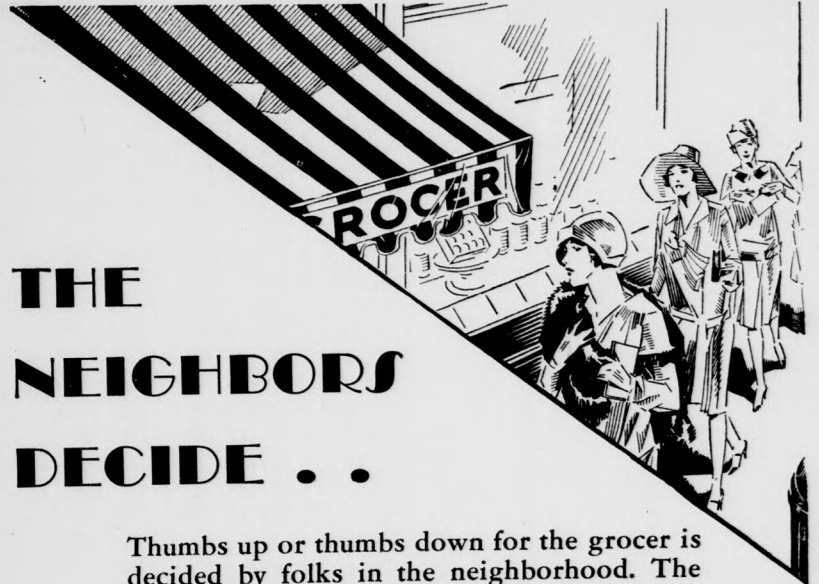
Herbert Lefer & Son have branched out in their garage business also by purchasing the fine residence corner of State and Second streets and transforming it into a modern gas filling station, ladies rest room and accessories; the large stone columns and extensions give an added and inviting appearance.

Ed. McClutchey, the East end grocer, is repairing, re-painting and improving his store building, giving his customers in that vicinity up-to-date service.

The Family theater is under new management, Henry Dean having leased the building and business for a term of one year. The new pictures and vaudeville entertainment are attracting many new patrons.

Onaway schools are enrolling the usual number of pupils, the different departments having been assigned to the proper instructors, some of whom are new but the majority being former teachers. The fine cluster of school buildings present a clean, fresh appearance, being sanitary in every respect, under the management of Mr. Buel, who prides himself in having a "place for everything and everything in its place."

When on your way, see Onaway. Squire Signal.



THE NEIGHBORS DECIDE . .

Thumbs up or thumbs down for the grocer is decided by folks in the neighborhood. The Beech-Nut Brand establishes friendly relations between seller and buyer. Beech-Nut Peanut Butter, Prepared Spaghetti, Pork-and-Beans, Catsup and Chili Sauce, all have the fine character that attracts trade. And women know when they receive exceptional values at moderate prices.

Beech-Nut
"FOODS OF FINEST FLAVOR"

BEECH-NUT PACKING COMPANY, CANAJOHARIE, N. Y.

To double your sales —
make an attractive display of Mueller products.

MOVEMENTS OF MERCHANTS.

Eaton Rapids—Mr. Sumerix succeeds M. S. Wyman in the grocery business.

Grand Rapids—Finley & Neumann succeed Thompson & Co. in the grocery business at 619 Lyon street.

Bay City—The Superior Fish Co., 520 Sherman street, has increased its capital stock from \$12,000, to \$25,000.

Muskegon—Albert Simivis succeeds C. J. Alberts & Co., in the grocery business at 1945 Lake Shore Drive.

Grand Rapids—The Radiola Sales & Service Co., 1029 Michigan Trust building, has changed its name to Hanish & Krussman, Inc.

Kalamazoo—The Lee Furniture Co., 214 East Main street, has been organized to conduct a retail furniture and house furnishings business.

Negaunee—Oats & Carter have removed their furniture stock from the Quinn estate building to their new quarters in the Burke block, which they recently purchased and remodeled.

Saugatuck—S. L. Newnham has sold his grocery stock and store fixtures to Stewart Sessions, formerly principal of the high school here. He will continue the business at the same location.

Detroit—The Eli Robinson Furniture Co., 1241 Book Tower, has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—Harold's, Inc., 253 Michigan avenue, has been incorporated to deal in jewelry at retail, with an authorized capital stock of \$5,000, \$3,850 of which has been subscribed and paid in in cash.

Watervliet—Stanley Keasey, who is associated with his father, F. Morris Keasey, in the undertaking, furniture and harness business, was married, Sept. 1, to Miss Loretta Hutchins, of North Watervliet.

Cheboygan—A. H. Norton, Inc., 403 North Main street, has been incorporated to conduct an undertaking business, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Baldwin—The Lake County Bank has been incorporated as a State bank under the style of the Lake County State Bank, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Kalamazoo—The Kalamazoo Trust & Savings Bank will erect a 15-story building at the corner of East Main street and Farmers' avenue, at an estimated cost of \$1,250,000. The bank will occupy the basement, the first and second stories.

Grand Rapids—W. C. Kirchgessner & Son, 501 Jefferson avenue, S. E., has been incorporated to conduct a retail drug store, with an authorized capital stock of 1,000 shares at \$10 per share, \$2,000 being subscribed and paid in in cash.

Grand Rapids—The Columbia Candy Co., 117 Lyon street, has been incorporated to deal in candy and soft drinks at retail, with an authorized capital stock of \$2,500, all of which has been subscribed and paid in, \$1,900

in cash and \$600 in property.

Detroit—The Fair & Square Mercantile Corporation, 6343 Scotten avenue, has been incorporated to conduct a general mercantile retail business, with an authorized capital stock of \$2,000, of which amount \$1,200 has been subscribed and \$800 paid in in property.

Lansing—L. Levinsohn has purchased the grocery stock and store fixtures of Loftus, Inc., 316 South Washington avenue and will conduct a closing out sale on the premises. The Loftus grocery is one of Lansing's old established business place and always has borne a very fine reputation.

Grand Rapids—L. Levinsohn, of Saginaw, has purchased the stock and store fixtures of Cole's Glove Shop, 54 Monroe avenue and will conduct a closing out sale on the premises. Cole's Glove Shop has been in business nearly fifty years and is one of the best known business establishments in Grand Rapids.

Bay City—Henry D. Zeder, Inc., 1115 Washington avenue, has been incorporated to deal in automobiles and auto accessories, with an authorized capital stock of 300 shares class A at \$100 a share, 300 shares class B at \$1 a share and 600 shares no par value, \$10,000 being subscribed and paid in in cash.

Kalamazoo—Abraham Van Bochove, for many years cashier of the Home Savings Bank, has been advanced to the position of executive vice president and will be in active and direct charge of the affairs of the bank. Vernon T. Barker, for 20 years president of the bank, has been granted a six months' leave of absence with full pay.

Battle Creek—E. Ellsworth Woods, 60 West State street, sales agency for electric refrigerators, oil burners and radio, has merged his business into a stock company under the style of the E. Ellsworth Woods Co., with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed, \$1,000 paid in in cash and \$2,000 in property.

Ishpeming—A new grocery and market was opened to the public Saturday in the Quayle building, Main street, where James Rowe recently conducted a grocery business. The grocery will be conducted by Edwin Johnson, who has two other stores in the city, and the market by Rudolph and Norman Leffler, proprietors of the Leffler store on Division street. Both parties will continue the businesses which they now operate. The store will sell for cash only. New fixtures have been installed, including a new type meat display case which is cooled by a Frigidaire system.

Ishpeming—This city experienced its most disastrous fire in many years, last Saturday night, when the Nelson House, the city's leading hostelry for forty-nine years, was almost totally destroyed. Some contend that the building is a complete loss and that the salvage will not compensate for removing the remaining portion from the site. The hotel was well filled with guests when Deputy Marshal John

Lacey arrived at the place and gave notice in the office that the building was on fire. He hurried to the fourth floor and roused four employes who were in their rooms and then gave alarm to the guests on the third and second floors. All were able to get away unharmed and all succeeded in saving their personal belongings with the aid of hotel attaches and others. Mrs. J. P. Outhwaite, the owner, held \$10,000 insurance on the building and the equipment was covered by a policy for \$5,000.

Manufacturing Matters.

South Haven — The Cable-Nelson Piano Co. has changed its name to the Everett Piano Co. and increased its capital stock from \$450,000 to \$1,000,000.

Detroit—The Cori Chow Steel Co., 6553 Woodward avenue, has changed its name to Hi-ProSteels, Inc., and removed its business offices to Temperance.

Detroit—The Goodenow Incinerator manufacturing Co., 5691 McGregor avenue, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Millington — The Helbing Chase Chemical Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$5,700 paid in in cash and \$16,258 in property.

Detroit — Business Products, Inc., 807 Owen building, has been incorporated to manufacture and deal in alkalis and chemicals, with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Saginaw—The Paramount Aircraft Corporation, South Jefferson street at Rust street, has been incorporated with an authorized capital stock of 10,000 shares no par value and \$100,000 preferred, \$40,000 being subscribed and \$10,000 paid in in property.

Kalamazoo—The Loose Leaf Binder & Equipment Co. has been organized to manufacture a complete line of loose leaf devices, ledger equipment and lithographing designs and patterns. It is planned to erect a model plant and install the latest type of automatic equipment.

Plainwell—The Aluminum Products Co., has been incorporated to conduct a general machine shop and produce metal alloys and foundry products, with an authorized capital stock of \$100,000, of which amount \$60,740 has been subscribed and \$49,040 paid in in property.

Muskegon—The Continental Motors Corporation is negotiating with the owners of some of the present capped gas wells in the Muskegon field for the purchase of additional gas for use in its own plant and the plant of its associated industry, the Lakey Foundry and Machine Co.

Detroit—The Detroit Universal Solvent Co., 1621 Dime Bank building, has merged its business into a stock company under the same style, with an authorized capital stock of 2,500

shares at \$10 per share, of which amount \$15,950 has been subscribed and \$2,500 paid in in property.

Lansing—The Equator Oil Heater Co., 1700 Turner street, has merged its oil, gas and other heating furnaces manufacturing business into a stock company under the style of the Equator Heating Co., with an authorized capital stock of \$25,000, of which amount \$17,000 has been subscribed, \$330 paid in in cash and \$14,720 in property.

Grand Rapids Radio Show.

Arrangements have been completed for the second annual radio show which will be held in the Klingman Exhibition building Thursday, Friday and Saturday, Sept. 20, 21 and 22. This is the first radio show to be open to Grand Rapids fans, as the exhibition last year was for the dealers exclusively. At that time so many requests were received from set owners and prospective buyers, that the jobber group decided to make this an open display.

The exhibition space will be appropriately decorated and divided into large booths where each firm will show and explain its latest models of sets, cabinets, speakers and other products. Technical experts from the various manufacturers will be on hand to explain intricate engineering details.

Of particular interest to the general public will be the broadcasting studio which will be a part of the show. Arrangements have been completed with a local station to broadcast direct from the exhibition floor. This will be on during each of the three evenings of the show.

It is expected that many radio enthusiasts and prospects will take this opportunity to inspect the very latest developments. With the advent this year of the simplified batteryless set, push-pull amplification and other improvements, those attending will find it well worth while.

The following firms are sponsoring the show:

Ackerman Electric Supply Co.
Cumings Brothers Co.
Sherwood Hall Co., Ltd.
Radio Distributing Co.
Republic Radio Co.
Reliable Tire & Accessories Co.
Tisch Auto Supply Co.
Electric Service Station.
Detroit Electric Co.
Stewart-Warner Sales Co.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 4—Harry Winchester (Worden Grocer Co.) met with a slight accident while on his way to his desk Tuesday morning. Driving down Lake Drive from his home at Reed's Lake, the car ahead of him suddenly stopped without notice. As both cars had been going at a good clip, Mr. Winchester's car telescoped the car which stopped, bruising Mr. Winchester's knee and mangling his car. He hopes to be at his desk again in the course of a few days.

Current report has it that Thomas will receive \$2,600,000 for his chain of stores and his controlling interest in the K. & B. stores. If this report is correct—it looks like an exaggerated statement—Mr. Thomas will have about \$1,600,000 to the good after liquidating his obligations.

Essential Features of the Grocery Staples.

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

Tea—Tea business from first hands is very dull. Sellers are complaining that the growing disposition of buyers is to buy from hand to mouth and let the sellers carry the big stocks. The consumptive demand for tea has been very good, owing to the warm weather. Prices show no special change for the week. There is a lot of common tea available, which can be bought almost at the buyer's own price, but the better grades are fairly well maintained. In spite of this, however, the present market can be said to be a buyer's market.

Coffee—During the past week the market for Rio and Santos coffee, green and in a large way, has shown a little more strength and there have been some slight advances. The aggregate of this, however, is very small and the market is not materially different than it was a week ago. Milds show no change for the week. The demand for coffee from first hands is not very heavy just now. The jobbing market for roasted coffee remain unchanged, except where certain packers are compelled to adjust their prices to a new basis for greens.

Canned Fruit—Pears in the Northwest and in California are decidedly firmer and the tendency seems to be toward a higher basis at a time when many factors have not made their usual commitments. Peaches are still quiet, as buyers are awaiting the outcome of packing before making up for their neglect to cover normal requirements. Mich. canners will put up few peaches—many of them none at all—because of the glutted condition of the California peach market. Cherries and apricots are more or less withdrawn and rule firm.

Canned Vegetables — No decided change has occurred in corn as there has been a large enough acreage to offset any tendency to reduce the yield on account of weather conditions and still leave enough raw material to ensure a good sized if not a large pack. For some reason there has been little confidence shown in corn for some time and it is hard to get a buyer to admit that the market is getting away from him. The pea pack has been made and as the trade is more or less covered, it is interested in the situation now mostly when it can pick up what looks to be a bargain. As there are few of them available, the market is quiet.

Canned Fish—Pink Alaska salmon has advanced 10 cents from the original opening during the week, but all packers are not following and this unsettles the market. Demand for pink Alaska is not very heavy and the trade do not understand the advance at this time. Buyers and sellers are decidedly apart on pink salmon. Red Alaska salmon are unchanged from the opening and at present firm. Fancy chinook salmon is very short. The supply of Maine sardines is less than it was and prices are unchanged. Shrimp and other canned fish show no change.

Syrup and Molasses—The demand for sugar syrups is still very moderate, with unchanged prices. Compound syrup has dropped quite a bit and is at present weak, with further declines in prospect. All corn products have made a corresponding decline. Demand for compound syrup is poor.

Beans and Peas—Demand for all varieties of dried beans is still very dull, without any change in prices. Dried peas show no change for the week and a very dull demand.

Salt Fish—The salting of new catch of shore mackerel has begun, but not enough has been done as yet to size up the pack either as to quality or quantity. The demand for mackerel is only fair.

Cheese—The demand for cheese is very good just now and supplies are comparatively small. Situation is firm.

Pickles—Bottled pickles have been selling freely through the retail channels and with no oversupply in the wholesale trade the market is firm at quotations. Dills are more plentiful but are in no surplus to affect values.

Olives—The spot market rules firm at the recent advance reflecting the tone in Seville. Higher cost stocks on the spot have induced those who have been underselling the market to revise their prices upward. The trade during the week was quiet, but there is enquiry for stocks for early fall shipment, indicating a heavier movement during September than occurred last month.

Vinegar—Pure cider vinegar is scarce in all positions and the situation remains in favor of the seller.

Sauerkraut — Torrid weather has been a handicap to the movement and bulk and canned kraut has been a slow seller. The market at primary points is unchanged with conservative buying reported.

Review of the Produce Market.

Apples—Transparents and Duchess \$1.25@1.50 per bu.

Bananas—5½@6c per lb.

Beets—\$1.25 per bu.

Blackberries—\$3.50 per 16 qt. crate.

Butter—The market has had a firm week, with prices about the same as a week ago. This refers to fine fresh creamery, the demand for which is good and the receipts only about enough to take care of it. Jobbers hold prints at 48c; fresh packed in 65 lb. tubs, 47c; fresh packed in 33 lb. 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.

Carrots—\$1.50 per bu.

Cauliflower—\$2.50 per doz.

Celery—Home grown, 40@60c per bunch, according to size.

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

Cucumbers—90c per bu.

Dried Beans—Michigan jobbers are quoting as follows:

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

Light Red Kidney ----- 7.75

Dark Red Kidney ----- 8.00

Eggs—Fine fresh eggs are not so abundant as to completely satisfy the

demand and prices have been strong during the past week. Undergrades of eggs, which are abundant, are quiet and easy. Jobbers are paying 34c for strictly fresh.

Grapes—Calif. Malaga, \$1.85 per lug; Calif. Tokay, \$2.50 per lug.

Grape Fruit—Cuban, \$7@7.50 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. -- \$1.25

Outdoor grown leaf, per bu. -- \$1.50

Onions — Spanish, \$2.25 per crate; home grown, \$3.50 per 100 lb. bag.

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

Osage Melons — Michigan home grown command \$2 for jumbo crate and \$1.50 for medium crate. The quality this season is decidedly off, the delicious flavor peculiar to the melon being almost entirely absent.

Peaches — Home grown Elbertas \$2.50 per bu; other varieties, \$1.25@1.75 per bu., according to quality. The local crop is good in quality and the yield is expected to be above the average.

Potatoes—60@75c 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.

String Beans—\$1.75 per hamper.

Tomatoes—Home grown, 30c per 7 lb. basket or \$2 per bu.

Veal Calves — Wilson & Company pay as follows:

Fancy ----- 24c

Good ----- 21c

Medium ----- 18c

Poor ----- 11c

Independents Will Fight a Winning Battle.

My long investigation and the many comparisons I have made show that in our lines, the difference between prices paid by the chains and prices paid by independent retailers is very small. I am talking now about the cost of the goods as laid down on the store floor ready for display. This is the cost the chain store has to figure on. There has been too much talk and too much attention paid to the price the chain store system pays the manufacturer in large quantities as against the price

paid by the independent retailer to the wholesaler in small quantities. Keep in mind that after the chain store system has bought its goods, it must still pay the cost of assembling and storing them in warehouses at different points and distributing them to their stores as needed. The cost of that service to their own stores, which is a part of the service jobbers render individual retailers, greatly cuts down the difference in laid down cost. I figure that in our lines, the difference between cost to the chain stores and cost to independent retailers for goods laid down at the retail store will not average more than 2 per cent. Independent retailers get some goods of us at lower prices than some chain stores are charged up with by their central office. But the chain store systems work certain lines extra strong, buy them in larger quantities and get an extra discount. Keep in mind, however, that applies only to those lines. There are many lines and items they do not have any such advantage on.

Annual Convention of the Michigan Hotel Association.

Secretary Doherty sends the Tradesman the following programme to be observed at the hotel convention at Detroit next week:

- Friday, September 14.
- 9:30 to 11 a. m.—Members and guests will register on ball room floor, Hotel Statler, and receive tickets for all events. Registration fee \$5 per person.
- 10 a. m.—Meeting of Executive Council, Hotel Statler.
- 11 a. m.—Business meeting at Hotel Statler.
- 12:30 p. m.—Luncheon at Hotel Stevenson.
- 1:30 p. m.—Official photograph at Hotel Stevenson.
- 1:45 p. m.—Members leave for golf tournament at Detroit Golf Club. Theater parties for ladies.
- 8 p. m.—Dinner and carnival party at Book-Cadillac Hotel.
- Saturday, September 15.
- 9:30 a. m.—Business session at Hotel Statler.
- 12:30 p. m.—Buffet luncheon at Hotel Statler.
- 2 p. m.—Business session at Hotel Statler.
- 7:30 p. m. — Banquet, Hotel Fort Shelby.

Look For a Bulge in Business.

Chicago, Sept. 4—We are cheerful about the outlook for the last four months of 1928. Business is improving, and the reaction is upward. Agriculture is definitely better. We do not feel that the presidential election will affect business adversely. Our six houses in July showed an increase of 7½ per cent., and August was also larger. The Chicago house was above the average. We look for a bulge in business not only immediately following the election, which is the time merchants buy holiday needs, but also in September and October.

Frank S. Cunningham,
President Butler Brothers.

Detroit—The Pennzoil Co., has increased its capital stock from \$6,000,000 to \$7,000,000.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Ann Arbor, Sept. 4—I enclose an advertisement which I see in several papers, and wish you would advise me about it. I have received several letters from the Marmola Company, but have always destroyed them. I am very stout myself, and getting stouter every day, it seems. I have been on diets but did not seem to lose any flesh. I wish you would advise me if Marmola is safe to take or harmful in any way. Or could you tell me of anything which would reduce excess fat?
Mrs. G. W. O.

Many fleshy people are looking for ways and means to reduce without injury to their health. The following is a statement from the American Medical Association, Chicago, on the use of this product:

Marmola belongs to that dangerous group of quack obesity cures which admittedly depend for their action on the presence of thyroid. There is no excuse either in economics or morals for the sale to the layman of products containing desiccated thyroid, the use of which is fraught with danger and should be controlled by the careful supervision of a physician."

Benton Harbor, Sept. 1—I would like any information you have regarding the Union Control Co., Lewistown, Pa., known in 1926 as, Union Chemical Co., of Lewistown, Pa. This concern's salesman sold large quantities of spray material, which was not as represented. Bean beetle had become serious through here at that time, and these people put stuff here that was not successful, mostly for treatment of seeds. As they are suing I would like any information you may have. After the stuff was received and not what was represented, about \$400 worth, parties having same offered to pay freight back, but were refused. One person shipped his back; they would not accept and railroad returned same to him; which he later destroyed.

B. T. M.

Here is our old friend Strickler once more. Tales of this sort come to us from various sections where Strickler or his agents secure the signatures of farmers to orders. Our readers should not become panic-stricken over Strickler's threat to bring suit under his orders. We have known of Strickler's operations for the past ten or twelve years, and we have never known him to go into court, while farmers have openly repudiated orders to which their signatures were secured by alleged deceptive methods. Farmers should not be frightened by such methods. Instead they should join forces for mutual protection. Strickler and his kind do not relish the searchlight of the courts thrown upon their methods.

Advertising shoes by means of the words "Army" or "Munson Last" to indicate that they are built under Government specifications when such is not the case, will be discontinued by a manufacturer of shoes, according to a stipulation agreement with the Federal Trade Commission.

An individual engaged in the manufacture of an alleged fruit drink powder and of liquid flavors or concentrates has signed a stipulation agreement with the Federal Trade Commission to discontinue use of the names of actual fruit juices to describe his

products when they are not made from the juices of the fruit so advertised. Provision is made for the proper qualifications of his advertising in instances where the flavor is composed in substantial parts of the actual juices of fruits such as orange, grape, lemon, lime, cherry, strawberry or raspberry.

Clinton county stove dealers report that agents, or rather peddlers, are abroad in the community and are doing their best to "put something across" on the unsuspecting public. It is stated that these peddlers are making great claims for a cheap line of stoves and kitchen ranges which they are trying to sell at an unreasonably high price. Such tricks as standing on the oven door, hammering the stove with a sledge, etc., are resorted to in their high pressure salesmanship. Any good stove will stand this treatment but the peddlers assert that only their product will meet the test. If such a peddler makes you a call just phone your local merchant and get his prices. More often than not you'll find you can buy a guaranteed stove or range from him for less money.—S. Johns Republican.

Full-Length Mirror Adds Much To Store.

A full-length mirror is an asset to any grocery store. Women like to glance at themselves, and will go out of their way to do it. Store traffic may be directed to certain strategic points where displays have been built by the use of a large mirror. Too, mirrors have an excellent effect upon clerks, making them conscious of a dirty apron, for example.

Shipments of parcel post handled by the Chicago Post Office average ninety carloads daily, as compared with sixty-six in New York, and thirty-two in Philadelphia, it is announced by Postmaster Lueder.

The old-fashioned girl was thought considerate if she helped her mother get the dinner; the modern girl is thought considerate if she comes in for it on time.

The brain is a wonderful organ. It starts working the moment you get up in the morning and doesn't stop until you get to the office.

THIRTEEN YEARS COMPLETED AUGUST 30

300 Agents come to Howell to Celebrate

Special from Howell—The Citizens' Mutual Automobile Insurance Company of Howell completed thirteen full years on August 30 and an anniversary dinner was given which was attended by about three hundred. A review of the records showed that the assets had increased each year so that on August 30, they amounted to \$993,263.69. The company has an agency and adjusting force in nearly every county of Michigan to bring the service home to the automobile owner.

Health for the Hot Days

Help your customers in their quest for health and coolness for the hot days. For noon-day lunch or supper

Shredded Wheat

with sliced peaches, or other fruit, and cream . . . cooling, easily digested, easy to prepare . . . no kitchen worry . . . and so healthful and wholesome. Give Nature a chance. Time to cut out heavy foods.

You have the Shredded Wheat and the peaches. Your customers know the package. It contains 12 large full-size biscuits . . . the kind you have always bought.

Made by

The Shredded Wheat Company

Niagara Falls, N. Y.

Domino Package Sugars

ELIMINATE TIME, WASTE
AND HANDLING COSTS.

THEY PUT 14% OF
YOUR TOTAL SALES ON
THE MOST
PROFITABLE BASIS
POSSIBLE.

American Sugar Refining Company

FINANCIAL

Three Forces Calculated To Tighten Funds.

In its enthusiasm over business the market either foresees no permanent injury that tighter money can inflict, or it underestimates the potency of three forces designed to make funds dear that will press heavily with the approach of Sept. 5.

Eight per cent. call rate is viewed by close observers as the earliest manifestation of what might logically come during the next week in connection with (1) the withdrawal of funds in preparation for the usual month-end settlements, (2) the extraordinary demands for currency incidental to the holiday (which by many will be stretched this year into three holidays) and (3) the launching of the Clearing House's plan to reduce "others" loans.

Whether the combination of these three pressures will drive call funds to a new 1928 high above the 10 per cent. level established in early July is a question nobody can answer in a situation so sensitive as the present. Repeatedly on these occasions in Wall Street a sharp rise in the rate offered for demand money recently has attracted funds in sufficient volume to satisfy the demand. No fantastic rate presumably would stand long without inducing funds enough to bridge the emergency and level off the call charge.

Without minimizing the effects on money of the usual month-end withdrawals by the banks, and the shift in loans that this Sept. 5 will bring as the Clearing House plan begins operation, we must recognize the rising demands for currency as the outstanding known force to be reckoned with. At about this time each year more currency is demanded by customers at the member banks and they in turn make requests on the Reserve banks. The loss of a dollar in currency for its immediate effect on money acts like the export of a dollar in gold. It is several times more potent than the extension of a dollar in credit. At this particular time the usual seasonal loss of currency is accentuated by the demands of the labor day holiday.

Paul Willard Garrett.
[Copyrighted, 1928.]

If a business man expects to hold his job he must please his customers just as a congressman must satisfy his constituency if he hopes to be returned to office.

**FIRE AND
BURGLAR
PROOF
SAFES**

**Grand Rapids
Safe Co.**

Tradesman Building

Five Cent Cigars Get Bulk of Business

Figures gathered by the Government and made public through a bulletin of the Department of Commerce show that 44 per cent. of the cigars on which manufacturers paid taxes during the calendar year 1926 were intended to retail for 5 cents or less. Fifteen per cent. were for retail at prices between

5 and 8 cents; 39 per cent. at more than 8 cents, but not over 15 cents, and 2 per cent. for more than 15 cents.

The same report shows that combined production of cigars in registered factories and in bonded manufacturing warehouses was 7,008,257,000 while the factory-made cigarette production during the same period

amounted to 105,282,786,000, of which 98,000,000,000 was for consumption in the United States.

If the girls made a practice of asking the advice of their swain's employer before accepting a proposal, a lot of marriages would be postponed indefinitely.



Announcing

THE ORGANIZATION OF

EIFERT, GEISTERT & CO.

Investment Securities

GRAND RAPIDS — MICHIGAN

506-511 GRAND RAPIDS TRUST BUILDING

THE principals of this firm are well known to Grand Rapids and Western Michigan investors. Both are men of long experience in buying and marketing investment securities, having been actively engaged in the investment banking business for approximately fifteen years. Mr. Eifert was formerly a member of the investment firm of Howe, Snow & Bertles, Inc. Mr. Geistert was formerly a member of the investment firm of Perkins, Everett & Geistert and for the past five years has been associated with A. E. Kusterer & Company. Eifert, Geistert & Company will specialize in originating and distributing conservative investment securities. Important and influential connections have been established with New York and other financial centers, equipping the organization to render a complete and efficient investment service.

BOARD OF DIRECTORS

EARL C. EIFERT

L. A. GEISTERT

H. C. WILMARTH
Secretary and Treasurer,
Grand Rapids Store
Equipment Corporation

R. W. HOOK
President, Grand Rapids
Metalcraft Corporation

A. A. GINSBURG
Vice President and General
Manager, Hayes Body
Corporation

A. B. HERPOLSHEIMER
President, Herpolsheimer Co.

MILO SCHUITEMA
President, The Tisch-Hine Co.

Telephone 9-3395

DOOMED TO DEFEAT.

The men's clothing industry is accustomed to look for clever strategy from the crafty leadership by venal and unscrupulous union leaders, and the latest move of Sidney Hillman and the Amalgamated Clothing Workers is no disappointment. To deal with a strike in Milwaukee the union has started its own factory in that city and will produce goods under contract for the largest company in the industry. There is some question whether this is a temporary or a permanent arrangement, but Mr. Hillman has let it be known that the action has been under advisement for some time, which, of course, gives it the appearance of something more than an emergency measure.

Comment on the development is varied. It is hailed in some quarters as the dawn of a day in co-operative effort in which the unions will attend to all labor matters and thereby permit capital to give its full attention to financing, to buying and to merchandising. On the other hand, the step has been condemned as unfair competition and as further restriction on the full play of management.

The view that the day is near at hand when the unions will be direct employers of its membership is altogether preposterous. After some experience with attempting to promote arbitrary and impossible working standards, and at the same time run efficient plants, the unions may find out that the two objectives do not jibe so well. This is not to say that efficiency cannot operate hand in hand with high working standards. In fact, the two are often related, as progressive manufacturers have found. At the same time, it is difficult to see how the union can be both advocate and judge without prejudice either to the fair complaints of its members or to its own ideas as an employer. The experiment, however, is well worth making and will be very attentively followed.

WOOLENS, COTTONS AND SILK

The event of importance in the textile markets this week is the first uniform opening of men's wear fancy goods by the woolen mills under the auspices of the Wool Institute. This will be the formal opening. The new lines have been informally viewed for the last two weeks, according to all reports, and quite a little business placed. Despite the earlier indications of some rise in prices, buyers state that little or no change has been made in quotations. This spells another difficult season for the mills, since higher raw material costs are not covered. The wool market itself has reflected the activity usually found in the pre-opening period and demand has broadened. The opening dates on dress fabrics will soon be decided. This branch of the goods market expects to benefit from the more extensive use of material found in the new styles.

Cotton goods in the primary markets were more active during the week and values held firm. The curtailment this week is expected to involve about

80 per cent. of the printcloth and narrow sheeting division. Crop news continues as the factor of prime interest.

Demand for silks has been somewhat restricted, but should become active again once the cutting-up trade begins work on the second lines now being shown. Raw silk held to the opening level of the week with a moderate amount of buying.

SELL DIRECT TO RETAILER.

Cutting away from the evasion and screened maneuvering which has attached to similar action taken in other cases, one of the large commission houses in the dry goods line has announced to its wholesale customers that in the coming season it will sell to large retailers in cities of 70,000 population and over. The reasons are set down concisely and they appear to be entirely sound. It is set forth that wholesalers are decreasing and that the introduction of styles under the new plan will be facilitated, with benefit to all customers.

Of particular significance is the point that by launching merchandise through all outlets the wholesaler himself should benefit by reason of the interest created. Even where there may be competition between the large retailer and the small store the house argues that the higher overhead of the big establishment should offset any buying advantage and put the two types on very nearly an equal basis, although one buys direct and the other through a wholesaler.

The action of this house will be regarded, of course, as another bit of evidence that the wholesaler is nearing the end of his rope, and yet it should only emphasize what has so long been recommended, namely, that, by providing proper service to the small merchant, the jobber has a secure place in the economic scheme. The large store will push the sale of goods on which there is an attractive profit, and the small store should benefit by this promotion work if the wholesaler sees to it that such merchandise is supplied to his customer.

DRY GOODS CONDITIONS.

Except for some activity on holiday needs and the response to final summer clearances, retail trade passed through the usual quiet spell that precedes labor day. Volume was fairly well maintained through August and the month should show a satisfactory gain when the figures are issued. A year ago results were rather indifferent because of unfavorable weather and the reaction in industry which had begun to affect employment.

As a forerunner to what may be expected of August volume this year, the mail-order companies report excellent gains. Combined sales of the two largest companies in the month just closed ran 21½ per cent. over the total in August, 1927. While these increases are ascribed in major part to the additional business obtained from retail units that have been opened, the evidence is also accepted that, outside of certain districts affected by special

circumstances, the trade in general has recorded a successful summer's business.

Holiday influences have had the effect of reducing the number of buyers in the primary market, but this week is expected to see quite an expansion of activity in the wholesale merchandise lines. Buying to date has been somewhat cautious, not so much because of any anxiety with respect to consuming power in the future, but rather because of the desire to test out new styles and designs before placing bulk business. However, the policy of pushing turn-over dictates purchasing of moderate amounts at frequent intervals, and there is apt to be still greater emphasis upon this mode of operation.

BASIC LINES HOLD GAINS.

The promise of a summer with basic industries more than usually active has been fulfilled. Recent doubts on the score that this midsummer activity would cut down fall operations are not now so strongly entertained. Steel and automobile production evidences few signs of any let-down. On the other hand, there is some indication that high money is beginning to reduce the surge of building operations, and this phase will be closely watched because of its highly important bearing on the general situation.

From the compilation of profits for the half year, it is now made clear that results were better than expected, particularly in view of widespread complaints of narrow margins. The picture is one that continues to show up a certain spottiness, and there are variations classing from "excellent" to "very poor." In the main, however, the recovery is satisfactory, and from present prospects the comparison for the third and fourth quarters, barring developments not foreseen now, should prove even more favorable.

It is still to be determined whether the record crop yields will make up in gross returns for what is lost on prices, but opinion seems to lean toward the theory that rural demands and the wherewithal to satisfy them have improved somewhat, as indicated by consumption of merchandise and the purchasing of implements. But, as in industry, the high-cost producer no doubt is finding small relief.

BUSINESS IS BETTER.

The Department of Commerce report on the Nation's business during the first half of 1928 sounds an optimistic note. Manufacturing production exceeded the previous high record for the corresponding period of 1927. The building industry showed a larger increase than in any six-month period in the country's history. The automobile industry, which so strikingly reflects the buying power of the people, had an output exceeded only by the first half of 1926. The only important industries in which declines were noted were textiles, agriculture and coal.

The traveling man opened the telegram and read—"Twins arrived to-night, more by mail."

RETURN OF THE MUSTACHE.

The mustache is coming back. On all hands—or, rather, on thousands of upper lips—there is evidence that, in the minds of men, young and old, some hirsute demonstration just beneath the nose is once more to be regarded as an indication of manhood. This, not so much to differentiate between the sexes, which is frequently necessary in consequence of the similarity of attire, but because of the growing belief that men look better with mustaches than without. For men may be as vain as women about their physiological status.

The varieties of the budding mustaches are as many as in the days when the mustache was a matter of course. There is the tiny adornment with perhaps a dozen hairs on each side of the nose, each section occupying no more than one inch. The mustache spread right along the upper lip has given way in many cases to a narrow line of stubble about one-eighth of an inch in depth. This has the desired effect of giving the wearer a less truculent expression than that afforded by the clean-shaven jowl and is especially designed for that benevolent purpose. It is an offshoot, so to speak, with its little brother of the one inch sprout, of the kaiser's war and is supposed by no one but the owner to convey the impression that he fought in that war.

The walrus mustache appears again and is regarded by the hopeful as a sign that beer is coming back. A scidel, with three inches of foam surmounted by an immense lip-mat, was once a popular lithograph. The joy pictured on the visage of the imbiber still stirs the memory of those who loved their Pilsener. But the big mustache requires the aid of a good-sized nose to give it due importance. An insignificant snub nose snorting defiance over a muff-like appendage does not conduce to dignity. But given a large, expansive nose, with spreading nostrils, overhanging a broomlike contraption, well curled at the ends, you have as noble looking a gentleman as any Victorian could hope for.

There is also reappearing the fairly full mustache with the elaborate waxed ends long associated with Napoleon III, chefs of leading restaurants, professional sword-swallowers and, with an added chin-tuft, physicians of standing. The latter do not stick to the waxed ends to any great extent, but the "imperial" is de rigueur. We were impressed by appendages of this sort the other day on the face of a gentleman with snow-white hair, but the facial adornments were supremely and astonishingly black. Yet there is an almost universal contempt for dyed mustaches. And nobody is deceived but the dyer.

Whiskers all around the face are seen occasionally and once in a great while the flowing Dundrearies of the lambrequin order of architecture may be discerned on trains or in cars on the surface lines. The proprietors are evidently from the woods. The mustache, however, is making its reappearance in many quarters.

Ensemble Models For Juniors.

Ensembles are making their appearance, being formed especially around the bloomer frock which is worn by small girls up to the time they put on real suits and dresses. Even in its juvenile form the ensemble does not differ greatly from that worn by grown-ups. For little girls the one-piece is the type most in demand, whether it is made to hang in an unbroken line from the shoulder or to be held with a belt. The frock has always a pair of bloomers made of the same material, if it is suitable, or when tweed or others of the heavier fabrics are used bloomers are made of crepe de chine or one of the washable weaves that are now so much in vogue.

These very comfortable and smart ensembles are made of wool jersey, tweed, wool crepe, flat crepe, velveteen and wool mixtures. There are in these stuffs de luxe variants that are delightfully suited to children's clothes. One of the tub jerseys has a silver tone, and others in colors produce a two-tone effect. In the wool and wool-and-cotton mixtures two colors or two shades of a color are worn. These often have a small figure, which gives character to the goods and yet gives the appearance of a solid color.

Velvet and velveteen, both plain and printed, are shown in some smart new two-piece suits. Quite unusual designs are to be found in some of these, with the plain or printed materials used in contrasts and combinations. The coat and frock style is intended for girls who are tall for their age and wear becomingly a more formal type of dress. A jumper of hunter's green velveteen is made for a skirt of plaid, and an Eton jacket of velveteen with a small check mixture is shown with a plain black velveteen pleated skirt. With this is worn a sleeveless shirt-blouse of beige crepe, giving the effect of a three-piece ensemble.

In a novel ensemble a three-quarter coat is made of black velvet and the frock of beige crepe with a belt of bright red lacquered leather. The coat is lined with the crepe. Thoroughly up-to-date ensembles are made in the modernistic manner in geometric lines and color contrasts. Triangle, cubes and disks of cloth are applied in different colors on a plain surface. An ensemble is made with the geometric pattern of a receding facade in three shades of blue, and the coat, of the darkest tone, is lined with the lightest. All of these models are for general wear.

Evening dress for juniors is less important now than it will be at holiday time, though some lovely frocks and wraps are to be seen. These are of crepe de chine, washable voile, ninon and satin and of non-crushable velvet.

Belts That Add a Fancy Touch.

Belts are among the smaller items of dress that are receiving particular attention among the designers. Gilt and silver kid are considered very chic. The belts are mostly narrow, some but an inch wide, and have leather covered buckles. They are delightfully decorative and because they are worn so loosely are like slender

lines of metal about the figure. Wider belts of this sort are chased, embossed, stamped in dull finish on the bright surface, stitched and appliqued. One novelty among many is a belt of suede and wool braid in tan and brown, with a slender, inconspicuous dull-gold clasp. A belt made of braided thongs in brown, blue, gray and parchment shades is fastened with a blue enameled buckle.

The hip-length over-blouse, which is a feature in Fall outfits for both school girls and women, has created an unusual demand for belts of many kinds. Lusien Lelong has devoted especial attention to them in his sports and semi-sports frocks. A brown leather belt of his designing has a new style of buckle which is merely two silver bars slipped through loops of the leather. Another is made of beige snake-skin, fastened with a harness buckle, matching a pair of smart strap slippers of the same leather.

Some of the new belts are of unusual materials. For example, a beige Rodier fabric is made into a sports belt, with two white-enameled buckles. This and other models of soft kids and fabrics are fastened with two buckles at a space of several inches apart in front, others are drawn through two rings ingeniously arranged to make a firm fastening. Ribbon, braid and braided leather of lovely colors are made into decorative belts that are suitable for the softer frocks, and on some of the sports belts the buckles are ornamented with such motifs as tennis rackets, golf clubs, riding crops, stirrups and yachting insignia.

It is considered especially chic to have belt, shoes and hatband match in real sports costume, and buckles, pins and shoe clasps in the same pattern. Besides the natural reptile skins are many beautiful colors in these accessories—blue, purple, brown and new reds—and suede in new "shadow" shades, which are used in handbags as well as belts.

The bandeau that women wear for tennis, golf and other sports activities is not now an indefinite bit of ribbon, net or what not. Wide ribbon, jersey, fish net or crepe de chine is made for the purpose into fitted bands with clasps of some description. Some of the ribbons are selected to match a ribbon belt, or a strip of the material of the frock is used.

Another effective use for ribbon is found in the new hat bands, which have a fancy upright ornament. These in richly colored silk and metallic brocades and flowered, and Roman-striped ribbons will be worn on the dark felt sports hats that are being introduced for Autumn and are expected to have a widespread vogue later at the Southern resorts.

The Breakfast of a Man's Man.

What do people eat in the morning? American breakfasts are supposed to be standardized—the same breakfast food, the same amount of coffee and eggs done in the same style. But when there is a legend to the effect that pie is eaten at the morning meal in many parts of the country and when many New York evening social affairs

conclude with a dish of scrambled eggs and bacon the standardization theory breaks down.

"Tell me what you eat, and I will tell you what you are," was an advertising slogan of nearly a generation ago that is no longer applicable. For instance, a man appeared at a standardized pick-and-carry eating place the other morning. He loaded his tray with a standardized glass of orange juice, a standardized dish of bran, a standardized sliced pineapple, a dish of strawberries and a baked apple. Reaching a table, he first ate the pineapple, then poured the bran into the orange juice, stirred and swallowed the mixture. Finally he poured the strawberries over his baked apple.

But was this all? Did the consumer of four fruits and one cereal call it a meal? He got up, but not to leave. He went to the counter and returned with fish cakes and bacon, with a poached egg shaking roguishly on top. And, as a final touch of logic, since he had carried his own food in the cafeteria, he left a ten cent tip.

Makes Pork Sausage While You Wait.

Jacob Kuite conducts a meat market—and a mighty attractive place it is—on the main street of Holland. He sells genuine pork sausage at 35 cents per pound—ten pounds for \$3.50. It is never made up beforehand. It does not contain meat scraps of any kind. Mr. Kuite takes your order, cuts up the pork while you are looking and puts it through the grinder three times, adding salt and sage as you may request. He has customers who telephone him to have their sausage ready when they call, but he declines to grant such a request. Under no circumstances will he make up any sausage except in the presence of the customer. This policy, steadfastly adhered to, has given his market State wide reputation. Dozens of people from other Michigan cities drive to Holland frequently to patronize the sausage department of this unique market.

Could Describe the Dog.

He dashed into the police station at midnight, explaining that his wife had been missing since 8 o'clock that morning and asking that search be made for her.

"Her description," said sergeant. "Height?"

"I—I don't know!"

"Weight?"

The husband shook his head vaguely.

"Color of eyes?"

"Er—average, I expect."

"Do you know how she was dressed?"

"I expect she wore her coat and hat. She took the dog with her."

"What kind of dog?"

"Brindle bull terrier, weight fourteen and a half pounds, four dark blotches on his body, shading from gray to white. Round, blackish spot over the left eye, white stub tail, three white legs and right front leg brindled, all but the toes. A small nick in the left ear, a silver link collar, with—"

"That'll do!" gasped the sergeant, "We'll find the dog!"

Will Get a Lot of New Information.

There is much evidence to indicate that the chain stores have not always been ethical in their methods, either in buying or selling. Whether their practices have been such as to make them subject to regulatory legislation remains to be seen.

A chain whose methods are beyond reproach—if there are any such—will have nothing to fear from the enquiry now under way, any more than an individual. But there are chains which may not relish a public airing of their practices. And if there are any such, business will be better for knowing of them.

With the adoption by the Federal Trade Commission of a constructive attitude toward business, rather than the old political attitude that prevailed in its efforts in the earlier years, this enquiry should bring forth facts of value to chain stores, retailers, jobbers and manufacturers.

Canada Our Best Customer.

For the first time on record, Canada has replaced the United Kingdom as the principal destination for United States exports. Lawrence B. Mann, Assistant Chief in the Division of Statistical Research of the Department of Commerce, states in a study of foreign trade in the last fiscal year. Largely as a result of increased sales of grain, automobiles and tractors, he points out, exports to Canada increased by \$74,000,000 in the year closed June 30. This marks the third consecutive year, he adds, in which a steady growth of shipments to the Dominion has been noted.

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

The Foundation For Sound Trade.

In so far as business is concerned we must recognize the fact that it is founded on confidence, which springs from integrity, fair dealings, efficient service and mutual benefit. I don't care what your business is—from that of a lowly cobbler to an influential banker—the principles are the same. To build securely the foundation stone must be confidence. Permanent success cannot be had on any other basis.

W. C. Davis.

The Dependable Man.

Business requires thinking, and the dependable man thinks, then intelligently acts.

The dependable man is a burden bearer and a load lifter. He shoulders, in silence, his part of the program, and in doing this, makes himself a friend of others and a favorite with those who pay.

THE MAN INSIDE.

Critical Analysis By Editor Arnold Mulder.

Recently E. A. Stowe gave a brief but penetrating estimate of the character of a life-long friend in Holland who recently passed away. It was published in that interesting department of his Out Around, in the Michigan Tradesman. Later, in discussing the matter with the writer, he half apologized in deference to the opinions of persons who had known the subject more intimately and who had been in more constant contact with him. He suggested that perhaps his estimate might have been inaccurate.

But it happened that he had painted as accurate a portrait as is humanly possible—not of the outward aspect of the person under discussion but of the man inside. With the sure instinct of the trained journalist he had, perhaps almost unconsciously, done what the great portrait painter does who depicts his characters on canvas. It sometimes happens that a portrait in oils looks unfamiliar at first to the nearest friends but as time goes on they become more and more certain that the painter, if he happens to be a great painter, has put on the canvas something that was more important than the shape of the nose. They recognize the fact after a time that the great painter has portrayed the man inside.

That is one of the reasons why the artist—be he painter or sculptor or writer—often finds something in life that is denied to others. He learns to look for the man inside. It becomes second nature to him because that is his business. As a consequence he finds life much more interesting than the person who only sees the man as

he appears to the crowds. The shape of a man's nose or the color of his hair or the contour of his head soon becomes very familiar and very uninteresting. The man outside cannot hold the interest very long, and the person who sees only the man outside must constantly see new people and still more new people to maintain interest in the human pageant.

But the man inside is always changing. He is always different though always the same. He reflects new lights with every thought that is focused upon him. The artist in life can play upon him as upon a delicate instrument. The man inside responds to every touch because he has been seasoned by life like the wood of a violin. The person who has become adept in discovering the man inside need never lack for companionship. If he has one friend he can learn more about humanity and the secrets of life than a person with a hundred friends who looks only at the outside.

The great artists of the world have as a rule not been men who knew large hosts of people. To be a great painter of human nature it is not necessary to know many intimately. The great artist, whether in oils or stone or words, is often the person who knows only a few men and women. But he knows them inside and he understands that the man inside is usually a hundred men. If he studies the man inside of a single person diligently he will have material enough for a score of books or a whole gallery of canvasses.

While everybody cannot be an artist, everybody can try to see the man inside instead of concentrating exclusively on the outward aspects of a person. It will not add anything to a person's bank account but it will add

to his sense of zest in life, and that is something that is worth cultivating.—Holland Sentinel.

Canned Pineapple Prices To Rise.

Canned fruits of all varieties are expected to experience a general firming in price as the result of a disappointing pack in pineapples, it was reported in the wholesale trade. One large packer of pineapples, according to current reports, has notified the trade that deliveries will be pro-rated on a basis of 55 per cent. of orders as a result of the disappointing pack. While the effect of such a shortage would not be felt immediately, it is expected that prices will advance in the near future. Prices on imported sardines are also up in sympathy with a reported shortage of this commodity.

Costume Jewelry Demand Active.

So active is the demand for adaptations of French costume jewelry at present that every indication points to a record season. Favored designs run strongly to the modernistic and include basic ideas launched at the August openings of leaders in the French couture. The most sought articles include bracelets and necklaces, which wholesale all the way from \$36 a dozen to \$15 each. Among the more extreme novelties are necklaces of topaz in triangular and circular links, of ivory beads embellished with mosaic designs, of both gold and silver plated tubular links, and of braided strands of imitation pearls. Most of them have bracelets to match.

Plain English.

"Doctor, if there is anything the matter with me, don't frighten me half to death by giving it a long, scientific

name. Just tell me what it is in plain English."

"Well, sir, to be frank, you are lazy." "Thank you, doctor. Now tell me the scientific name for it. I've got to report to the missus."

Very Appropriate.

"Father, why do we say 'mother tongue'?"

"Because, my son, it is the one that is used in all the homes."



DUTCH TEA RUSK
THE TOAST SUPREME

A toasted delicacy made of whole milk, fresh eggs and finest wheat. The most delicious toast you ever tasted. Lends a new zest to every dish where toast is used. Get a package today. Try it with poached eggs, with marmalade or cheese, or as a breakfast cereal. You'll like it.

DUTCH TEA RUSK COMPANY
HOLLAND, MICHIGAN



for **Vegetables** too

ALL VARIETIES

Del Monte
BRAND
QUALITY
VEGETABLES

NOW
NATIONALLY
ADVERTISED
the same
as fruits!

DEL MONTE
—the brand your
customers know
and want

The Price We Pay For Progress.

Grandville, Sept. 4—Although great progress has been made among civilized people in the last five and twenty years, there are some things not quite so nice as one might expect.

Medical science has made many advances. Epidemics of typhoid, small pox, scarletina and the like have been practically abolished, and yet with the advance of the times comes new duties, new dangers to assail frail humanity.

At one time it was said that wars were necessary on this earth in order to curb the increase in population which would, unless of such cataclysms become over populated. At that time the era of mechanical invention had not produced the horseless carriage and many other implements calculated to hold in check the advancing birth rate.

A child to-day has many more chances for life as against death by disease, yet accidental snuffing out of life has increased an hundred fold. It seems that we mortals are not destined to have absolutely smooth sailing down the pathway of life.

Sometimes a person will ask if the consuming of cigarettes is harmful to health. Well, not necessarily perhaps, since men and women have lived to a great age who consumed tobacco from their teens. However, there are other views to take of this matter, such as that which occurred not long ago on the highway from Grand Rapids to a Newwaygo village.

The driver of the automobile felt the desire to take a puff at the weed, hence he turned the wheel over to his seatmate, a girl, and lit the coffin nail. How many exquisite puffs he took we do not know, but a few minutes later two corpses lay blistering under a wrecked and burning machine. Thus a small bit of tobacco rolled in scented paper caused the death of a bright young man and one of his girl companions, the consequence being a young widow and two children to meet the cares and trials of life in the future without the sustaining arm of a husband and father.

Drivers of automobiles are constantly smoking while at the wheel. Is this a safe habit? Possibly, since the writer does not use the weed and may not be competent to judge such matters in an unprejudiced manner. Nevertheless it is certain that deaths from violence, especially among children, are on the increase because of accidents which some of them, if probed to the bottom would be found to emanate from criminal carelessness.

Tobacco has been spiritualized in song and story, and yet it may be doubted if its good qualities are not more doubtful than otherwise. Chances for human life are even less to-day than in the time of our fathers.

Progress must go on of course, no matter how many victims line its way. We were not placed here to be plodders and do-nothings, but meant to make progress in every manner possible and the men and women of the twentieth century are making good right along.

Take notice for instance of the killed and wounded.

In the battles of the civil war these lists were scanned with dimmed eyes after each battle by the folks at home. Right now deaths from motor driven vehicles are approaching the casualty lists of some of the great battles of that time.

Every day deaths are recorded, many of them from the most frivolous causes and we express no alarm. We view the casualty lists of each day as a matter of course. Men, women and children fall victims to this modern Moloch without as much as the lifting of an eyebrow.

When confronted with daily tragedies caused by modern machines we become hardened to the condition,

passing it by with the thought that such things are perforce a necessity.

More than thirty thousand dead, victims in many cases to inexcusable carelessness, is the record aside from the vast multitude injured, many of them made cripples for life.

It is a dangerous thing to be born into this world to-day. Children have many perils to contend with not faced by those of former generations. The wonder is not that so many perish in toddling days but that there are not more of them. As time passes the casualties are bound to multiply so that the present age is even more dangerous to children than were the darker ages of our fathers.

More ways for taking human life are invented day by day so that the danger of over-peopling the earth has long since passed. We are a progressive people all right as the rapidly filling cemeteries of the land will demonstrate.

"I did not raise my boy to be a soldier," says the fond mother as she bids farewell to her boy who goes to the front in time of war. Well, neither did she raise her child to become a victim to modern progress, but all too many are such in this land of ours to-day.

What is the world coming to is many times asked by the pessimistic. Well may the question be asked, even though no man is wise enough to answer. The juggernaut of progress moves steadily on, crushing many lives, unheeding the wails of the relatives of the early dead which strew the way of the onmoving car of progress.

New discoveries are constantly being made. We may well wonder what is to be the next invention which is to render human life even less valuable than in the palmy days of world wars. Old Timer.

When Is a Man a Success?

When he refuses to slander even his enemies.

When he does not expect to get good pay for poor service.

When he does not wait until tomorrow to do the things that should be done to-day.

When he is loyal to his employer and not false to the ones with whom he works.

When he intelligently co-operates with the other members of the organization.

When he is studying and preparing himself for a higher position with better pay.

Sign in Hotel Room.

1. If you get thirsty at night don't ring for the bell boy; raise up the mattress, there is a spring under it.

2. If you are fond of baseball there is a pitcher on the stand.

3. Don't worry about paying your bills. The hotel is supported by a foundation.

4. The hotel is not haunted; the only crime committed here was the paperhanger hung the border.

5. In case of fire, open a window and watch the fire escape.

He Knew the Breed.

Grandpa was attending a children's party. During the evening his flapper grand-daughter came up to him and asked how he was enjoying himself. "Fine, fine!" replied the old man.

"I'll bet you never saw dancing like this when you were a young man," prattled the girl, artlessly.

"Just once," replied grandpa, reflectively, "but the place was raided."

Camp Equipment For Sale or Rent

9x11 Umbrella Tents require no center pole, worth \$47.50, Special Sale	\$35.00
Gold Medal Cots	\$2.75 to \$4.00
Gold Medal Beds	\$9.50
Camp Stools	\$1.95 to \$8.00
7x7 Side Car Tents	\$10.00

GRAND RAPIDS TENT & AWNING COMPANY

500 Monroe Avenue

Grand Rapids, Michigan



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.

Don't Say Bread

— Say

HOLSUM

WORDEN GROCER COMPANY

The Prompt Shippers

Good All The Way

**Morton House
COFFEE**

It's The Guaranteed Coffee

WORDEN GROCER COMPANY

Wholesalers for Fifty-nine Years

OTTAWA at WESTON

GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

FINANCIAL

Utility Issues Gain in Favor.

The growing popularity of public utility bonds among such important investors as life insurance companies is indicated by the fact that such securities comprised 23 per cent. of bond holdings of the twenty-five largest life insurance companies at the end of last year, compared with 7.7 per cent. in 1921.

The gain in utility holdings has been steady in the last seven years, the percentage rising in 1922 to 8.7 per cent., in 1923 to 9.8, in 1924 to 12.8, in 1925 to 16.4 and in 1926 to 20.1 per cent. These figures are disclosed in a survey just completed by Bonbright & Co. Industrial bonds have shown a slight increase, and railroad issues have about held their own in this period, but Government bonds have declined steadily in favor.

Government securities comprised 42.1 per cent. of bond holdings of these companies in 1921, but at the end of last year the percentage had fallen to 22.6 per cent. Rail issues held near the 49 per cent. level, while industrials rose from 1.9 to 5.4 per cent.

Interesting comparisons are revealed in the list of companies whose investments are tabulated. One finds, for instance, the Bankers Life's investments are placed entirely in Government and municipal bonds. So are the Union Central Life's.

The Connecticut General favors utility issues by a wide margin, 72 per cent. of its bond holdings being placed in this group, with about 22 per cent. in rail bonds and the remainder in Government and industrial issues. The Sun Life of Canada, which is known to favor stocks, reports 40 per cent. of its stock and bond holdings in industrial securities. More than 44 per cent. is in utilities. The Pacific Mutual is another which likes utilities and industrials. Almost 52 per cent. is invested in the utility group and 33.5 per cent. in industrials.

Rail issues are favored by the Provident Mutual, with 80.1 per cent.; the Mutual Life, with 71.2 per cent., and the Equitable Life, with 61.9 per cent.

Several companies concentrate on utility and rail issues, the Massachusetts Mutual having 56 per cent. in rail and 41.6 per cent. in utility bonds.

This study of security investments is interesting in throwing light on the policies of experts. Although their purchases are governed to a certain extent by legal requirements, they are permitted to use a great deal of discretion in selecting securities, and their constant aim is to obtain the best yield consistent with safety—which should be the policy of the investor with a moderate amount of capital to set aside for the future.

William Russell White.

[Copyrighted, 1928.]

United States Industry at New Peak.

Business expanded at a high rate in the first half of this year, production and consumption establishing new high records in many industries, according to a survey by the Department of Commerce issued to-day.

The only important industries lagging behind are textiles in the manufacturing group and agriculture and coal in the raw materials industries the report points out. Somewhat smaller car loadings probably were due to increased short-haul trucking, it is believed, while indications of a slightly lower rate of factory employment are attributed to the fact figures are unavailable for some of the newer industries.

"The general quantitative index of manufacturing production," says the report, which regards this as the most comprehensive of all measures of industrial activity, "exceeded in the first half of 1928 the previous high record of the first half of 1927."

The automobile, steel, building, electrical and other industries showed important growth, it is pointed out, while retail sales expanded rapidly and savings were enlarged, indicating a high earning power. The report says, in part: "The building industry, which has been during all recent years a very important factor in creating demand for manufactured products and for labor, showed greater activity than in any other six-month period in American history. The automobile industry, which so conspicuously reflects the buying power of the people, had a larger output than at any time except the first half of 1926.

"As compared with the corresponding period of 1927, the first half of 1928 showed a gain of 5 per cent. in consumption of silk by textile manufacturers and a marked increase in rayon consumption. Production of shoes was larger than in the first half of any preceding year, and the production of steel ingots was greater than in any other six months, not excepting the war period. Business failures during the first half of 1928 showed smaller liabilities, despite a larger number of failures, than during the corresponding period of 1927.

"One of the most noteworthy tendencies during the first half of 1928 was the relative advance in prices of farm products as compared with other classes of products. The cost-of-living index and the retail cost of food were lower in the first six months of 1928, thus leaving to consumers a larger margin of purchasing power.

"The large income of the people is indicated by the continuance of a great volume of savings which take a variety of forms. One of these is life insurance, new sales of which during the first half of 1928 were the largest on record. Savings in the New York State savings banks, believed to be representative for the country as a whole, showed a large gain at the close of June, 1928, as compared with the preceding year."

William Russell White.

[Copyrighted, 1928.]

Suggestive Selling Made Compulsory.

A Boston grocer makes suggestive selling compulsory among his salesmen and offers an annual bonus to those who reach a specified volume. A thorough knowledge of related foods enables a clerk to increase his sales and help his customers.

Kent State Bank

"The Home for Savings"

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

Banking by Mail Made Easy.

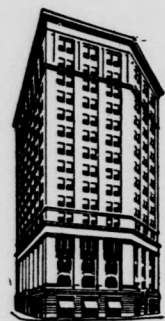
Only When Helpful

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

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

GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"



"The Bank on the Square"

GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

Fenton Davis & Boyle

Investment Bankers

Chicago
First National
Bank Building

GRAND RAPIDS
Grand Rapids National Bank Building
Phone 4212

Detroit
2056 Buhl
Building

Precautions Taken By Responsible Investment Firms.

An idea of the care exercised by responsible investment firms in selecting new issues to be recommended to their customers was suggested in a recent radio talk by Silas H. Strawn, who discussed investments from a lawyer's viewpoint.

Mr. Strawn, retiring president of the American Bar Association, who was the guest speaker of Halsey, Stuart & Co., prefaced his remarks on points observed by competent investment dealers by comments on speculation.

"Just now we are going through the greatest era of speculation the world has ever seen," he said. "The disease is epidemic. I would not 'hang crepe,' but the present great danger is that in our rush to get rich without work many of those who are now risking their all in speculation may find, when the crest of the present wave has subsided, that they have lost their little fortune, which carefully invested would have secured them against want."

Two principal sources of danger in investing funds were stressed by Mr. Strawn. First, he cited speculation, where the person of small means risks "his all" in the blind hope of quickly reaping riches. Second, he emphasized the tendency to accept financial advice without any knowledge of the individual behind the suggestion or his possible motive.

"Every day we are amazed by the stories of the ways in which poor people have been buncoed out of 'their all' by crooked, so-called investment concerns. "While it is true," said Mr. Strawn, "that laws commonly known as Blue Sky laws have been adopted in almost every state, designed to protect the investor against fraudulent and unscrupulous methods of dealers, no law has yet been devised to make people honest or that will protect the careless or inexperienced investor from his own folly."

"Investors must depend upon the advice of investment banking houses of character and reputation." Mr. Straw pointed out the significant method of noting what houses do the financing for high-grade corporations. "No corporation," he said, "can afford to have its securities distributed by any but high-class, experienced dealers."

Responsible houses of issue undertake to finance corporations only after thorough investigations, Mr. Strawn pointed out.

Careful surveys by competent engineers are made, books of the company are analyzed by accountants, and experts are employed to show the probable effect of proceeds of financing on future operations of the business. Legal authorities are called upon to pass upon the many technical details that make agreements binding. In other words, no step is omitted in a conscientious effort to give the public a sound investment.

William Russell White.
[Copyrighted, 1928.]

The Literature of Business.

"When I started in business twenty-five years ago," said a well-known merchant recently, "there was virtually

no literature of business. We learned everything from experience. There was virtually no interchange of facts or experience between business houses, and trade secrets were carefully guarded. Promotion was slow because the only way a young man could learn was by personal experience and observance. To-day the young man has the benefit of all manner of schools of business, of business magazines which present the latest developments and trends in every conceivable trade and line of business; he has business books galore; company and public libraries; financial services, management services, and the reports from trade associations and groups. No wonder younger men are evident in so many high positions. By taking advantage of the mass of business literature now available one year's experience to-day is likely to be worth more than five years' experience fifteen or twenty years ago.

This executive puts his finger on one of the reasons why so much more is expected of merchants to-day than in the past. There is no excuse for many of the errors of judgment which were considered inevitable in mercantile practices of the past. We now have the facts; the accumulated experience of others to guide us, instead of hunches and opinions on which mercantile tactics were formerly based. The merchant who does not take advantage of every opportunity to gather facts and profit by them is hastening the day when his house must liquidate or be taken over by a more progressive business unit.

Hints For the Man Who Drives Himself.

In fairness to other drivers, never park a car near a highway or street intersection with the headlights turned on. To those drivers it looks as if a moving car were about to cross their path.

After shifting into second on a down grade, many drivers fail to engage the clutch fully, holding the pedal partly down to the floor so that the plates slip. The gears alone have a braking effect, which often misleads the driver into thinking the clutch is engaged.

If out for pleasure, it is usually possible to keep between groups of cars. Most drivers who get ahead of one group of slow-pokes foolishly step on the gas and soon are tagging behind the next group.

Follow the leader if headlights bother you at night. Your own headlights will strike the rear of the car ahead and the resulting reflection will give excellent indirect illumination. The driver of the car ahead takes the glare from approaching machines.

If the car shows a tendency to skid when the four-wheel brakes are applied, try using the holding brakes simultaneously. Often this will counteract the unequal adjustment of the service brakes.

Where second gears are higher than usual, it is best to drop into low when using the engine as a brake in descending very steep hills.

Frederick C. Russell.

The Oldest Bond House in Western Michigan

A. E. KUSTERER & Co.

Investment Securities
303-307 Michigan Trust Building

A MICHIGAN CORPORATION

Capital and Surplus
More Than \$450,000

ARTHUR E. KUSTERER GEO. L. O'BRIEN
President *Vice President*

ROGER VERSEPUT, JR.
Sec'y and Treas.

Investment Securities

E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit
Michigan Trust Building, Grand Rapids

Boston New York Chicago
Denver San Francisco Los Angeles

LEWIS DEWES & Co., INC.

INVESTMENT SECURITIES
Chicago, Illinois

~ Representatives ~

GEORGE C. SHELBY HARRY T. WIDDICOMBE
Phone 68833 GRAND RAPIDS, MICHIGAN 930 Michigan Trust Bldg

MUNICIPAL BONDS

SILER, CARPENTER & ROOSE

1039 PENOBSCOT BLDG., 360-366 SPITZER BLDG.,
DETROIT, MICH. TOLEDO, OHIO
Phone, RANDOLPH 1505 Phone, ADAMS 5527

ODIN CIGAR COMPANY

Common Stock

The stock of this company earned \$3.12 a share in 1927 and has been placed on a dividend basis equal to \$1.40 a share annually to yield 7.35% on the present selling price.

CIRCULAR ON REQUEST

A. G. GHYSELS & CO.

INVESTMENT SECURITIES
Buhl Building, Detroit Peninsular Club Bldg., Grand Rapids

MUTUAL FIRE INSURANCE

Sources and Bulwarks of American Independence.

The fundamental declaration which sets forth the American conception of liberty and independence, of human equality under the law and in enjoyment of the opportunities which enterprise creates and the law conserves, stands, and will ever stand, among the great documents expressing the aspirations and ideals of mankind.

Written by a few men for a little people, economically and politically weak, but invincible in the spirit which animated them, it has become the charter of a mighty nation, to which more than 120,000,000 men, women and children turn their thoughts with reverent gratitude and their hopes with courageous expectation. More than that, it has become throughout the world, wherever the spark of freedom burns in the human soul, an inspiration and incentive. For other lands and other peoples it is the blaze upon the tree trunks in the forest of oppression which marks the trail by which their fellows found their way to self government and the dignity of independent existence.

Into this declaration was breathed the purpose that since the days of Magna Charta had been deepening and broadening in the people of English tongue; into it also was breathed the fine frenzy of zeal for liberty which in the people of France sang itself to triumph in the stirring notes of the Marseillaise.

In America all of this and more came to fruition. Here a dream which had troubled the sleep of prophets and set the words of poets to marching measures found its realization.

There is a cord which runs through this declaration and binds it into unity. Three strong strands are twined in it— inseparably twined. They make it unbreakable. One is the strand which represents the irrepressible desire of men to be the choosers of their own rulers, the arbiters of their own destiny; another is the strand which was woven by man's determination to be economically free, to control the means of his own livelihood; and the third is the strand which was spun from that innermost, but highest and holiest, desire of the human heart to seek its spiritual goal without other constraint than its understanding of the love and will of God.

Three-ply the cord which holds the vast diversity of the American people in a mighty unity, and no one of the strands may be weakened or severed without endangering the others.

There was only one way in which the aims this twisted cord embodies could be sought and could be made secure. To entrust them to the care of any but the people themselves was to open the way for their betrayal. No self-perpetuating dynasty, founded upon some absurd tradition of royal blood, sustaining itself by invoking popular awe, or by threatening the force of hireling armies, could be guardian of such rights as these: If these aims, which seemed to be inherent in the evolution of the human

mind and soul, were just and righteous; if they expressed the destiny toward which life had been climbing by slow degrees through the uncounted centuries, then there must be in those who had conceived them and cherished them, who had made them the burden of their prayers and the boon for which they shed their blood, the capacity to promote their realization. It was a huge exercise of faith in the world which then surrounded the handful of adventurous settlers that launched itself on the great experiment of proving true so revolutionary an hypothesis.

We, of these latter days, do well to meditate on this phase of our beginnings. Principles which we accept as truisms were then a startling challenge to the ideas and prejudices of men. We do not stress enough the spiritual courage which nerved the founding fathers for their radical endeavor. Independence for them was not, as it is for us, a heritage, come by without effort or sacrifice. It was a cutting loose from tradition; a violent departure from the past; a thing to be achieved at great cost.

Around this new conception of the rights of men was organized a new form of government, in which the establishing of these rights, their protection and perpetuation, was committed to those who claimed them and sought to enjoy them. America became a co-operative enterprise—politically and economically. It became an enterprise of mutual interest and mutual service. Citizenship conferred not merely the title to possess the freedom, the independence, the equality of right and opportunity, but imposed also the obligation to make contribution to the promotion of these ends and to their safeguarding from inner treachery or external foe.

It is in the measure in which this sense of obligation has been keenly alert and responsive in the minds and hearts of Americans that we have advanced toward the complete realization of that earlier vision. Nothing can delay our progress so much as to become sluggishly indifferent to citizen responsibility; nothing can defeat the ultimate fulfillment of American ideals but the failure of Americans to be always intensely aware that they are dependent upon mutual effort.

It is not unnatural that such awareness should be vivid and vital in those of us who believe in what we have termed—with reason and justice—American insurance. Our faith in that principle parallels so closely the faith which has made America greatest among the self-governing nations of the world, that it necessarily emphasizes for us continually the fact that independence is the fruit of a conscious and intelligently directed interdependence. Mutual insurance fits as naturally into this picture which we have sketched as the citizen soldiery of the National Guard. Both are the outcome of that belief which makes security the concern of common interest.—Journal of American Insurance.

Time is money. But you must spend the one in order to get the other.

Affiliated with

The Michigan Retail Dry Goods Association

An Association of Leading Merchants in the State

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

Class Mutual Insurance Agency

C. N. BRISTOL

H. G. BUNDY

A. T. MONSON

"The Agency of Personal Service"

INSPECTORS, AUDITORS, STATE AGENTS

Representing The Hardware and Implement Mutuals—
The Finnish Mutual—The Central Manufacturers'
Mutual and Associate Companies.

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

FIRE - AUTOMOBILE - PLATE GLASS

308-10 Murray Building

Grand Rapids, Mich.

FINNISH MUTUAL FIRE INSURANCE COMPANY

Calumet, Michigan

Organized for Mutual Benefit
Insures Select Mercantile, Church, School and Dwelling Risks
Issues Michigan Standard Policy
Charges Michigan Standard Rates

Saved Members 40 to 68% for 33 Years

No Membership Fee Charged

For Further Information Address

FINNISH MUTUAL FIRE INSURANCE CO.
CALUMET, MICHIGAN

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENE, SECRETARY-TREASURER

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 4—With Sept. 1 comes the beginning of the end of our tourist season, but some of the hay fever tourists are still coming along. As a whole, we have had a short season. The same is true at Mackinac Island, where they have had only about one month of it, which was the month of August. They were late in getting started and finished early.

Pickford is all set for the annual fair, which opened labor day. If the weather man is good to them they expect to have a record breaking attendance. They have a lot of good exhibits and some good attractions, but will not have any horse races this year.

E. Pingatore, the dry cleaner and presser, is enlarging his business and is erecting a brick building next to the Tapert Specialty Co., on Ashmun street, in front of his present quarters. When completed he will have one of the best up-to-date places in the business.

James R. Ryan, one of our prominent business men, with a summer cottage at the Encampment, where he has been enjoying the summer season, had a narrow escape from being drowned Saturday morning while out in his speed boat, making about 35 miles per hour. In making a turn his boat struck a swell and overturned, depositing Mr. Ryan in the cool waters of the Saint Mary's River. When rescued he still had his pipe in his mouth. He was towed with his boat to the shore, when it was discovered that he was no worse off by the experience.

The members of the Michigan Engineering Society are holding a two day convention here, commencing Tuesday. About fifty members and their families are making the trip by boat and automobile from Mackinac Island. Headquarters will be at the Hotel New St. Marie. Much of the time will be spent in sight seeing.

The only people who can raise money easily are those who don't need it badly.

About seventy-five members of the good roads commission, now touring the Upper Peninsula, spent labor day here. A banquet in their honor was held at the New Ojibway Hotel. They will leave here on Wednesday for Newberry and spend the night at Marquette.

We have only eight candidates for the office of sheriff. All good men and true. We are quite sure that one of them will be elected.

The advantage of the competitive capitalistic system is that no device or method lasts long when something better is offered. William G. Tapert.

Where Judge Dunham Came From.

Ann Arbor, Sept. 1—Whenever the Tradesman mentions Judge M. L. Dunham, I wonder if Mr. Stowe knows that his father was a farmer and justice of the peace in Hartland township, Livingston county. I remember that when Major Dunham was a law student he used occasionally to drive past our house with horse and buggy going to see his sister, Frankie, at the second farm South of my father's—Mrs. Herbert Hyde. They moved to Alma years and years ago.

Dunham Lake, lying in both Oakland and Livingston counties, is now part of a State preserve. In 1900 I was offered 160 acres of land at \$30 an acre—twenty or more acres in the lake, plenty of marsh, creek, low wet land and a long gravel ridge which produced very scanty crops, and an old house at the foot of a long hill, up which all loads must be hauled to market. It joined my father's farm on the North, but father and mother were both dead and I wanted a change of scene.

I bought a forty acre farm here twenty-eight years ago to-day for \$3,200, and the buildings alone were worth it. Every acre produces two or

three times as much as some of that kind of land on the West border of Oakland county. Here were schools, churches, markets and opportunity for fruit, gardening, dairy, poultry and general farming.

I cannot remember when John Dunham lived near Dunham Lake, as his place was four miles West and one North of father's when I knew him.

E. E. Whitney.

Neckwear Men Not Worried.

Manufacturers of women's neckwear do not agree with the assertions of certain fashion authorities that current styles in outer apparel do not augur well for their business. On the contrary, they contend that the fall orders they have taken to date on collar and cuff sets, separate collars, jabots, etc., are fully equal to those of last fall in volume. They further insist that good repeat orders are in prospect. The return of more feminine modes has changed the character of the merchandise somewhat, causing emphasis to be placed on soft, frilly effects. About the only exceptions are in lines for wear with tweed and other manish sport suits.

Transparent Velvets Slipping?

Transparent velvet dresses continue to hold the attention of buyers going to the primary market, but there are underlying signs of uncertainty regarding their future. Buyers of the higher grade dresses are said to be letting down on them, due to volume reproduction in lower-priced merchandise. There has also been some question raised as to how widespread the demand for garments of the latter type will be, inasmuch as they are said to be the kind of garment that will not likely be duplicated by consumer purchasers. One of the things said to militate against them is that some of the lower-priced dresses show wear very quickly. This is attributed to the uncertain quality of the velvets from which they are made.

Add To Import Values of Gloves.

Additions amounting to more than \$200,000 have been made to invoices on importations of leather gloves by importers during the last six months. The increases, resulting from an investigation into valuation of leather glove imports by the force of United States Appraiser F. J. H. Kracke, apply principally to shipments from France and England, although other importations are included in the list. The investigation is one of a number which have been conducted in the last year.

Writing Paper Business Brightens.

Indications that the seasonal slackness in the sale of bond and writing papers in the lower priced lines has started to abate are noted among wholesalers in the paper trade. Demand for these papers experienced a rise during the week and prospects of continuing business for the month of September are declared good. The manufacture of box boards for use in containers for merchandise has held well through the year and is continuing good, with prices firm, it was stated.

Gas Jet Safety Device Offered.

A safety appliance designed to prevent accidents due to inadvertent opening of gas jets has just been placed on the market. The device consists of a guard clamped to the feed pipe on gas ranges and is intended to cover the gas cocks when not in use and prevent them from being turned. The appliance is being marketed through manufacturers and to the public through department stores and the hardware trade.

By Proxy.

Young Bride: Do you think I'm a good cook, darling?

Husband: I think you are perfect.

Young Bride: Which of my dishes do you like the best?

Husband: Canned lobster.

Easily Answered.

Man (just acquitted, to counsel)—Thanks very much. I wonder what I should have done without you?

Counsel—Oh, about five years!"

Inherited It.

Evangelist: Brother, why did you enter this life of sin?

Sinner: I had no choice; my parents didn't consult me.

Bond Printing

Is a Business in Itself

It requires not only the proper Bond Blanks but a knowledge of Bonds coupled with skill and painstaking care.

We Have the Blanks
We Have the Skill
We Use the Care

BOND PRINTING

IS OUR BUSINESS

We undoubtedly print more Bonds and Certificates of Stock than any other printers in Michigan

TRADESMAN COMPANY



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

OUT AROUND.

Things Seen and Heard on a Week End Trip.

We usually avail ourselves of the enforced holiday provided by labor day to put in four or five days with our customers and, incidentally, renew our acquaintance with the landscape beauties along the line of U. S. 31, from Muskegon to Mackinaw City. We can now make this trip with great comfort, due to the ideal cement pavement nearly all the way and the large number of good hotels available en route. We started on this year's trip early Thursday morning, making Pentwater in time for luncheon and Manistee in time for dinner. We found the Commercial Hotel at the former place to be worthy of all the good words we had heard concerning it. It was worth a trip to Manistee to view the wonderful growth of gladioli on the grass plat South of the Hotel Chippewa. Landlord Nelson is certainly a genius in any line of action he espouses.

At Ludington David Gibbs, grocer, told me he had conducted a grocery store twenty years. The first nine years he accumulated unpaid accounts to the amount of \$11,000. He thereupon changed to the cash-and-carry plan, which he will never change so long as he continues in trade. Satisfied he would never be able to realize on his choice collection of book accounts, he consigned them to the fire and has never undertaken to enforce collection.

Frank Courtot & Son are celebrating the twenty-fourth anniversary of the founding of their store business on East Dowland street. During all these years there has been no change of firm name, location or line of goods handled.

Among the many things which Landlord Nelson does for his guests these days—at least the days which are cool—is to keep pine roots burning in the office fire place. The warmth and cheer are both very welcome, especially on the occasion of cool evenings, and the aroma from the burning pitch and rosin is very agreeable.

I regretted to learn that Armour & Co. were charging Manistee dealers 18c for Nut oleomargarine, but selling the chain stores at a price which enabled them to retail it at 15c. Mr. Van Hise, Armour's local representative, pleads not guilty to the charge of cutting the price. He says he takes the orders and the house makes the price—a somewhat diaphanous statement.

Ruggles & Rademaker will be in the market in about six weeks with caustic soda and chlorine made from the brine from its new well, which is down 5280 feet—exactly one mile. This is the deepest well in Michigan. Other by-products of the brine will be produced later.

E. C. Mathews, general dealer at Norwalk, has had two new duties conferred upon him—railway and express agent. The Manistee & Northeastern proposed to withdraw its agent at that place, and discontinue the station, which would have been done except for Mr. Mathews stepping into the breach. He has improved the approach to his

store by lowering the building five feet, so it is now nearly on a level with the road.

Geo. E. Upton, dealer in shoes, furnishing goods and house furnishing goods at Onkama, has been engaged in business now forty-three years.

I was pleased to note that the independent store in direct competition with the A. & P. store at Beulah is getting the better of the chain shop, whose sales have dropped off from \$1,000 to \$500 per month. This result has been accomplished by careful attention to business and going below the chain store when it makes wild prices on staple merchandise.

(Continued on page 30)

Investigation Affords Opportunity To Make Needed Comparisons.

The public wants to find out whether the rapid growth of the chain store is due to more economical methods of operation and better service and prices to the community. If, on the contrary, chain stores have progressed due to advantages of a semi-monopolistic sort, we want to know the real facts. It would seem that the best way to find out is a study of chain store marketing, and comparing it with the independent retailer with the view of determining its competitive effectiveness and the nature of the handicaps, if any, that jeopardize its survival in the face of chain store expansion.

Are many independent stores being operated with too small capital in these days of higher prices and increased overhead? Is there any obligation upon the community to protect such stores against the encroachments of larger concerns? Are credit facilities adequate to carry good risks among the smaller businesses or is there an unfair handicap in this respect?

Many retail houses, both large and small, enjoy a local monopoly of patronage. When the chain store succeeds in encroaching upon their special field it must be because for the time being, at any rate, prices or quality of service, or both, are superior. There is good reason to investigate, but no ground for prejudging the issue or assuming that the rise of chain stores depends upon the submergence of independent establishments that possess the qualifications essential to survival.

Precious Stones High Abroad.

American gem buyers returning from Paris say that prices for really fine stones average higher there than in this country, and that, because of this, they have been able to fill only a very small part of their needs. This situation, which was said yesterday particularly to affect emeralds, is attributed largely to the rise in the franc. Fine large emeralds are especially high abroad. Good ring stones of ten-carat size are quoted in Paris in excess of \$5,000 to \$10,000 a carat, wholesale, depending on the quality of the individual stone. Locally, stones of similar size are not quite so expensive. Large emeralds are wanted both for rings, and bracelets, some for the latter purpose running to thirty carats.



A New Source of Profit

for Grocers in LINIT for the BATH!

Turning LINIT, the Scientific Laundry Starch into LINIT, the Beauty Bath Discovery, is the story 7,301,827 women are reading about in the above magazines.

Nearly Fifty Years of Experience in Match Making has Produced THE DIAMOND BRAND



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

✱

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

✱

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

THE DIAMOND MATCH COMPANY

America's Part in the Pact Outlawing War.

Grandville, Sept. 4—Has the United States been at last tricked into joining forces with European nations for the purpose of forming a world pact outlawing war?

To a layman it looks exactly that way, and that America, after keeping within herself for ten years, has at last gone over, body and breeches to the European way of thinking; in fact, has entered into an alliance with fourteen European nations to outlaw war.

The fact is that by signing this pact at Paris Secretary Kellogg has broken all our traditions and fallen into a cunning trap set for us by the lords of Britain, France, Germany and others.

Minding our own affairs, leaving Europe out, has become traditional with this country. That tradition has been rudely broken and the United States hereafter will be hand and glove with foreign schemers. Long has this plot to inveigle America into world schemes been stewing, but patriotic Americans had no thought that it would succeed.

We of America repudiated the league of nations, the world court and all such contraptions as of little value for us, giving the foreign placemen to understand that this Nation would not enter into any of their schemes, that she stands isolated and independent, not permitting monarchical despotisms to tell us what we shall do under any conditions.

America's isolation has been the proud boast of our countrymen, when lo as from a clear sky comes this thunder clap making Uncle Sam a party to foreign scheming and propaganda of a dangerous nature.

The present administration has made a good American record up to now. Why this sudden step in the dark? What influence has been brought to bear upon our public officials which has drawn them into the meshes of a cunningly contrived trap, entered into for the overthrow of America's position in world affairs since the days of Washington?

That the American people will stand for this barter and sale of their rights under the constitution of their country is not believable for a moment. Traditions of a century and a half are not to be thus overturned in the twinkling of an eye.

If it lies with Congress to make good the indiscretion of our Secretary of State, it is not likely that the agreement made at Paris will be ratified. The United States Senate will surely stand as a bulwark to the right of America to manage her own affairs, even in the face of our Secretary's unwise and scarcely understandable action of recent date.

All American practice and tradition are against foreign entanglements, why then should we permit a Secretary of State to break the record and make of America a puppet in the hands of united Europe? It must not be permitted.

One critic puts the case thus: "If George Washington had signed the Kellogg pact the United States to-day would be a British colony."

In what manner can America expect to profit by this backward step along the pathway of history? What has occurred for this Nation to turn her back on traditional independence and sign away rights which cost the country oceans of blood and treasure in early wars?

In the past American citizens have voted down all attempts to bind us in compacts with foreign countries. The Monroe Doctrine is decidedly adverse to such action; yet right now, when all this discussion was supposed to be at an end, in comes Secretary Kellogg with his world peace scheme to litter up things worse than ever before.

It won't do. Although the American Secretary signed this document

last Monday, making the United States a party to European squabbles, it must not be permitted to stand. If it does stand, we shall have made a complete somersault in our ideas of National independence.

No entangling alliances with foreign countries has so long been our position it is surprising that a Secretary of State should have the temerity to attempt to break the rule.

Many of the smaller powers in Europe, Austria and others, are very much peeved over the incident, declaring that such a pact has signed their death warrants. Although this may not be true, yet it puts this country in a delicate position, assuming as it does that we Americans have the right to regulate the national affairs of the smaller nations of Europe.

If Kellogg's signature is approved by the United States Senate then all American traditions have gone by the board and we are one among those who seek to meddle in the affairs of our neighbors across the sea.

Such a course is sure to hark back to us in future disagreements among the nations of the world. The independence of the United States of America has long been the wonder of the monarchies of Europe, and many attempts have been made in the past to inveigle us into the meshes of European politics.

Up to last Monday these attempts had failed. Shall they be allowed to succeed now? If so, then farewell to the proud glory of our country which has so long stood four square to all the winds that blow. No doubt the nations most concerned in the plot are chuckling behind their hands over the final success of their scheming.

If this pact, signed last Monday at Paris, stands, then America has but just entered upon a sea of troubles that may in the long run prove her undoing.

Old Timer.

Menace of the Chain Store System.

Athens, Ohio, Sept. 3—What about the common law of "economics?" The chain system is to-day centralizing our money too rapidly. It is not getting its opportunity to show a normal turnover in the millions of American communities.

For instance consider the grocery business of 335 billion annually as a basic industry instead of merely a form of distribution. Other so-called basic industries are mere infants in comparison. What percentage of this 335 billion are the chains controlling to-day and what effect is the centralizing of this money having on the economic welfare of the country?

Ever hear the story of the cork and the whale? It would continue to bob up despite the best efforts of the whale to keep it down. It is also true of the chain problem and it may as well be faced squarely and handled properly at this time as it will continually keep bobbing up despite efforts to "squelch" it or give it the run-around. The chain system is a menace and the fundamentals of arithmetic alone need be considered to prove this fact.

Wholesale Grocer.

Use of Pearl Increases.

The coming Fall will see considerable use of ornaments of black and gray pearl on millinery and dresses. Present indications point to a duplication of the excellent Spring season experienced, when large quantities of pearl in various forms were used on sport hats, dresses, belts, etc. Pearl ornaments for the coming season have the sanction of the Paris style leaders, and there have already been signs in this country of acceptance of the vogue by makers of feminine apparel and accessories. Buying in earnest is expected to start soon after labor day.

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

WHITE HOUSE COFFEE

The Package of "Repeats"

THE way to test the selling value of coffee is to take it home and try it, yourself. See how your own family likes it. That is what we ask you to do with White House.

Give it a thorough test in your own home, in comparison with any other

brand at any price. Then we are sure you will push it in your store.

White House makes good customers because it makes good coffee. Every package is filled with proof of this statement.

The
Flavor is
Roasted In!



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

COFFEE
DWINELL-WRIGHT COMPANY
ONE POUND NET

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.

Novelties in Autumn Neckwear.

Chiffon and batiste, organdie or ninon is combined with lace in new shapes in neckwear. The sleeveless waistcoat is serviceable and smart with the two-piece sports suits in summer materials—the various crepes, washable moire, tub taffeta, jersey, pique and linen—and this will carry on for early fall and for the suits that will come in for the Southern resort season. Later than the waistcoat are the plastron and bib of net or muslin finely tucked, which is worn alone or combined with strips of lace uncertain or motifs of the lace. In most of this neckwear, which is to be worn outside the dress, the muslin is fine white or light cream, and the lace is ecru, or the natural linen shade. Collars of fine lace and of lace and plain goods are made to fit a dress neck of every shape, round, square, deep oval or pointed.

Dress laces are to be used this season for the soft type of afternoon and evening gown. Skirt-length and all-over laces are dyed in all of the latest colors and shades in the same manner as dress materials. In these, with their silky sheen, blue, green and all the tones of purple are the most fashionable, and will serve for delightful dance frocks in the flounced or tiered models.

For more elaborate gowns are shown uncommon effects in black lace with metallic thread in the pattern, and the very latest style is a black, highly lustrous novelty lace which has a ten-inch border in bright flower colors. All of the new laces for gowns, coats and negligees are softer and more delicate in weave than those of former seasons. Pure white lace is seldom seen except in Irish lace, which is mixed with filet and other linen laces.

Stockings Take On New Colors.

Stockings of varied weights, weaves and shades are being brought out almost weekly, and are keeping pace with up-to-the-minute fashions in gowns. The latest styles in stockings for autumn reflect the fashionable "complexion," and realistic tans and browns prevail. They may be had in finely graded tones from flesh to a rich red-tan and the darker tan-taupe.

American artists have led the competition in new hosiery colors and varieties of shades, but the French couturiers are contributing some of the most delicate tints, suitable for the more elaborate type of dress for afternoon and evening. From Paris has been received the latest designs of chiffon hose to be worn with light dance frocks, a creamy pale yellow that is charming with the handsome metallic brocade and other fancy shoes for evening.

"Petale" is a lovely subtle tint, like that of the petals of a tea rose, designed to be worn with silver or white

shoes. "Soiree" is a pale mauve suitable to combine with many of the new shades of purple, violet, orchid and lavender, and equally good in combination with several other colors in dress fabrics. Lanvin's contribution to the palette of hosiery colors is a mellow but delicate green corresponding to the materials in liqueur shades, chartreuse, absinth and in willow green.

The degrees of sunburn are included under the name Caprice. "Moderne" signifies a group of chameleon shades that tone with several colors and that "go with everything." "Valerie" is the shade for wine reds, and "Poulette" may be worn with green, gray, black or brown shoes.

"Militaire" is the picturesque title given to a new shade of gun metal which is particularly effective with black kid and patent leather shoes. Blues and greens which have but lately been brought out in hosiery are shown in shades to match the latest dress materials, particularly flag blue, King's blue, steel blue, jungle, Chinese and Epinard green.

One of the most successful tints in the sheer chiffon and mesh stockings for evening is a new pinkless beige known as "Chantilly."

"Slendering" models are shown in cleverly woven, very sheer stockings that have open stripes, shadow clocks and instep entre deaux. Very unusual, dainty stockings to wear with silver kid slippers are dyed in faint ombre tints.

In shoes all of the reptile skins in natural colors continue to be fashionable, particularly those with shades that tone with the tans, browns, russets, beige and gray.

Semi-Starched Collars Favored.

Although both manufacturers and retailers in the men's shirt and collar field are now in a period of watchful waiting before the opening of the fall and holiday seasons, indications are said to point to one of the largest volumes yet done in semi-starched collars. Starched collars are expected to sell well also, and plenty of business is in prospect for soft, detached collars. All three types are expected to benefit from the trend away from collar-attached shirts that is predicted in some quarters. Colored shirts promise to retain much of their current popularity, especially in blue and green. In collars there is a trend away from staples toward novel horizontal stripe effects, some of which make use of rayon.

Wool Half-Hose Lines Open.

A trend toward neat clocked effects on solid grounds is noted in the lines of men's half-hose of wool and part wool now being opened by the mills. The Fall offerings, sold direct to the retailer, are reported to be priced in advance of last year's figures because of the increased cost of wool, but no estimate of the price changes was available yesterday.

An art school is a place where women cuss and men scream.

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.

Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.
 Grand Rapids.

SAGINAW BRICK CO.
 Saginaw.

SPELLING

SUCCESS

Add a few cents each week to your savings account.

Like this—su¢¢ess.

Soon the cents grow up.

Like this—succe\$\$.

Keep on. Then some day you can spell like this—Su¢¢e\$\$.

SUCCESS!



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

Knowing How the Prime Essential.

As Edward A. Filene observed recently, retail business in this country has largely passed through the pioneering stage, in which bold initiative and enterprise were prime factors in success, and in which mistakes of policy and management were oftentimes offset by similar mistakes on the part of others.

To-day, retailing is becoming more and more of an exact science, calling for knowledge of facts and conditions and familiarity with methods and practices recognized as essential to the proper conduct of a retail business. The ability to adapt one's self and one's organization to this modern way of merchandising is, in our judgment, the most important requirement for success under the conditions of the present time. Retailers who are finding the pace of modern competition too hard and trying, often make the mistake of thinking large capital is the main requisite of success. It is true that business of all kinds is developing along lines that make ample financial resources a distinct advantage, but capital, alone, does not produce profits. If the business be not properly managed, the larger the capital invested the more serious the financial disaster that is likely to result.

Ample financial resources, make it possible, among other things, to employ capable executives to direct the management of the business. But with the opportunities now available for acquiring knowledge of the approved and successful methods of retail merchandising and management, there is no reason why the merchant who operates his own business on a limited capital cannot also acquire the knowledge which will enable him to carry on efficiently and profitably.

The avenues of education open to the retail merchant, his assistants and employes, to-day are manifold. In most large cities, universities, high schools and other institutions offer courses in retail salesmanship and management that supply an excellent foundation. Some universities conduct extension courses that can be pursued at home. These sources supply what might be termed the theoretical foundation for modern merchandising practice. There are other sources of more practical information, such as membership in trade associations, reading of trade papers and the like, which no modern merchant can afford to overlook. Successful retailers are, as a rule, quick to recognize the value of these avenues of information and to take advantage of them. For the merchant who is having a difficult time trying to "get by," they are vastly more essential.

By consistently reading a good trade paper he can keep himself informed of the newest ideas and developments in his craft and of what others are doing to solve problems similar to his own. Organizations like the National Shoe Retailers' Association, and the various sectional, state and local associations not only supply a vast amount of data and information in a usable form but, at their meetings and conventions, af-

ford an opportunity for contacts that enlarge the retailer's mental horizon and stimulate him to new lines of activity that are reflected in increased business and better profits. Organized effort is the keynote of the modern age in business and the retailer who elects to disregard this fact has only himself to blame if the consequences in his case are disastrous.

The present age in business is an age in which to work hard is no longer sufficient. The work of to-day must be directed by the trained intelligence which is acquired through study and contact. Knowing how to serve modern demands in modern ways requires an alert, well trained mind more than it requires large capital and, fortunately for the ambitious, knowledge is available to all who are willing to devote the time and energy necessary to acquire it.—Shoe Retailer.

Novelty Footwear Has Call.

Designers of women's novelty footwear have outdone themselves for fall, with the result that the better manufacturers are now turning out some of the most startling effects ever produced. One unusual novelty is a pump of lizard skin in light green combined with green suede of an olive hue and set off with an attractive piping of silver. Various novel combination of kid or calf leather with reptile, especially lizard, are also noted. Here again metallic piping is brought into play, both gold and silver being used. Newest are tweed shoes, so banded or applied with leather that only the vamp and quarter are of the cloth. Green, bronze and brown are among the season's favored colors. Blue and wine brown, which is on the order of burgundy, follow.

Buying More Display Fixtures.

Increasing purchases of display fixtures and equipment by retail stores throughout the country as the fall season approaches leads to the belief that the turning point has been reached and that business will continue to improve noticeably in this field. The past spring was one of the poorest seasons, generally speaking, experienced in some time. Much of the present call is for novelty figures and fixtures of the modernistic type, many of which have to be made up on special order. American manufacturers are now putting out display devices equal to the foreign in conception and execution, and the result is apparent in the increasing demand for them.

Prefer Contrasts in Hose.

Consumer purchases of full-fashioned silk hosiery this fall will tend to favor contrasting, yet harmonious colors, rather than those which match outer apparel and footwear. For wear with green, bronze and brown costumes and shoes, for example, one of the biggest producers reports success on hosiery of a beige shade with a greenish cast. Beige with a wood cast and a pale mauve with a hint of raspberry are other shades on which early buying gives promise of the future. For wear with tweed shoes, the season's "high" novelty of the moment,

fine silk and wool mixtures in several attractive colorings promise well.

He Admitted the Charge.

Wife: Oh, you needn't think you're so wonderful. The night you proposed

to me you looked absolutely silly.

Husband: A coincidence. The fact is, I was absolutely silly.

However much trade a store may have it always might have more.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY LANSING, MICHIGAN

Prompt Adjustments

Write

L. H. BAKER, Secy-Treas. LANSING, MICH.
P. O. Box 549

MICHIGAN BELL TELEPHONE CO.

Long Distance Rates Are Surprisingly Low
For Instance:

for \$1.25

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

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

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

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

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

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

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

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

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



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

Pleasures of Boating on Unfrequented River Reaches.

One of Peck's ranches lies at the junction of Steamboat Slough and the Sacramento River, some twenty-eight water miles South of Sacramento. Here Peck has some 300 acres of pears and peaches, plus a beautiful home with wide green lawn and shade trees with outlook over the big river. Here Peck lives with his fine family of kids and his hospitable wife; and believe me, nobody lives a life more abundant of the real things for body or spirit.

Because Steamboat Slough takes a sharp turn Eastward about a third of a mile from the Big River before it joins the waters thereof, there is a spot where full benefit of the Western breezes is had; and because the slough runs deep at the banks hereabouts, boats can lie within a few feet of the dense foliage that borders it. So Peck's had become a favorite anchorage and mooring ground for sail and power boats during all the summer months. In July it is common for 18 to 20 boats to ride there at once.

Under Grand Island bridge is a bank of pure white sand where all of us go to swim in the fresh waters of the slough; and the little town of Courtland is only two miles up the river so it is easy to get supplies, including ice. Besides, the Courtland grocers are like others elsewhere: readily accommodating with frequent deliveries along that concrete highway, there are plenty of places not so good for vacation days as Peck's ranch.

Arriving at Peck's from Montezuma Slough, we had got our supplies when we met up with Peck himself, resting with his boys in the cool of even on the sandbank. We greeted him again after a year of absence and asked him how crops and markets had treated him.

Well, pears—of which half his crop consists—were badly hit by the hail. So while the market was good, there were few to sell. And peaches—say, the crops everywhere were so abundant that nobody was picking anything but the choicest fruit and more than a quarter of the crop was not being garnered at all. But Peck told us this with a philosophical smile. He has battled with the vagaries of Dame Nature long enough to know how useless it is to protest against her ways.

As he bid us good night, he thought himself. He called me and said that if I would send over that big boy with a pail or basket, he would give him a lot of fine peaches which otherwise must go to waste. We did that and had our first sample of an orgy of peach eating such as never had we experienced. For the next two weeks we ate the finest peaches grown, as many as we liked, any old time of day or night, and we got them freely with just one injunction from the growers: "Do not take any of the hard ones. Take only those that are fully

ripe." And that was a direction it was no hardship to follow.

A word as to that "finest peaches grown" stuff. I am well aware that it would not be wholesome for me to say that to a Michigander, or a Georgian, maybe a Delawarian or—of late years—to a native of the state made famous by wooden nutmegs. But I am safely out of reach of any of these and can say my say fearlessly.

So, speaking individually and not with the thought of depriving anyone else of his full liberty to like what he wants to like, I can say that from the time I gathered my first ripe peaches from a California orchard until now, what California produces is good enough for me. This is deliberate judgment; for I am familiar with the Elbertas of Georgia and Texas, the whites and yellows of Michigan and plenty others that, in past years, were handled in Findlay's grocery store. I have heard discussion of juiciness and fine flavor on all varieties pro and con—and have concluded that mostly the con has it. This always reminds me of the ancient Vermonter who regrets that "they ain't no real maple syrup these days," his memory harking back to his childhood in Coolidge's home state. What he forgot, of course, was that he no longer held within himself the appetite of a twelve year old boy. Hence, at sixty-two, sojourning in Steamboat or Georgiana slough, partaking of the hospitality of Peck and his kind, I seriously aver that satisfaction fills me to overflowing when I have before me a basket of selected peaches, produced in this region, each bigger than my fist, perfectly ripe, ready to my hand to be peeled and eaten without question or cost.

There is further evidence that the full atmosphere of fifty years ago has not yet departed from these Delta regions. For lying in the harbor at Sacramento we found a "Show Boat," an exact replica of that so perfectly described by Edna Ferber. It was gaudy with vari-colored paints, resplendent with brass rails and flags of all nations. It was without power of its own, depending, as did the Ferber boat, on an accompanying stern wheeler for propulsion.

This was a moving picture theater on the water. It was towed from one small town to another, remaining in each for a day and night—or two if the populations promised well—thus affording local entertainment in the byways of these waters.

But here again it should be noted that such a show is reserved for water travelers. The people of Sacramento knew nothing of it; but we who ran past it twice in our goings and comings were cognizant of this holdover from a half century ago—and the sight was pleasing.

And Sacramento reminds me of a shortcoming common to most cities and other communities. They forget their origins and traditions, thus neglecting preferred opportunities for continued expansion along original lines.

Sacramento came into being because of the river. Old Captain Sutter sailed
(Continued on page 31)

"THEY HAVE TOLD ME THEY RECEIVED SURPRISING RESULTS"

"I had stomach trouble for several years", writes Mrs. C. L. Leming, Proprietress of the Leming Market of West Frankfort, Ill., "until I began to eat Fleischmann's Yeast. After using it for several months, I was greatly relieved and by continuing it affected a complete cure. I recommend it to my customers and have induced several to eat it and they have told me they received surprising results."

Yeast for Health customers come to your store regularly—giving you an opportunity to sell them all the groceries they need.

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

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.

HOTEL DEPARTMENT

Verbeck Imparts More News and Sage Advice.

Los Angeles, Sept. 4—Last year the voters of Los Angeles defeated at a special election a proposition for a bond issue of \$5,000,000 to be used in the erection of additional school buildings. This proved an incentive for the school commissioners to make a scientific investigation of the so-called double-platoon system in vogue at Chicago, Cleveland and some other Eastern cities, with the result that the taxpayers will be relieved of the burden of his five and many other millions in the future. For the present at least construction of new buildings will be limited to localities where previous provision has not been made for them while in districts where they are already provided, but overcrowded, there will be two school periods of five hours each, instead of one of six. Additional teachers will be provided and, with certain rearrangements of the school curriculum, more efficient results will be achieved. This will eliminate congestion in heavily populated localities and the taxpayers will be given a breathing spell.

This system should be looked into by Michigan authorities, where the school building craze is most certainly well developed, as many of us know from bitter experience and the dents made in pocket books. Why not utilize the school paraphernalia we already have to a greater extent, instead of musing up the class rooms for a few hours each day?

I, too, am sorry to learn of the continued indisposition of my friend Tupper Townsend, manager of Hotel Whitcomb, St. Joseph, but it must be a source of great satisfaction to him to have been able to secure the services of such a splendid operator as W. E. Deffenbacher to officiate in his stead during the period of his vacation in search of health. When Tupper gets back on his job there will be a celebration even if I have to come back from California to help put it over.

H. M. Hollister, manager of Hotel Bancroft, Saginaw, is one of the few successful operators who has not been carried away with the notion that the tourist was developed for the benefit of the hotel man. He believes in having his lamps trimmed for the commercial traveler who, after all, is the mainstay of the legitimate transient hotel. Recently he made the statement that the better class and centrally located hotels must not figure on any great amount of automobile patronage. The crowded condition of roads is driving away the well-to-do autoist and the others cannot afford to patronize the up-to-date hotels, and he proves this by the presentation of statistics of his own compilation.

W. O. Holden, manager of Park Place Hotel, Traverse City, is approaching the half-century mark of his connection with that institution. To be exact he has been at it for forty-seven years. To size him up he doesn't look or act it by a long shot.

The Post Tavern, Battle Creek, is taking on new luster. It has secured the services of F. C. Dean, well known as a caterer in Chicago, who henceforth will have exclusive charge of the food end of that establishment. And he has some Montgomery prestige to live up to.

Every time a new hotel is opened they go every previously established institution one better. One of the later innovations is the stationary cork screw. Time was when the Bible was chained in the houses of worship, so that they could be read without danger of losing them. There is less danger

of that nowadays for which reason the Gideon Bible is not so protected. But corkscrews are easily slipped into pockets, and chaining them is surer. Not that the ordinary scofflaw of today would stoop to petty larceny, but there is the souvenir collecting fad, you know. The practice of supplying this open sesame while beneficial to the guests, is doubly so to the hotel. The custom of enveloping the bottle in several folds of towel and thumping it against the door jam to force out the cork is bad for the towel as well as the door jamb. When in moments of extreme need the neck is broken off by a sharp blow over the rim of the bath tub, the glass gets into the rugs and the enamel on the plumbing is nicked. The cost of corkscrews is slight, and when securely attached to a ring bolt imbedded in the concrete wall they are good for a continuous siege. Hotel guests seem grateful for them, consequently a double blessing is bestowed.

The National Hotel Review is responsible for the claim that the issuance of orders by railroad companies permitting smoking in their dining cars was not because an army of indignant males arose en masse and made dire threats, but because of the number of women protesting against any curtailment of their privilege in the matter of smoking during meals while en route from where they had been to where they were going. That being that.

And while we are on the subject "embracing" the fair sex, it is a matter of cold statistics that nearly every murderer tried in Los Angeles, where his fate was in the hands of women jurors, has escaped conviction and roams the streets at large. A particularly salacious case of male homicide is being adjudicated here just now, and the bets are 8 to 3 that the defendant will escape, though he has already confessed to the crime. The deadlier of the species predominates in the jury box.

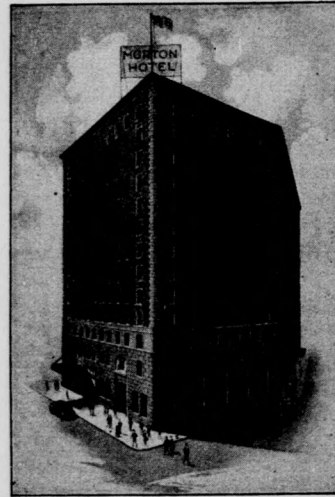
Sure enough they are talking about still another new hotel at Pontiac notwithstanding the fact that three commodious establishments have been opened there in the past eighteen months. Pontiac is a coming city, by rapid strides, and there may be room for another hotel there, but I'm from Missouri.

Harold A. Sage, manager of Hotel Wolverine, Detroit, who flew during the world war, is about to purchase a plane for pleasurable purposes. Better keep an anchor attached to terra firma, Harold. We cannot spare you yet awhile.

Two promising young men, the acquaintance of whom I enjoyed many years ago, who came out here and made a wonderful success in the catering line, were not satisfied with their progress and invested all their available resources in a hotel project recently. I did not regard the outlook favorably and had no hesitancy in telling them so. To-day the sheriff is in absolute possession of everything they have in the world. The one redeeming feature is that it was their own money solely which was lost, but it is mournful indeed, to be compelled to pay so dearly for experience which that of others were so thoroughly exemplifying.

The papers are full of the doings of a young lady, who exploited her nerve in making a trip from Los Angeles to Chicago, on an investment of \$7.90.

The old-fashioned tramp rode the brakebeams and asked for hand-outs at the back doors. He looked generally ashamed of himself and retired to the alleys or vacant lots for hiding. He



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

400 Rooms - 400 Baths

Menus in English

MORTON HOTEL
ARTHUR A. FROST
Manager



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.



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

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

Columbia Hotel

KALAMAZOO

Good Place To Tie To

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

Park Place Hotel

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

was a bird of passage, going North in summer to escape the heat, and South in the winter to keep warm. But the modern auto tramp knows no such modesty. He glories in effrontery and bids for applause.

To the appeal for a ride, the autoist sometimes slows down only to be hit in the head by a gaspipe and be relieved of his watch and loose change, or else carries the beggar on another leg of his journey to get his picture in the newspaper.

The school boy who would spurn to beg for crust, will beseech a ride. A woman who would not stoop to ask for a quarter, will hold you up and ask to be taken on her journey. You pay her passage. Starting out on a journey and "sponging" one's way, is not so much of a feat; it is just sublime gall—and strangers supply the gasoline.

With both presidential nominees pledging themselves almost unsolicited to technical economies, one hasn't heard a word about reforming one of the greatest abuses of the day—the franking privilege. The abuse of the congressional franking privilege has been the subject of much discussion for many years, but absolutely nothing has been done to abolish it. Under the existing law the furtherance of private interests at the expense of the public is technically lawful. Anything uttered by a member of Congress on the floor goes into the Congressional Record and is sent through the mails free, and it is not altogether necessary that it shall be an open statement or discussion on the floor. It is permissible to run in almost any old thing at any time, whether it has any bearing on public affairs or not. In some instances the privilege is legitimately used, as when a member actually makes a speech on some matter of interest to his constituents back home, but that the framers of the original franking rule ever intended that political speeches and documents should add to the deficit in the Post Office Department, is not believable. Especially when this deficit has to be made up by burdensome postage exactions for the transmission of newspapers and periodicals, educational and entertaining in character.

With all this expressed sympathy for the farmer by the various candidates, politicians and others, no one seems to have advanced any plan for disposing of the crowning evil of the problem, i. e. prohibitive railroad charges on farm products. President Coolidge's position on the farm relief bill was eminently sound, but if his veto message had incorporated a suggestion looking to an investigation into transportation charges, he would have made a move in the right direction even if Congress could not have discovered the point.

Michigan potato growers who are located reasonably close to the point where their wares are disposed of could tell and show the politicians where the real difficulty rests in the raising of tubers, and the farmers of Kansas, could offer another view on wheat which would prove interesting.

It is all very well to harp on the subject of waterways, but they will never solve this problem. They may eventually be constructed, but as fast as water lines of transportation are established they will be taken over by the rail interests and another dream dispelled. Harping on the woes of the farmer, without constructive programs to submit to him, may make pot boilers for the newspapers; but if arrangements are made to transport his products to market without his being the victim of holdups, the aforesaid agriculturist will get along very nicely, and not require being fed up on this talk about government paternalism.

It is doubtful if any other big city

in the world has a milk supply comparable with that of Los Angeles. New York, according to an official report, gets its daily supply of milk from "45,000 different sources, or approximately 450,000 cows, some of them in Ohio, Pennsylvania and Canada." Some of New York's milk comes from points 450 miles away, and the closest points of supply are forty-four miles away. Practically all the milk Los Angeles consumes, on the other hand, comes from within a radius of ninety miles, and most of it is produced by dairy specialists. On one huge ranch in Los Angeles county there are 1400 head of cattle, and there are a number of herds of 500 or more. The milk and cream out here are costly, but the quality is prime; and while the use of preservatives is strictly forbidden and the rule is enforced to the letter, their lasting qualities are wonderful.

Easterners, particularly, are finicky about the quality of their milk, and any dairyman who did not maintain a high standard would soon lose out. The chief reason for this high standard lies in the fact that the milk producer, through specialization and organization, delivers his own product to his own customers, and thereby lessens the possibility of interference by milk inspectors.

Forty miles away from Los Angeles, is Mount Baldy, better known as "Old Baldy," upon the summit of which Will Rogers says the movie men place snow for scenic effects. They must be kept fairly busy, for every morning I make a visionary survey of this landmark, and incline to the idea that the supply is in no wise diminishing.

A friend of mine, whose acquaintance I formed on my Hawaiian trip last year, took me up there, or at least 6,500 feet upward, to spend a week end in his comfortable cottage, the other day, and it sure was getting back to nature with a vengeance.

Old Baldy is quite devoid of vegetation on its pointed dome and its huge sides of decomposed granite give credit for more snow than is really there, or of snow at a lower altitude than it really exists.

There have been many hikers who have seen the extensive panorama of Southern California from this hoary old peak, but I cannot truthfully say that I am one of them, for our camping place, where we arrived comfortably in an automobile, still lacked a good mile from the summit, and it requires a tramp of fully ten to cover the one mile. But it will only be a short time before the humble flivver will land, panting and exhausted at its pinnacle. A new road has begun to scale the Northeast slope of the mountain. It crosses a ridge that divides San Antonio and Lytle Creek canyons, close to where we are located, and when it is completed there will be the chance of demonstrating that gasoline properly applied, will take you almost anywhere.

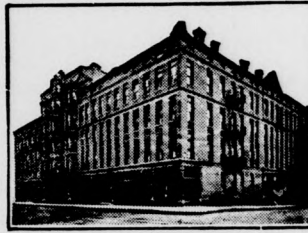
Even from the porch of our temporary cabin home, the panoramic view is most wonderful. This is one of the areas which teemed with life during the old mining days, and evidences of activities of eighty years ago are interesting and in a fair stage of preservation. Right here is an old cabin which was one of a group of buildings erected in those ancient times though its use was discarded a quarter of a century ago, not because the gold petered out, but for the reason that modern civilization required waters of mountain streams for domestic and other purposes and the mine wash clogged up the pipes in the valleys. Also some sort of mineral stained the waters so that they did not, at least look fit for human requirements. A perpetual injunction was granted and the consumers of the water stopped operations of the mining company as dry-washing

(Continued on page 31)

FOR SALE
Scottville Hotel

On junction of two trunk lines—U.S.10 and U.S.31. Doing good business. Very good offer if taken at once.

Address **HOTEL MELLOR,**
Scottville, Mich.



CODY HOTEL

IN THE HEART OF THE
CITY OF GRAND RAPIDS

Division and Fulton

RATES

\$1.50 up without bath
\$2.50 up with bath

**CODY CAFETERIA IN
CONNECTION**

**United Detective
Agency, Inc.**

Michigan Trust Bldg.
GRAND RAPIDS, MICHIGAN

CIVIL CRIMINAL

and

INDUSTRIAL WORK

Only Bonafide and Legitimate Detective
Work Accepted



PHONE—6-5224 or 4-8528
If No Response Call 2-2538 or 8-6813
Dictagraph and Auto Service
Associated With
CARLES MERCHANTS' POLICE

**Michigan State
Normal College**

Opened in 1852

Educational Plant

Campus of one hundred acres. Ten buildings with modern equipment. Training School, including Elementary and High School Departments.

Certificates and Degrees

Life Certificate on completion of Three Years' Curricula.
A. B. and B. S. Degrees on completion of Four Year's Curricula.

Special Curricula

Home Economics, Kindergarten, Physical Education, Public School Music, Music and Drawing, Drawing and Manual Arts, Commercial, Rural, Agricultural, Special Education.

Normal College Conservatory of Music offers courses in Voice, Piano, Organ, Violin, Band and Orchestra. Fall Term Begins September 25, 1928. Write for Bulletin and list of rooms. Rooming houses for womes students offer a single bed for every girl.

C. P. STEIMLE, Registrar
YPSILANTI, MICHIGAN

**HOTEL
CHIPPEWA**

HENRY M. NELSON, Manager
European Plan
MANISTEE, MICH.

Up-to-date Hotel with all Modern
Conveniences—Elevator, Etc.

150 Outside Rooms
Dining Room Service
Hot and Cold Running Water and
Telephone in every Room.

\$1.50 and up
60 Rooms with Bath \$2.50 and \$3

**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 pub-
lic and are in full apprecia-
tion of the esteem its generous
patronage implies."*

HOTEL ROWE

Grand Rapids, Michigan.
ERNEST W. NEIR, Manager.



**The
Pantlind Hotel**

The center of Social
and Business Activi-
ties in Grand Rapids.

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

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

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.

Suggestions in Regard to the Stove Department.

The question of securing the farm trade in stoves is bound up with the still larger question of how to meet mail order competition. For the mail order campaigns are directed largely to securing the trade of the rural districts. The farmer has, indeed, been brought nearer to town by the advent of the automobile and good roads; but he lives to some extent apart from local stores, gets his newspaper late, and is in many other respects out of touch with the local dealer. He is quite naturally more prone to pay heed, therefore, to the attractively illustrated catalogues the mail order house sends out.

In considering what he can do to improve his stove trade with the farming classes, the hardware dealer will find that the question pretty well narrows down to ways and means of combating the mail order house. The problem is not so serious as it seems, where the dealer is prepared to face facts as they actually are.

Every dealer knows that he can do better by his customers than the mail order house can. But can he convince them of the fact that he is giving better value?

He can—when he gets the chance to present the facts to them. Unfortunately for dealers of the passive type, farmers do not drive in from the back forty to consult town merchants in regard to stoves. They turn to the only data they have on hand—the latest mail order catalogue. The mail order house thus has the argument entirely to itself.

The situation, therefore, narrows down to this: How can the local hardware dealer get his case effectively before his rural customer?

The best method of getting the farmer's eye is to advertise liberally in the newspapers which can establish their claim to a good circulation in the country districts. The space used in weekly editions is, however, often rendered useless by the carelessness or laziness of the advertiser. He instructs the printer to "lift" his advertisement as it stands from the daily edition and use it in the weekly. Perhaps he has been advertising hockey sticks, electric lighting fixtures and electric fans. Yet this advertisement goes out to country readers just the same. Or, where, with the development of rural free delivery and better mail service, the weekly edition has been dropped and the farmer takes the same daily as the city customer, the advertisement he reads is an advertisement primarily designed for city readers.

To be thoroughly effective, advertising addressed to rural readers should be written solely with the rural reader in view. His requirements are different from those of the city customer; and the dealer should concentrate on meeting those requirements. Special

advertising for rural customers is eminently worth while.

There are other means of reaching the farmer. The hardware dealer can meet the farmer on common ground at the fall fair. The fall fair presents a golden opportunity for the hardware dealer who wants to sell stoves to country customers. Every farmer for miles around is pretty sure to attend, and to look over every exhibit on the grounds. The dealer who puts on a stove exhibit can be morally certain that every farmer or farmer's wife on the grounds will scrutinize it.

One firm in a city of 12,000 people takes good advantage of the local fall fair. This firm secures liberal space in the main building, which is devoted to showing a full variety of stoves, ranging from the small oil stove to the most pretentious range. A table in the center is piled with literature, which is handed out to all comers. Through this medium the salespeople not merely meet practically all the farmers within buying radius but place in their hands strong salesmaking arguments in printed form. Names of prospects are secured, and actual sales made. The direct sales from the exhibit more than pay for the incidental outlay.

One of the most powerful factors in securing and retaining the farm trade is the dealer's own personality. It will pay the dealer to get away from his store at times and drive out through the surrounding country, meeting farm customers and prospects. One dealer puts in several weeks in the winter in this sort of missionary work. The weather makes it decidedly uncomfortable at times, but the roads are usually hard, which makes travel easy. And business is slack, both in the store and on the farm; the hardware dealer can spare the time and the average farmer is glad of a chance to gossip. The amount of business actually done on these trips may be inconsiderable; but when that farmer wants a stove, or paint, or some other item, there is one hardware dealer he knows personally to whom he will inevitably turn.

Prospect lists of good farmers should be kept; and circulars and advertising matter should be sent to these regularly. In following up rural customers, the rural telephone can often be used to good advantage. Throughout, it should be borne in mind that personal contact is an important factor; that time spent in what might be called "gossip" is rarely if ever wasted; and that the hardware dealer who has the least to fear from mail order competition is the hardware dealer who knows his rural customers personally.

There is another important matter in connection with the stove department that merits attention. It concerns, not merely farm customers, but all customers. It is the need of a good follow up stove policy.

Not a follow-up sales campaign, but a following up of actual sales.

"Our satisfied customers are our best advertisement" is a familiar slogan. Nothing advertises a hardware dealer or his line of stoves quite so effectively as the fact that the people who have bought them swear by them

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.

Call 67143 or write

N. FREEMAN, Mgr.

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting
Goods and

Fishing Tackle

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

--

--

MICHIGAN

MR. STOWE Says: We are on the square.

So will you after you have used our Collection Service.

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

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

Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

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

THE BEST THREE

AMSTERDAM BROOMS

PRIZE *White Swan* Gold Bond

AMSTERDAM BROOM COMPANY

41-55 Brookside Avenue,

Amsterdam, N. Y.

instead of at them. So that it is worth a good deal for the hardware dealer not merely to satisfy his stove customers but to keep them satisfied.

Hence the importance of following up stove sales to insure satisfaction to the customer.

It is not enough to sell a stove or furnace and then to assist in its installation and early operation. The dealer who makes that sale should keep a record of it in a convenient card index file, which from time to time will remind him of the moral duty he owes his customer and business duty he owes himself, to see that the customer gets thorough satisfaction with his bargain.

The first named duty covers the obligation, whether spoken or not, to give the customer satisfactory performance for a term of years. The last named duty is to insure the dealer himself and the line he handles the inestimable benefit of making good beyond all question.

When Mrs. Smith's range becomes cranky, burns the biscuits and leaves the cake a heavy, soggy mass, the whole street knows about it inside a week and Mrs. Smith's whole circle of acquaintances know about it in a month. And who is blamed? Mrs. Smith, for not having cleaned out the flues since she bought the range? Not at all. The blame is loaded, and loaded heavily, on the crooked dealer who sold her a defective stove, and on the stove itself. Which is the worst kind of advertising for dealer and stove alike.

It should be expressly understood at the time of sale that the stove is still under the store's care.

One dealer emphasizes this whenever he makes a sale. First, the stove is set up and connected, and the purchaser is carefully instructed in its use. Then, a printed set of directions is hung up in the kitchen, so that there can be no mistake as to what to do. Then the dealer says:

"Now, Mrs. Smith, we guarantee this stove to give satisfaction. If you have any trouble whatever, telephone us right away, and we will attend to it at once. Remember, if there's anything you don't understand, or anything that doesn't work as it should, telephone us, and don't hesitate a minute."

Mrs. Smith inevitably runs into trouble. As long as there are stoves, there will be people who will leave back drafts open, neglect or forget to clean flues, pour grease and garbage on the grates to clog drafts, and indulge in similar misguided performances. Then, instead of rushing to the backyard fence, and complaining to her neighbor, Mrs. Smith hurries to the telephone and calls the store. The stove man comes down forthwith, blandly helps Mrs. Smith to discover her mistake, gets the stove going right, and incidentally demonstrates that the store and the dealer are there to see that the stove makes good.

Hardware dealers can learn something about service from an experience that came to light not long ago. A large furnace manufacturer had an exasperated complaint from a man in

an isolated part of the North country, regarding a defective furnace. That furnace had been installed seventeen years before. The manufacturer was pretty positive that, even after all that time, the furnace should still be giving good service, and that the trouble was in the handling. That made no difference. It was their furnace, built after years of effort and experiment, on a good honest foundation of flawless material and workmanship, and it would be business suicide for the firm to allow that one furnace, in a new and growing section of the country, to give their entire product a bad name. An expert motored a couple of hundred miles to make that furnace behave and to tactfully show the owner just where the fault lay. That trip cost money. But "Satisfaction and Service after Seventeen Years" is a mighty good advertisement.

A hardware dealer had complaints from a customer regarding a balky stove. It was an old model of the line he still handled, and had been years in use. The owner declared it was no good, too old, had been getting worse right along, and he intended to throw it out and get some other make of stove that would give satisfaction.

The dealer sent out his trouble man to investigate. It took him about three minutes to discover that in all the years it had been in use that stove had never been cleaned. A little work, a little tactful talk, and—well, when that customer does replace the stove, he will replace it with a newer pattern of the same line. But just now he won't replace it, because it is giving perfect satisfaction, and the man instead of complaining is telling everybody how good it is and how the firm that sold it stands right behind it.

Victor Lauriston.

Fifteen New Readers of the Tradesman.

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

- A. H. Williams, Pentwater.
- National Grocer Co., Manistee.
- Carl Kielsing, Manistee.
- James Hansen, Manistee.
- C. E. Maddock, Benzonia.
- Central State Bank, Beulah.
- Oxley Hardware Co., Beulah.
- O. E. Barker, Beulah.
- Burns Grocery Co., Traverse City.
- F. N. Andrews, Elk Rapids.
- William Cannon, Ionia.
- Zoet Bros., Holland.
- H. E. Downing, Nashville.
- Eri C. mathews, Norwalk.

Independent Advantages Over the Chains.

A bright, progressive retailer expressed it this way:

We independent retailers can match the chains in any of their methods except the buying. It looks to me as if they will have the edge over us in that. The advantage is not great, but it is some advantage. On the other hand we independent dealers have important advantages over the chains, and we can gradually reduce the difference in buying advantage. The big thing for us is to run better looking stores and with better display and selling methods.

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.
P U T N A M F A C T O R Y
GRAND RAPIDS, MICHIGAN

J. CLAUDE YOUDAN

ATTORNEY AND COUNSELOR

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

Business Address:
421 Kelsey Office Building,
GRAND RAPIDS, MICHIGAN

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.

Seely Manufacturing Co.

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

BIXBY

OFFICE SUPPLY COMPANY
GRAND RAPIDS, MICHIGAN

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

**The Brand You Know
by HART**



Look for the Red Heart
on the Can

LEE & CADY Distributor

Expert Chemical Service

Products Analyzed and Duplicated
Process Developed and Improved
Consultation and Research

The Industrial Laboratories, Inc.

127 Commerce Ave. Phone 66497
Grand Rapids, Mich.

Stonehouse Carting Co.

Let us take care of your hauling troubles.

338 Wealthy St., S. W.
Phone 65664

**Henry Smith
FLORAL Co., Inc.**

52 Monroe Avenue
GRAND RAPIDS

Phone 9-3281

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, Crosswell.
 Treasurer—L. V. Middleton, Grand Rapids.

Purchasing a Profitable Drug Store.

According to statistical records, there is a change in ownership of approximately ten per cent. of the retail drug stores of this country every year. This means that the question: "When is a store a profitable purchase?" is frequently asked. One retail druggist who contemplated the purchase of a new store submitted this question, together with the facts about the store under consideration, to the Druggists' Research Bureau. Professor Paul C. Olsen, in his usual far-sighted and concise manner, answered the question as follows:

"The kinds of stores which are profitable stores to buy fall into two general classifications. One is the so-called run down store in which the former owner, for one reason or another has been unable to take full advantage of his opportunities and the business possibilities of the location. The new owner believes he can make much more of a success of the store than the former owner. Naturally such stores can frequently be bought for very low figures. The price paid may not be a dollar less than the store is worth but its potential value may be greater. The proprietor who goes into such a store has the opportunity, therefore, to profit not only from the increased business he is able to create but also from the increased value which the store acquires under his successful management. When he sells the store he thus obtains a speculator's profit upon the increased value of the store.

"The other kinds of stores which are bought by successful druggists are those which already have achieved a large part of their maximum growth and the new owner simply hopes to continue to obtain profits similar to those earned by the previous successful owner. From your description, the store which you are considering, appears to fall into this second class. My reason for this belief is as follows: The store is reported to you to be doing an annual volume of \$42,000 from which the proprietor is drawing a total return of \$7,500. This probably means that he is earning a salary of about \$3,000 a year and profits from the conduct of the business of about \$4,500. You will see at once that \$4,500 profit on a business of \$43,000 is more than 10 per cent. profit and 10 per cent. is a rate of profit which is obtained only by the most successful and ably managed drug stores these days. If you were to take the store, therefore, your problem would be to maintain the present volume and profits, because apparently the store has passed its period of rapid growth. The rental asked is

entirely reasonable for the amount of business done provided the terms of the lease are satisfactory. The total value of \$9,000 upon stock and fixtures may indicate several things which it would be well for you to consider. Of course I do not know how much of this \$9,000 is fixtures, but assuming that \$3,000 of it is fixtures, that leaves a stock of merchandise worth only \$6,000. The sales of \$42,000 indicate merchandise costs of \$25,000 to \$30,000. Therefore if this \$6,000 figure which I have assumed is the actual stock the store is getting a turnover of 4 to 5 times a year, which is better than many stores obtain. On the other hand it is well to remember that the business of a drug store in a summer resort town is extremely seasonal. Therefore, if this \$6,000 stock (or whatever the actual figure is) represents only winter stock you can see readily enough that in a few weeks you will be called upon to make heavy expenditures for new lines to meet the demands of the summer trade.

"The price of \$18,000 asked for the store, therefore, consists of \$9,000 for stock and fixtures and \$9,000 for good will. In other words you are asked to pay \$9,000 for the opportunity to make the profits which the proprietor says he has been earning in the past. These profits, as I mentioned before, probably amount to about \$4,500 a year according to the figures that are given. This means, therefore, that you will work the first two years in this store for the mere wages to which you would be entitled for managing such a store, because the profits the business earned during these two years a total of \$9,000, would go to repay the \$9,000 payment you made for goodwill. This is allowing you the salary you suggested of \$250 a month or \$3,000 a year.

"Of course the other \$9,000 which you are asked to pay for stock and fixtures is by no means a fixed quantity. While the stock and fixtures may be worth that to a skilled merchant they might be only a liability to anybody else. It is well to consider this fact. My suggestion is simply this, ask yourself whether or not you are best fitted to maintain a store already being successfully operated or whether your talents lie in the direction of building up a run down store. Also determine for yourself whether or not the future possibilities of conducting the store seem to contain sufficient rewards to repay you for the necessary sacrifice of two years probable profits in order to pay for the good will."

Preparing To Meet New Competition.

Each year finds many drug stores confronted with the necessity of meeting the competition caused by new stores established in their immediate vicinity. One retail druggist who was confronted with such a situation submitted his financial statement to the Druggists' Research Bureau for criticism, in order that he might more intelligently plan his future activities. Committeeman Olsen of the Bureau, in analyzing the statement of this druggist and commenting thereon, wrote as follows:

"According to the figures noted in

your statement, your income and expenses during 1927 were as follows:

Sales	-----	\$40,405.20
Cost of goods sold	-----	26,807.82
Gross margin	-----	\$13,597.38
Expenses		
Salaries	-----	2,605.25
Interest	-----	113.20
Taxes	-----	318.03
Depreciation	-----	300.00
Rent	-----	224.00
Supplies	-----	114.31
Advertising	-----	667.75
Repairs	-----	533.52
Light	-----	373.32
		5,249.38
Owner's salary	-----	3,120.00

Profit ----- \$ 5,228.00

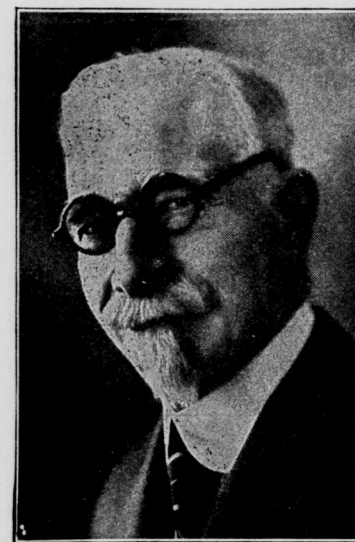
The cost of the goods which you sold during the year was 66.3 per cent. of sales. This is excellent. The secret of the profitableness of your business, however, is in your low operating expenses. The expenses which you have listed amount to only 13 per cent. of sales. However, in addition it is fair to include a salary for yourself, because if you were not actually engaged in the conduct of this business, you would expect to receive a salary doing similar work for someone else. A salary of \$60 per week for the conduct of a business of the size of yours and profitableness is certainly little enough. This is 7.7 per cent. of sales, making a total of your operating expenses 20.7 per cent. of sales. This leaves you a profit from the conduct of the business of \$5,228 which is 13 per cent. of sales. Based upon these facts it seems to me that you are entirely justified in going ahead with your plan of adding a registered pharmacist to your store instead of a boy. After all the one thing that distinguishes the drug store of to-day from all other stores is the professional services that it is capable of rendering. You are faced not only with the competition of the new drug store which is being established but with the competition of the other stores in your vicinity which sell a few or many of the lines which you also carry. Your own opportunity therefore to differentiate yourself from this competition is to provide the professional services of registered pharmacists, something that only drug stores can provide. One of the particular advantages of a registered pharmacist, aside from his absolute necessity in the prescription department, is the knowledge which his education, training and experience give him in the sale of the hospital and sick room supplies and other lines that you sell. The foundation for success in salesmanship is knowledge of the merchandise being sold and no one is more likely to have acquired this knowledge than a registered pharmacist.

Personally I think you got a bargain when you were able to buy the building which you occupy for \$5,000. A drug store property capable of producing sales of over \$40,000 surely has a rental value of \$800 to \$1,600 a year and this in turn indicates a property value for nothing more than a store so situated of \$8,000 to \$16,000.

Basis on Which Mr. Jennings Retires.

Palmyra, Wis., Sept. 4—Having reached the age of seventy-four years, after serving the drug industry for fifty-six years through the Jennings Manufacturing Co., Mr. C. W. Jennings, Sr., has definitely decided to throw off the intertwining strings of business by turning over the perfumery end of his company to the Druggists' National Home, under a plan whereby the Home will take over the trade-marks and special lines of his perfumes on the basis of the inventory price of the unfinished products, so that Mr. Jennings will receive only his actual investment in the material on hand.

Mr. Jennings is making a donation to the Druggists' National Home of the trade-marks, good will, advertising matter, and all of the machinery used

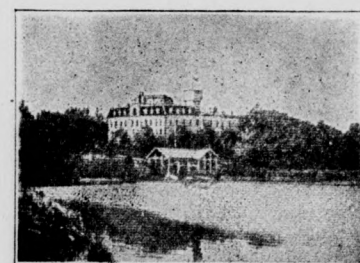


Chas. W. Jennings, Sr.

in the manufacture of this wonderful and well liked line of toiletries.

C. W. Jennings, Jr., will take over the flavoring extract end of the Jennings Manufacturing Co., continuing to operate it under the name of the Jennings Flavoring Extract Co.

Having done business with the drug trade all these years, Mr. Jennings feels an unusual tie of friendship and a desire to help the poor, unfortunate drug-



National Home for Druggists.

gists who have been a contributing factor in the past success of the Jennings Manufacturing Co.

It is Mr. Jennings' thought that if the retail druggist and his clerk will get in back of this fine line of toilet luxuries, it will provide an income for the Home which will take this institution out of the beggar class, placing it on a self-sustaining basis. It is Mr. Jennings' thought, also, that the druggists should be amply repaid for their efforts in behalf of this line and under this arrangement, while they are helping the Home, they will also be helping to get profits for their stores.

With this thought in mind a special deal is being offered the retail druggists, paying them more than 66 2/3 per cent. profit on the selling price and more than 200 per cent. profit on the purchase price.

Paul J. Mandaback, Sec'y.



Settling estates under wills is a specialized part of our work and many well-known men in this community have named us in their wills to act as executor and trustee.

THE MICHIGAN TRUST COMPANY
GRAND RAPIDS

DRUG STORES AND DEPARTMENT STORES—

The demand for Seely's Parisian Balm is increasing daily. Anticipate our big advertising campaign by stocking Parisian Balm now.

The Seely Manufacturing Co.

Quality products for more than 60 years

1900 JEFFERSON AVE., E.

DETROIT, MICHIGAN

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	Eigeron	6 00@6 25	Benzoin Comp'd	@2 40
Carbolic 38 @ 44	Eucalyptus	1 25@1 50	Buchu	@2 16
Citric 53 @ 70	Hemlock, pure	2 00@2 25	Cantharides	@2 52
Muriatic 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.	@ 82	Gualac	@2 28
Water, 26 deg. 06 @ 16	Linseed, boiled, bbl.	@ 85	Gualac, Ammon.	@2 04
Water, 18 deg. 05 1/2 @ 13	Linseed, bid less	92@1 05	Iodine	@1 25
Water, 14 deg. 04 1/2 @ 11	Linseed, raw, less	89@1 02	Iodine, Colorless	@1 50
Carbonate 20 @ 25	Mustard, arifil. oz.	@ 35	Iron, Clo	@1 56
Chloride (Gran.) 09 @ 20	Neatsfoot	1 25@1 35	Kino	@1 44
	Olive, pure	4 00@5 00	Myrrh	@2 52
	Olive, Malaga,		Nux Vomica	@1 80
	yellow	2 85@3 25	Opium	@5 40
Balsams	Olive, Malaga,		Opium, Camp.	@1 44
Copaiba 1 00@1 25	green	2 85@3 25	Opium, Deodorz'd	@5 40
Fir (Canada) 2 75@3 00	Orange, Sweet 12 00@12 25		Rhubarb	@1 92
Fir (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.	4 @ 8
35c	Sassafras, arti'l	75@1 00	Putty	5 @ 8
	Spearmint	8 00@8 25	Whiting, bbl	@ 4 1/2
	Sperm	1 50@1 75	Whiting	5 1/2 @10
Berries	Tany	7 00@7 25	L. H. P. Prep.	2 90@3 05
Cubeb @1 00	Tar USP	65 @ 75	Rogers Prep.	2 90@3 05
Fish @ 25	Turpentine, less	65 @ 78		
Juniper 10 @ 20	Turpentine, bbl.	@ 58		
Prickly Ash @ 75	Wintergreen,			
	leaf	6 00@6 25	Miscellaneous	
Extracts	Wintergreen, sweet	3 00@3 25	Acetanalid	57 @ 75
Licorice 60 @ 65	birch	75@1 00	Alum	08 @ 12
Licorice, powd.	Wintergreen, art	75@1 00	Alum, powd and	09 @ 15
60 @ 70	Worm Seed	5 50@5 75	ground	
	Wormwood	20 00@20 25	Bismuth, Subi-	2 83@3 08
Flowers			trate	
Arnica 1 75@1 85			Borax xtal or	05 @ 13
Chamomile (Ged.) @ 40			powdered	
Chamomile Rom. @ 50			Cantharides, po.	1 50@2 00
			Calomel	2 72@2 82
Gums			Capsicum, pow'd	62 @ 75
Acacia, 1st 50 @ 55	Potassium		Jasmine	7 00@7 50
Acacia, 2nd 45 @ 50	Bicarbonate	35 @ 40	Cassia Buds	30 @ 35
Acacia, Sorts 20 @ 25	Bichromate	15 @ 25	Cloves	40 @ 50
Acacia, Powdered 35 @ 40	Bromide	69 @ 85	Chalk Prepared	14 @ 15
Aloes (Barb Pow) 25 @ 35	Chlorate, gran d.	23 @ 30	Chloroform	53 @ 60
Aloes (Cape Pow) 25 @ 35	Chlorate, powd.		Chloral Hydrate	1 20 @1 50
Aloes (Soc. Pow.) 75 @ 80	or Xtal	16 @ 25	Cocaine	12 85@13 50
Asafoetida 50 @ 60	Cyanide	30 @ 90	Cocoa Butter	65 @ 90
low. 75 @ 100	Iodide	66 @ 85	Corks, list, less	30-10 to
Camphor 85 @ 90	Iron, arganate	20 @ 30	40-10%	
Guaiac @ 60	Prussiate, yellow	35 @ 45	Copperas	03 @ 10
Guaiac, pow'd @ 70	Prussiate, red	@ 70	Copperas, Powd.	4 @ 10
Kino @1 25	sup'ate	35 @ 40	Corrosive Sublim	2 25@2 30
Kino, powdered @1 20			Cream Tartar	35 @ 45
Myrrh @1 25	Roots		Cuttle bone	40 @ 50
Myrrh, powdered @1 35	Alkanet	30 @ 35	Dextrine	6 @ 15
Opium, powd. 19 65@19 92	Blood, powdered	40 @ 45	Dover's Powder	4 00@4 50
Opium, gran. 19 65@19 92	Calamus	35 @ 75	Emery, All Nos.	10 @ 15
Shellac 65 @ 80	Elecampane, pwd.	25 @ 30	Emery, Powdered	@ 15
Shellac 75 @ 90	Gentian, powd.	20 @ 30	Epsom Salts, bbls.	@ 05
Tragacanth, pow. @1 75	Ginger, African,		Epsom Salts, less 3 1/4	@ 10
Tragacanth 2 00@2 35	powdered	30 @ 35	Ergot, powdered	@4 00
Turpentine @ 30	Ginger, Jamaica.	60 @ 65	Flake, White	15 @ 20
	Ginger, Jamaica,		Formaldehyde, lb.	12 1/2 @30
	powdered	45 @ 60	Gelatine	80 @ 90
Insecticides	Goldenseal, pow. 7	50@8 00	Glassware, less 55%	
Arsenic 08 @ 20	Ipecac, powd.	@5 00	Glassware, full case 60%.	
Blue Vitriol, bbl.	Licorice	35 @ 40	Glauber Salts, bbl.	@2 1/2
Blue Vitriol, less	Licorice, powd.	20 @ 30	Glauber Salts less	04 @ 10
Bordea, Mix Dry	Orris, powdered	30 @ 40	Glue, Brown	20 @ 30
Hellebore, White	Poke, powdered	35 @ 40	Glue, Brown Grd	16 @ 22
powdered	Rhubarb, powd	@1 00	Glue, White	27 1/2 @ 35
Insect Powder, 4 1/2	Rosinwood, powd.	@ 50	Glue, white grd.	25 @ 35
Lead Arsenate Po. 1 3/4	Sarsaparilla, Hond.		Glycerine	20 @ 40
Lime and Sulphur	ground	@1 10	Hops	75 @ 95
Dry 08 @ 22	Sarsaparilla, Mexic.	@ 60	Iodine	6 45@7 00
Paris Green 24 @ 42	Squills, powdered	70 @ 80	Iodoform	8 00@8 30
	Tumeric, powd.	20 @ 25	Lead Acetate	20 @ 30
	Valerian, powd.	@1 00	face	@ 1 50
			face, powdered	@1 60
Leaves			Menthol	8 00@9 00
Buchu @1 05			Morphine	12 83@13 98
Buchu, powdered @1 10	Seeds		Nux Vomica	@ 30
Sage, Bulk 25 @ 30	Anise	@ 35	Nux Vomica, pow.	15 @ 25
Sage, 1/4 loose @ 40	Anise, powdered	35 @ 40	Pepper, black, pow	57 @ 70
Sage, powdered @ 35	Bird, ls	13 @ 17	Pepper, White, pw.	75 @ 85
Senna, Alex. 50 @ 75	Canary	10 @ 16	Pitch, Burgudry	20 @ 25
Senna, Tinn. pow. 30 @ 35	Caraway, Po. 30	25 @ 30	Quassia	12 @ 15
Uva Ursi 20 @ 25	Cardamon	@3 00	Quinine, 5 oz. cans	@ 59
	Coriander pow. .40	30 @ 25	Rochelle Salts	28 @ 40
Oils	Dill	15 @ 20	Sacharine	2 60@2 75
Almonds, Bitter,	Fennell	35 @ 50	Salt Peter	11 @ 22
true 7 50@7 75	Flax	7 @ 15	Seidlitz Mixture	30 @ 40
Almonds, Bitter,	Flax, ground	7 @ 15	Soap, green	15 @ 30
artificial 3 00@3 25	Foenugreek, pwd.	15 @ 25	Soap mott cast	@ 25
Almonds, Sweet,	Hemp	8 @ 15	Soap, white Castile,	
true 1 50@1 80	Lobelia, powd.	@1 60	case	@15 00
Almonds, Sweet,	Mustard, yellow	17 @ 25	Soap, white Castile	
imitation 1 00@1 25	Mustard, black	20 @ 25	less, per bar	@ 1 60
Amber, crude 1 25@1 50	Poppy	15 @ 30	Soda Ash	3 @ 10
Amber, rectified 1 50@1 75	Quince	1 00@1 25	Soda Bicarbonate	3 1/2 @ 10
Anise 1 25@1 50	Sabadilla	45 @ 50	Soda, Sal	02 1/2 @ 08
Bergamont 9 00@9 25	Sunflower	12 @ 18	Spirits Camphor	@1 20
Cajeput 2 00@2 25	Worm, American	30 @ 40	Sulphur, roll	3 1/2 @ 10
Cassia 5 00@5 25	Worm, Levant	6 50@7 00	Sulphur, Subl.	4 1/2 @ 10
Castor 1 55@1 80			Tamarinds	20 @ 25
Cedar Leaf 2 00@2 25			Tartar Emetic	70 @ 75
Citronella 1 00@1 20			Turpentine, Ven.	50 @ 75
Cloves 3 00@3 25	Tinctures		Vanilla Ex. pure	1 50@2 00
Crocus 27 1/4 @ 35	Aconite	@1 80	Vanilla Ex. pure 2	25@2 50
Cod Liver 2 00@2 45	Aloes	@1 56	Zinc Sulphate	06 @ 11
Croton 2 00@2 25	Arnica	@1 50		
	Acafoetida	@2 28		

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, 12-38 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

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

K. C. Brand

- 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

4 oz., 4 dz. cs. 3 00

3 oz., 3 dz. cs. 3 75

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

BEANS and PEAS

- 100 lb. bag
- Brown Swedish Beans 9 00
- Pinto Beans ----- 9 50
- Red Kidney Beans ----- 11 00
- White Hand P. Beans ----- 11 50
- Cal. Lima Beans ----- 12 00
- Black Eye Beans ----- 8 50
- Split Peas, Yellow ----- 8 00
- Split Peas, Green ----- 8 00
- Scotch Peas ----- 5 75

BURNERS

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

BOTTLE CAPS

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

BREAKFAST FOODS

- Kellogg's Brands.
- Corn Flakes, No. 136 2 85
- Corn Flakes, No. 124 2 85
- Corn Flakes, No. 102 2 00
- Pep, No. 224 ----- 2 70
- Pep, No. 202 ----- 2 00

- 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
- Kaffe Hag, 12 1-lb. cans ----- 7 30
- All Bran, 16 oz. ----- 2 25
- All Bran, 10 oz. ----- 2 70
- All Bran, 3/4 oz. ----- 2 00

Post Brands.

- Grape-Nuts, 24s ----- 3 80
- Grape-Nuts, 100s ----- 2 75
- Instant Postum, No. 8 5 40
- Instant Postum, No. 10 4 50
- Postum Cereal, No. 0 2 25
- Post Toasties, 36s ----- 2 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
- 99 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 25
- Ex. Fancy Parlor 25 lb. ----- 9 75
- Ex. Fcy. Parlor 25 lb. ----- 10 00
- Toy ----- 1 75
- Whisk, No. 3 ----- 2 75

BRUSHES

- Scrub
- Solid Back, 3 in. ----- 1 50
- Solid Back, 1 in. ----- 1 75
- Pointed Ends ----- 1 25

Stove

- Shaker ----- 1 80
- No. 50 ----- 2 00
- Peerless ----- 2 60

Shoe

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

BUTTER COLOR

- Dandelion ----- 2 85

CANDLES

- Electric Light, 40 lbs. ----- 12.1
- Plumber, 40 lbs. ----- 13.3
- 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
- Apricots, No. 10 ----- 8 50
- 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
- Peaches, 10, Cal. ----- 8 50
- Pineapple, 1 sil. ----- 1 35
- Pineapple, 2 sil. ----- 2 45
- P'apple, 2 br. sl. ----- 2 25
- P'apple, 2 br. sl. ----- 2 40
- P'apple, 2 1/2, sil. ----- 3 00
- P'apple, 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
- Flanagan 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, Key ----- 5 25
- Salmon, Med. Alaska ----- 3 00
- Salmon, Med. Alaska ----- 3 40
- Salmon, Pink Alaska ----- 2 25
- Sardines, 1m, 1/2, ea. ----- 10 28
- Sardines, 1m, 1/2, ea. ----- 25
- Sardines, Cal. ----- 1 35
- Tuna, 1/2, Curtis, doz. ----- 4 00
- Tuna, 1/4, Curtis, doz. ----- 3 20
- Tuna, 1/2 Blue Fin ----- 2 25
- Tuna, 1s. Curtis, doz. ----- 7 00

CANNED MEAT

- Bacon, Med. Beechnut ----- 3 20
- 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 00
- Beefsteak & Onions, s ----- 3 70
- Chili Con Ca., 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 85
- Vienna Saus., No. 1/2 ----- 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 ----- 1 25
- Snider, No. 2 ----- 1 95
- 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
- W. Beans, 10 ----- 7 50
- Green Beans, 2s ----- 1 65
- Green Beans, 10s ----- 7 50
- L. Beans, 2 gr. ----- 1 35
- Lima Beans, 2s, Soaked ----- 1 15
- Red Kid, No. 2 ----- 1 25
- Beets, No. 2, wh. ----- 1 75
- Beets, No. 2, cut ----- 1 10
- Beets, No. 3, cut ----- 1 60
- Corn, No. 2, stan. ----- 1 10
- Corn, Ex. stan. No. 2 ----- 1 10
- Corn, No. 2, Fan. ----- 1 80
- Corn, No. 10 ----- 8 00
- Hominy, No. 3 ----- 1 00
- 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 05
- Peas, No. 2, Sift. ----- 1 85
- June ----- 2 25
- Peas, No. 2, Ex. Sift. ----- 2 25
- E. J. ----- 2 25
- Peas, Ex. Fine, French ----- 25
- Pumpkin, No. 3 ----- 1 35
- Pumpkin, No. 10 ----- 5 00
- Pimentos, 1/4, each ----- 12 1/4
- Pimentos, 1/2, each ----- 37
- Swt' Potatoes, No. 2 1/2 ----- 2 25
- Sauerkraut, No. 3 ----- 1 35
- Succotash, No. 2, 16s ----- 2 50
- Succotash, No. 2, glass ----- 2 80
- Spinach, No. 1 ----- 1 25
- Spinach, No. 2 ----- 1 60
- Spinach, No. 3 ----- 2 25
- Spinach, No. 10 ----- 6 50
- Tomatoes, No. 2 ----- 1 20
- Tomatoes, No. 1 ----- 1 00
- Tomatoes, No. 10 ----- 6 00

CATSUP.

- Beech-Nut, small ----- 1 65
- Lily of Valley, 1 1/2 oz. ----- 2 25
- Lily 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 90
- Quaker, Gallon Glass ----- 12 00
- Quaker, Gallon Tin ----- 8 00

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

- OYSTER COCKTAIL.
- Sniders, 16 oz. ----- 3 30
- Sniders, 8 oz. ----- 3 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
- 1/4 lb. Pastelles ----- 3 40
- Langues De Chats ----- 4 80

- CHOCOLATE.
- Baker, Caracas, 1/4s ----- 37
- Baker, Caracas, 1/2s ----- 35
- COCOANUT
- Dunham's ----- 45
- 15 lb. case, 1/4s and 1/2s ----- 45
- 15 lb. case, 1/4s ----- 47
- 15 lb. case, 1/2s ----- 46

- CLOTHES LINE.
- Hemp, 50 ft. ----- 2 00
- Twisted Cotton, 50 ft. ----- 3 50
- Braided, 50 ft. ----- 2 25
- Sash Cord ----- 3 50

- GOLDEN BERRY BRAND
- FULL VALUE
- COFFEE
- HUME GROCER CO.
- ROASTERS
- MUSKOGOR, MICH.

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

- 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 1/4
- CONDENSED MILK
- Leader, 4 doz. ----- 7 00
- Bagle, 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

- DRIED FRUITS
- Apples
- N. Y. Fcy., 50 lb. box ----- 15 1/4
- N. Y. Fcy., 14 oz. pkg. ----- 16
- Apricots
- Evaporated, Choice ----- 28
- 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 1/4
- 50 @ 60, 25 lb. boxes ----- 09
- 40 @ 50, 25 lb. boxes ----- 09 1/2
- 30 @ 40, 25 lb. boxes ----- 09 1/2
- 20 @ 30, 25 lb. boxes ----- 09 1/2

- Worden Grocer Co. Brands
- Airedale ----- 35 00
- Havana Sweets ----- 35 00
- Hemeter Champion ----- 37 50
- Canadian Club ----- 35 00
- Little Tom ----- 37 50
- Tom Moore Monarch ----- 75 00
- Tom Moore Panetris ----- 65 00
- T. Moore Longfellow ----- 95 00
- Webster Cadillac ----- 75 00
- Webster Astor Foil ----- 75 00
- Webster Knickbocker ----- 95 00
- Webster Albany Foil ----- 95 00
- Bering Apollon ----- 95 00
- Bering Palmitas ----- 115 00
- Bering Diplomatica ----- 115 00
- Bering Dellosos ----- 120 00
- Bering Favorita ----- 135 00
- Bering Albas ----- 150 00

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

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

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

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

- Lozenges Pails
- A. A. Pep. Lozenges ----- 15
- A. A. Pink Lozenges ----- 15
- A. A. Choc. Lozenges ----- 18
- Motto Hearts ----- 19
- Malted Milk Lozenges ----- 21

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

- Cough Drops Bxs
- Putnam's ----- 1 35
- Smith Bros. ----- 1 60
- Package Goods
- Creamery Marshmallows ----- 85
- 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

GELATINE



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

JELLY AND PRESERVES

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

JELLY GLASSES

8 oz., per doz. --- 36

OLEOMARGARINE

Van Westenbrugge Brands
 Carload Distributor



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

**Wilson & Co.'s Brands
 Oleo**

Certified --- 24
 Nut --- 18
 Special Roll --- 19

MATCHES

Swan, 144 --- 4 20
 Diamond, 144 box --- 5 00
 Searchlight, 144 box --- 5 00
 Ohio Red Label, 144 bx 4 20
 Ohio Blue Tip, 144 box 5 00
 Ohio Blue Tip, 720-1c 4 00
 Ohio Blue Tip, 720-1c 4 00
 *Blue Seal, 144 --- 4 85
 *Reliable, 144 --- 4 00
 *Federal, 144 --- 5 00
 *1 Free with Ten.

Safety Matches

Quaker, 5 gro. case --- 4 50

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
 Filberts, 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

Shelled

Almonds --- 60
 Peanuts, Spanish, --- 12
 12 1/2 lb. bags --- 32
 Filberts --- 89
 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
 1 Gal. Glass Jugs, Pla. 1 00
 5 Gal. Kegs, each --- 8 00
 3 1/2 oz. Jar, Stuff., doz. 1 35
 6 oz. Jar, Stuffed, doz. 2 25
 9 1/2 oz. Jar, Stuff., doz. 3 50
 1 Gal. Jug, Stuff., ds. 3 40

PARIS GREEN

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

PEANUT BUTTER



Bel Car-Mo Brand
 24 1 lb. Tins ---
 8 oz., 2 do. in case ---
 15 lb. pails ---
 25 lb. pails ---

PETROLEUM PRODUCTS.

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

ISO-VIS MOTOR OILS

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



Iron Barrels
 Light --- 65.1
 Medium --- 65.1
 Heavy --- 65.1
 Special heavy --- 65.1
 Extra heavy --- 65.1
 Polarine "F" --- 65.1
 Transmission Oil --- 65.1
 Finol, 4 oz. cans, doz. 1 50
 Finol, 8 oz. cans, doz. 2 25
 Parowax, 100 lb. --- 9.3
 Parowax, 40, 1 lb. --- 9.5
 Parowax, 20, 1 lb. --- 9.7



Semdac, 12 pt. cans 2.75
 Semdac, 12 qt. cans 4.65

PICKLES

Medium Sour
 5 gallon, 400 count --- 4 75
Sweet Small
 16 Gallon, 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

PLAYING CARDS

Battle Axe, per doz. 2 65
 Bicycle --- 4 75

POTASH

Babbitt's, 2 doz. --- 2 75

FRESH MEATS

Beef
 Top Steers & Heif. --- 26
 Good St'rs & H'F, 15 1/2@24
 Med. Steers & Hei. --- 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 --- 14

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 3/4
 60 lb. tubs --- advance 1/4
 50 lb. tubs --- advance 1/4
 20 lb. pails --- advance 1/4
 10 lb. pails --- advance 1/4
 5 lb. pails --- advance 1
 3 lb. pails --- advance 1
 Compound tierces --- 13
 Compound, tubs --- 13 1/4

Sausages

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

Smoked Meats

Hams, Cer. 14-16 lb. @29
 Hams, Cert., Skinned 16-18 lb. @28
 Ham, dried beef --- @44
 Knuckles --- @44
 California Hams --- @17 1/2
 Picnic Boiled --- @25
 Hams --- 20 @25
 Boiled Hams --- @45
 Minced 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 3/4
 Fancy Head --- 07

ROLLED OATS

Silver Flake, 12 New --- 2 25
 Process --- 2 25
 Quaker, 18 Regular --- 1 80
 Quaker, 12s Family --- 2 70
 Mothers, 12s, China --- 3 80
 Nedrow, 12s, China --- 3 25
 Sacks, 90 lb. Jute --- 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
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 1/2
 doz. --- 1 40
 Wood boxes, Pure --- 29 1/2
 Whole Cod --- 11 1/2

HERRING

Holland Herring
 Mixed, Keys --- 1 00
 Mixed, half bbls. --- 9 00
 Mixed, bbls. --- 16 00
 Milkers, Kegs --- 1 10
 Milkers, half bbls. --- 10 00
 Milkers, bbls. --- 18 00
 K K K K Norway --- 19 50
 8 lb. pails --- 1 40
 Cut Lunch --- 1 65
 Boned, 10 lb. boxes --- 17

Lake Herring

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

Mackerel

Tubs, 100 lb. fncy fat 24 50
 Tubs, 50 count --- 8 00
 Pails, 10 lb. Fancy fat 1 75

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

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

STOVE POLISH

Blackex, per doz. --- 1 35
 Black Silk Liquid, dz. 1 40
 Black Silk Paste, doz. 1 25
 Enameline Paste, doz. 1 35
 Enameline Liquid, ds. 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. --- 4 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
 23 lb. bags, Table --- 42
 Old Hickory, Smoked, 6-10 lb. --- 4 50



Per case, 24, 2 lbs. --- 3 40
 Five case lots --- 2 30
 Iodized, 24, 2 lbs. --- 3 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
 Grandma 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 lge. 3 50
 Quaker Hardwater --- 2 85
 Cocoa, 72s, box --- 4 00
 Fairbank Tar, 100 bx 4 00
 Triby Soap, 100, 10c 7 25
 Williams Barber Bar, 9s 50
 Williams Mug, per doz. 48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx 3 75
 Bon Ami Cake, 3 dz. 3 25
 Brillo --- 85
 Chlmaline, 4 doz. --- 4 20
 Grandma, 100, 5c --- 3 55
 Grandma, 24 Large --- 4 00
 Gold Dust, 100s --- 3 20
 Gold Dust, 12 Large --- 4 25
 Golden Rod, 24 --- 4 60
 La France Laun., 4 dz. 3 40
 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
 Sanl Flush, 1 doz. --- 2 25
 Sapolio, 3 doz. --- 3 15
 Soapine, 100, 12 oz. --- 6 40
 Snowboy, 100, 10 oz. 4 00
 Snowboy, 24 Large --- 4 80
 Speedee, 3 doz. --- 7 20
 Sunbrite, 72 doz. --- 4 00
 Wyandotte, 48 --- 4 75

SPICES

Whole Spices
 Allspice, Jamaica --- @25
 Cloves, Zanzibar --- @38
 Cassia, Canton --- @22
 Cassia, 5c pkg., doz. @40
 Ginger, African --- @19
 Ginger, Cochin --- @25
 Mace, Penang --- 1 39
 Mixed, No. 1 --- @32
 Mixed, 5c pkgs., doz. @45
 Nutmegs, 70@90 --- @59
 Nutmegs, 105-1 10 --- @59
 Pepper, Black --- @46

Pure Ground in Bulk

Allspice, Jamaica --- @35
 Cloves, Zanzibar --- @46
 Cassia, Canton --- @28
 Ginger, Corkin --- @35
 Mustard --- @32
 Mace, Penang --- 1 39
 Pepper, Black --- @55
 Nutmegs --- @59
 Pepper, White --- @80
 Pepper, Cayenne --- @37
 Paprika, Spanish --- @45

Seasoning

Chill Powder, 15c --- 1 35
 Celery Salt, 3 oz. --- 95
 Sage, 2 oz. --- 90
 Onion Salt --- 1 35
 Garlic --- 1 35
 Ponelety, 3 1/2 oz. --- 3 25
 Kitchen Bouquet --- 4 50
 Laurel Leaves --- 20
 Marjoram, 1 oz. --- 90
 Savory, 1 oz. --- 90
 Thyme, 1 oz. --- 90
 Tumeric, 2 1/2 oz. --- 90

STARCH

Corn
 Kingsford, 40 lbs. --- 11 1/4
 Powdered, bags --- 4 50
 Argo, 48, 1 lb. pkgs. 3 60
 Cream, 48-1 --- 4 80
 Quaker, 40-1 --- 07 1/2

Gloss

Argo, 48, 1 lb. pkgs. 3 60
 Argo, 12, 3 lb. pkgs. 2 96
 Argo, 8, 5 lb. pkgs. --- 3 35
 Silver Gloss, 48, 1s --- 11 1/4
 Elastic, 64 pkgs. --- 5 35
 Tiger, 48-1 --- 3 30
 Tiger, 50 lbs. --- 06

CORN SYRUP

Corn
 Blue Karo, No. 1 1/2 --- 2 63
 Blue Karo, No. 5, 1 dz. 3 67
 Blue Karo, No. 10 --- 3 47
 Red Karo, No. 1 1/2 --- 2 91
 Red Karo, No. 5, 1 dz. 4 05
 Red Karo, No. 10 --- 3 85

Imit. Maple Flavor

Orange, No. 1 1/2, 2 dz. 3 36
 Orange, No. 5, 1 doz. 4 75

Maple.

Green Label Karo --- 5 19

Maple and Cane

Kanuck, per gal. --- 1 50
 Kanuck, 5 gal. can --- 6 50

Maple

Michigan, per gal. --- 2 50
 Welch's, per gal. --- 3 25

TABLE SAUCES

Lea & Perrin, large --- 6 00
 Lea & Perrin, small --- 3 35
 Pepper --- 1 60
 Royal Mint --- 2 40
 Tobasco, 2 oz. --- 4 25
 Sho You, 9 oz., doz. 2 25
 A-1, large --- 4 75
 A-1 small --- 3 15
 Capet, 2 oz. --- 3 30

TEA

Japan
 Medium --- 27@33
 Choice --- 37@46
 Fancy --- 54@59
 No. 1 Nibbs --- 54
 1 lb. pkg. Sifting --- 13

Gunpowder

Choice --- 40
 Fancy --- 47

Ceylon

Pekoe, medium --- 57

English Breakfast

Congou, Medium --- 28
 Congou, Choice --- 35@36
 Congou, Fancy --- 42@43

Oolong

Medium --- 39
 Choice --- 45
 Fancy --- 50

TWINE

Cotton, 3 ply cone --- 40
 Cotton, 3 ply Balls --- 42
 Wool, 6 ply --- 138

VINEGAR

Cider, 40 Grain --- 27
 White Wine, 80 grain --- 25
 White Wine, 40 grain --- 19

WICKING

No. 0, per gross --- 80
 No. 1, per gross --- 1 25
 No. 2, per gross --- 1 50
 No. 3, per gross --- 2 30
 Peerless Rolls, per doz. 90
 Rochester, No. 2, doz. 50
 Rochester, No. 3, doz. 2 00
 Rayo, per doz. --- 75

WOODENWARE

Baskets

Bushels, narrow band, wire handles --- 1 75
 Bushels, narrow band, wood handles --- 1 80
 Market, drop handle --- 90
 Market, single handle --- 95
 Market, extra --- 1 60
 Splint, large --- 8 50
 Splint, medium --- 7 50
 Splint, small --- 6 50</

OUT AROUND.

(Continued from page 16)

During the five day trip I started to describe on page 16, I had the pleasure of greeting probably 100 merchants, most of whom were in their stores when I called. I met only one merchant who was not glad to see me and who failed to greet me cordially and in some cases effusively. The one exception was Joseph Smith, of Acme, who had gotten out of touch with the paper because he has not been reading it lately. I cannot do any merchant good unless he reads my paper. He soon loses interest in the paper and comes to regard me as an enemy instead of a friend. Mr. Smith will not be bothered with my annual calls hereafter, for which I suppose he will be profoundly thankful.

At Traverse City I had the pleasure of calling on my life-long friend, Frank Hamilton, who will celebrate his 80th birthday in November. He is still hale and hearty. After serving Grand Traverse county nineteen years as chairman of the road commission, he has given the board of supervisors peremptory notice that he is not to be re-elected for another term in November. In many directions out of Traverse City I found permanent markers of the Hamilton Way, which is the delightful manner in which his co-workers and the people of the Grand Traverse region have taken to perpetuate his memory and connect his name with the wonderful work he accomplished in the line of road improvement.

Mr. Hamilton is of the opinion that Northern Michigan now needs John I. Gibson more than it ever did in the past to work out the great problem of resort development, which is first and foremost in the minds and hearts of Northern Michigan people.

If I were a resident of Traverse City I would hire the biggest hall in the city and undertake a celebration of Mr. Hamilton's birthday in a manner in keeping with so great an event. Mr. Hamilton has been a resident of Traverse City about sixty years and has been first and foremost in every movement for the public good. No good cause has ever received a deaf ear when presented to him. I think I am within the truth when I say that most of the good which has been accomplished in the Grand Traverse region originated with him.

The recently organized Burns Grocery Co. is nicely established on South Union street, only one block from the main business street.

At Elk Rapids I found the merchants much concerned over the closing out of their only dry goods store. The occasion of Mr. Krausman's retirement was very generally attributed to the falling off in the volume of his sales, due to the fact that he did not keep his stock complete and up-to-date. I cannot conceive of a better location for a dry goods store than Elk Rapids. The merchants of Elk Rapids would give such an establishment hearty welcome and cordial co-operation. In speaking of the matter, Charles B. Carver, President of the Elk Rapids State Bank, stated:

"The store in question is 25 by 80 feet, inside measurement. It is a splendid brick building and is as well located as any store in town.

"In regards to Elk Rapids, will say that I do not think I am out of the way when I say that Elk Rapids is coming to the front faster than any other small town in Northern Michigan. While we have no manufacturers, we are in the center of a prosperous farming community and our tourist business is very heavy. We have seen a very decided increase this season and the people coming to Elk Rapids seem to be very high-class. Our bank deposits show a constant and substantial increase, and the people of this entire region feel greatly encouraged.

"At the present time there is no place in Elk Rapids to buy a pair of socks or pocket handkerchief; neither can I find a place to buy a shirt or pair of garters. What we need now is a store which will carry a line of shoes, rubbers, gents' furnishings and dry goods.

"The ordinary country merchant would hardly fill the bill. The tourist business for about three months in the year is very heavy and they demand a high-grade merchandise and are willing to pay for it.

"This store can be rented at \$50 per month and a five or even ten year lease would be given to the right party. The building is heated by a stove which is one of these affairs which help circulate the heat, and I am sure has been very satisfactory and very economical."

At Charlevoix I was told that the hotels have had the best resort business for several years. The landlord of the Belvedere told me he has had the best August in the history of his hotel and that the season as a whole has been better than any previous year since 1920.

Of course I dug up my friend Winternitz at Charlevoix, took him with us for the afternoon to Petoskey and Walloon Lake and treated him to a good dinner at the Wolverine Hotel, at Boyne City. He plans to remain at Charlevoix until the first frost comes to the relief of his hay fever. He will then hie himself to the Stowaway, at Lamont, where he will try conclusions with the expert whist players who occasionally frequent that resort.

I had never circumnavigated Walloon Lake, which is regarded as a wonderful body of water because of the beauty of its shores and the fact that it is 115 feet above the level of Lake Michigan. John A. Lake, the Petoskey druggist, started me out in the right direction. I was pleased to find a hard surfaced road all the way down U. S. 131 to Walloon Lake station, on the G. R. & I. I was even more pleased to watch the wonderful chain of high hills in continuous procession on the left side of the highway, which are especially attractive at this season of the year. The road from Walloon Lake station East to the lake and around the lake to Boyne City is largely cement, which, of course, adds greatly to the pleasure of the tourist.

At Boyne City I met our scholarly and sedate correspondent, Charles T. McCutcheon, who is now devoting his entire time and attention to the real estate business. He has a summer cottage at Walloon Lake and expects to witness great activity in the lands bordering that beautiful body of water in the near future. Mr. McCutcheon has had the good fortune to receive an exclusive agency for the sale of the Von Platen lands in that vicinity from the Michigan Trust Co. and expects to make good on that commission, as he has on every other endeavor he has undertaken to work out in the past. I regard Mr. McCutcheon as one of the greatest assets of the Pine Lake—excuse me, Charlevoix Lake—region, because of his fairness, farsightedness and high sense of honor. My only regret

is that he does not send us a news letter every week, instead of every month.

Mr. McCutcheon directed me to a wonderful road to Charlevoix which I was not aware was in existence. It is a county road out of Boyne City, which follows the West shore of the North arm of Charlevoix Lake for six miles, then turns West to the South arm, where a crossing is effected by means of a power ferry which can carry four automobiles at a time. The ferry is maintained by the county and absolutely free service is given during the ordinary hours of travel. The road to Charlevoix from the ferry is very good.

While at Manistee en route home I had the good fortune to meet Phil Schnorbach, the son of a pioneer grocer of Muskegon who masqueraded under the same name. Mr. Schnorbach is now President and General Manager of the Filer Fiber Co. Mr. Schnorbach's father died when the young man was only fourteen years old and he and the other children, with the assistance of the widow, continued the grocery business for several years. He retains vivid memories of the old-time traveling men, including Steve Sears, Dave Smith, H. Formack, Will Keasey, Dick Savage, Manley Jones and others and some of the reminiscences he has stored up in his head regarding these men are exceedingly interesting.

I also had the pleasure of meeting John H. Rademaker, Manager of Ruggles & Rademaker, who own and operate the largest salt works in the

FAST SELLING IONIA FLOWER POTS

Fancy, Plain or Assorted.

If we send you this crate of quick sellers we will sell you more.

36 — 4 in. pots and saucers @ 2½c	\$.90
36 — 5 in. pots and saucers @ 5c	1.80
24 — 6 in. pots and saucers @ 7c	1.68
12 — 7 in. pots and saucers @ 11c	1.32
6 — 8 in. pots and saucers @ 16c	.96

Total net.....\$6.66

You can double or treble your money on this assortment.

IONIA POTTERY COMPANY
IONIA, MICHIGAN

Shelving that displays

Now you can have shelving which displays your merchandise. Notice how the sloping front of Sanidura Display Shelving brings all the merchandise into prominence.

Whether you completely equip your store or use single units, Sanidura Shelving is very desirable, because it is easily set up and gives a more attractive appearance to your store. The shelving is sanitary and durable—sanitary because vermin cannot exist in it and durable because it is made of steel and assembled by electrical welding.

This steel shelving costs no more than good wood shelving, yet it lasts a lifetime. It will pay you to equip your entire store with Sanidura Display Shelving.

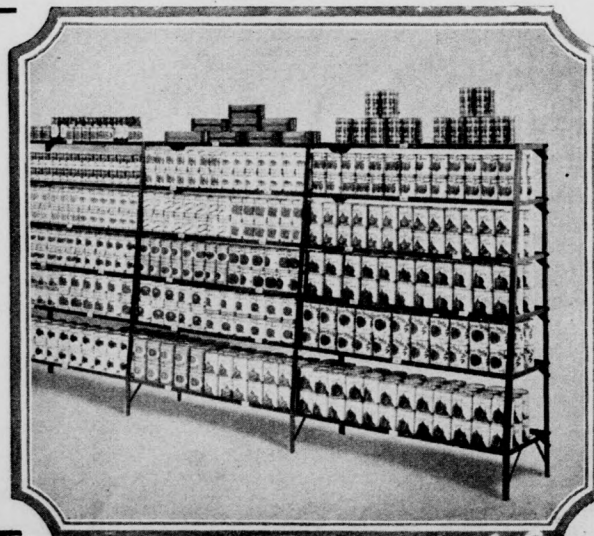
THREE MODELS

- Six shelves high, sloping front
- Seven shelves high, sloping front
- Seven shelves high, straight front.

Write for prices and name of jobber in your territory

UNITED STEEL & WIRE COMPANY

14 FONDA AVE., BATTLE CREEK, MICHIGAN



world. Mr. Rademaker gave me some figures which made me very sad. He said the scientific men who have given the matter consideration assert that Manistee is underlaid with six strata of salt and two of chemical, but that at the present rate of consumption both salt and chemical will be entirely exhausted in exactly 179,000,000 years. I shudder to think of the awful things in store of our unfortunate descendants at the end of this period.

At Pentwater I was informed that Harry Royal and his sons had purchased a business lot, 40 x 171 feet in dimensions, and were erecting a business block for the Pentwater News, 40 x 33 feet in size. Later they will cover the remainder of the lot with buildings adapted to mercantile purposes and potato storage.

At the suggesting of Mr. Daggett, the meat dealer, I inspected the cement road to the bathing beach and the horseshoe pavement around the beach. Both are all that could be desired.

At Whitehall I learned that the Gee & Carr Co. plans to add a new department to its hardware and furniture establishment. It will be a line of novelties grouped under the heading of 5 cent to \$1 goods.

One of the most interesting stores I visited on the trip was that of Truman M. Smith, at Onckama. It is a general store, conducted twenty years by the present owner. It has a hot water heating plant installed by Mr. Smith with his own hands.

I cannot conceive a more beautiful trip than the one from Grand Rapids to Little Traverse Bay over U. S. 31. I ordinarily divert to M 22 at Beulah and follow that wonderful thoroughfare around through Leland, Northport, Sutton's Bay and Omena to Traverse City, but reports I received regarding somewhat unpleasant detours incident to the construction of improved roadway over a portion of this route deterred me from covering that delightful thoroughfare this year.

I have been in the habit of covering this route every year for twenty years, but I have never seen the country look so prosperous as it does this season. Bankers along the line told me their deposits have shown considerable increase during the summer and that greater accessions are expected from the marketing of the fall crops. The fruit crop has been large and good prices have prevailed. Potatoes, beans and corn look good and will probably achieve new records. I failed to find a single merchant who conducted a clean and up-to-date store who did not report a satisfactory summer's business. We were very fortunate in the selection of our hotels. Our first stop was at the Commercial Hotel, Pentwater, where good cookery prevails to an alarming extent. Everything placed on the table is so inviting and appetizing that it is difficult to call a halt when the stomach is satisfied. Two nights were spent at the Hotel Chippewa—one going and one returning—with very satisfactory results. Landlord Nelson is playing to big business these days, which he richly deserves. He is the ideal landlord in many respects, and his guests are al-

ways loath to say good bye when the time comes for them to move on. The Park Place, at Traverse City, is the same restful, homey hotel it has been for fifty years. Landlord Holden's long experience as manager has certainly served him to good purpose. At Charlevoix the Belvedere is in a class by itself. Remote from the activities of the town district, it offers rare opportunity for rest and relaxation. At Muskegon, en route home, we discovered that Landlord Swett, of the Occidental, had added to his dinner line a special \$1.25 dinner which is a little more ample and elongated than his famous \$1 dinner. It ought to be very popular with the traveling public.

E. A. Stowe.

Verbeck Imparts More News and Sage Advice.

(Continued from page 23)

did not prove profitable. As a beverage the snow waters trickling down the sides and through the gullies of Old Baldy, are most refreshing, and when we find it piped into cabins, conveniently so.

This is certainly some attractive place. Up to within a short distance of the timber-line, with almost an entire absence of insects, wonderful atmosphere, associated with a convenient trading place and only two and one-fourth hours from the city of Los Angeles, ought to be extremely popular, and yet there is a sort of quiet and feeling of privacy most acceptable to those who frequent this resort.

Here one sits on the front porch of an evening viewing the lights of fifty cities, and yet many things might happen therein of which the knowledge of the occurrence would be communicable only through the newspaper channels. And one's appetite lingers on.

The highway reaching up here is most wonderful—just another cog in that wheel of transportation for which California is famous. For thirty miles we enjoy the pavement of Foothill Boulevard, and the rest of the distance is accomplished over a hard surfaced road, so constructed that you feel safe and comfortable. The grades are not too difficult, the width is amply adequate to the present requirements of traffic; but at that improvements are being constantly made without inconvenience to the traveler, who has already learned that out here in California a satisfactory "detour" is prepared before new construction begins.

I receive a great many letters from old friends and acquaintances in Michigan, mostly hotel operators and commercial emissaries. I try to answer the most of them and hope I am successful. Here is one from an old traveler who stopped with me for many years in which he sends me a glowing account of the success of the Commercial (formerly Clendee) Hotel, operated by Mrs. Sampson, at Pentwater. I wish I could publish it verbatim, but my batting limit has almost been reached for this issue. However, when he says that it "is the very best hotel I visit on my entire route," he is certainly making a qualifying statement which, according to my own personal observation, is well deserved. After the Clendee was taken over by Mrs. Sampson, two years ago, it was completely improved and refurnished, began providing surpassing meals, and easily arrived without delay. I am glad this excellent lady is receiving the patronage she so justly deserves.

National politics again makes its invasion of homes and hotels, hovels, palaces and trains. Everybody, everywhere, is preparing to be in a state of frenzy by the time election day comes in November.

Between now and then will be arguments and fights, ill feeling and broken friendships. The business of electing a president takes on a personal aspect in the mind of the average American.

Everyone thinks that whatever he or she thinks or does will have some influence in the National decision. Everyone thinks that he or she will in some way benefit by the victory of the favorite party.

Happily, they believe it only to a very slight degree, when the analysis is really made; for they all know down deep in their hearts it will not make much, if any, difference one way or the other in their private life. Everyone knows that the country will rock along, comfortably prosperous, as it always has, no matter who is elected.

Still everyone—almost—is taking a mighty interest in the election. It is the great American spectacle—an opportunity for blowing off pent-up patriotism, but it wont hurt anyone.

Frank S. Verbeck.

Pleasures of Boating on Unfrequented River Reaches.

(Continued from page 20)

up the waters from San Francisco and established his Fort because of the charm and convenience of its transportation. The rush for gold after '48 obscured the origin of the town; but gold is comparatively an insignificant crop now, though it is still taken from the sands in paying quantities every year. But the river remains. Because of the river, this vast valley of marvelous fertility endures. Because of the waters, fertility will continue and result in production now undreamed of.

As an avenue of commerce, the river is of recognized importance—though even so the recognition is inadequate; but as a highway and terminal for boatmen, the port of Sacramento is a joke.

A few dollars, the cost of a few miles of highway, would provide the city with one of the choicest landing and mooring harbors for small boats that could be found anywhere. But the visitor must find his own way, the meagerest information being almost unobtainable, to such anchorage as he can get; and the best he gets is the hospitality of a modestly outfitted boat works, the owner whereof extends what he has with hearty good will, but has what is no credit to a prosperous capital city of a great state.

There is no landing place that a lady can use with comfort or even complete safety. From the boat works one must creep up a series of unsteady planks on the sandy bank, across the river from the city, thence across an untidy bridge constructed more for rail and auto travel than for foot passengers, and so find one's way into a city which holds within it abundance of beauty and convenience for all except those who still utilize its first, most obvious and most valuable means of entrance.

Paul Findlay.

Imprints in Apple Made of Soap Indict Thief.

Breslau, Aug. 31—An unusual clue to the capture of two burglars guilty of a series of baffling crimes. One of the robbers, while ransacking an apartment, had picked up an apple from the kitchen table and started to bite it. The fruit was imitation and made of soap. He dropped it quickly, probably in disgust. Police used the teeth marks later to identify a captive under suspicion.

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—A complete department store in the best town in the Thumb of Michigan. Dry goods, clothing, shoes, groceries, ready-to-wear, etc. Reasons for selling, expanding outside interests. Does \$100,000 business a year on a \$20,000 stock. Making money each year. Only ones who mean business need write. Building for rent or sale. Address No. 929 c/o Michigan Tradesman. 929

MANUFACTURERS OF A PRODUCT of thirty-seven years' standing want to hear from several salesmen able to take a sideline that has held and built itself where properly introduced. Men who have been on their territory some time and have made the smaller communities closely are wanted. To several such who appreciate the significance of tomorrow and value a sound year to year addition to income—we will give active co-operation, exclusive territory and full sales credits. Give details; territory—how covered, lines, etc. Address No. 930, c/o Michigan Tradesman. 930

DISTRIBUTOR — JOBBER — With established trade, desired by importers of high-grade Swiss chocolates and confections. Exclusive territorial rights for financially responsible party. Bany & Kuhn, Inc., 189 Duane St., New York, N. Y. 932

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 fixtures await you. Act at once. J. C. Krausman, Elk Rapids, Mich. 933

FOR SALE—Bargain in combination country store and gas station. Good location, on four corners. One acre ground. Splendid eight-room brick residence. Separate frame store building, small warehouse, large poultry house. Fine opening for enterprising man. Present owner too old. Price, including real estate, stock and poultry \$5,500. Reasonable terms. Hardt & Clarke, South Haven, Mich. 931

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—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

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

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—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 LEVINSOHN, Saginaw, Mich.

CASH FOR MERCHANDISE

Will Buy Stocks or Parts of Stocks of Merchandise, of Groceries, Dry Goods, Shoes, Rubbers, Furniture, etc. N. D. GOVER, Mt. Pleasant, Mich.

Consult someone that knows Merchandise Value.

GET YOUR BEST OFFER FIRST. Then wire, write or phone me and I will guarantee you in good American Dollars to get you more for your store or plant of any description.

ABE DEMBINSKY

Auctioneer and Liquidator
734 So. Jefferson Ave., Saginaw, Mich.
Phone Federal 1944.

Buyers inquiring everyday—

Items of Interest To Grand Rapids Council.

We have always considered Past Counselor Claude R. Lawton a confirmed bachelor, but recent happenings have convinced us that there is no such man as a "confirmed bachelor." Even those who appear to stand the firmest frequently fall, even as did Brother Lawton, when last Thursday he led to the altar Miss Margaret Herrmann, of Grand Rapids. The happy couple are now in the East on a honeymoon trip, after which they will return to Grand Rapids, which will be their future home. Grand Rapids Council extends their congratulations and best wishes for a happy, prosperous life.

Last March, when Brother A. A. Weeks was on a business trip to Mississippi, he had the misfortune to fall and break his hip. This occurred in the town of McComb, Miss. However, it is not always gloomy to the man who carries sunshine in his own heart and Brother Weeks gives us a fine report on the wonderful treatment he received at the hands of the members of Council No. 576 of McComb. The secretary of the Council, J. L. Causey, sent his stenographer to the hospital each day and kept Brother Weeks' correspondence with his trade up-to-date in a very efficient manner. The members of McComb Council carried Brother Weeks on a stretcher from the hospital to the Council rooms and up two flights of stairs on two occasions that he might be present at their meetings. This is real fraternalism. Mr. Weeks represents the W. R. Roach & Co., resides in Belding, and has been a member of No. 131 for more than twenty years.

Sentinel B. C. Saxton has returned from his vacation, which he spent at Big Star Lake fishing. He brought back a healthy color, good reports of the catches he made and some snapshots to prove his statements. The snapshots seem to have been shown a number of times or were taken quite a while ago.

W. J. Parks, brother-in-law of our member, William Riggs, who resides at Butler, Pa., spent a two weeks' vacation with him, touring Northern Michigan and Canada. As a place to spend a vacation, Brother Riggs says Canada is without an equal; so cool and refreshing.

Past Counselor Dan M. Vieregger is to be congratulated on his very fine position with the Kinsey Motors, Inc. He is general sales manager, having full charge of the sales department and we feel that a man who has the opportunity of selling the deluxe line of Oldsmobiles is in position to make many friends, to earn an adequate income and to establish himself in the largest industry of the country, which is still developing, not so much in numbers as in superior performance, luxury and elegance of the product.

The Council was further strengthened at the first meeting in September by the following additions: William Dineen, Jr., living at 2138 Wealthy street and representing the United Grape Products Co., of Buffalo, N. Y.; Fred H. O'Boyle, residing at 404 Orange street, Greenville, and repre-

senting the Wolverine Spice Co., Grand Rapids. William G. Weimer was received on a reinstatement transfer from Ft. Wayne Council, No. 212. He resides at 853 Hazen street and represents the Hunter Machinery Co., dealing in contractors' equipment. Another member by transfer, who will be among his old friends, is L. F. Allen, who comes from Seattle Council, No. 83. He was formerly with the Davenport-McLaughlin Institute, in charge of sales instruction, but is now with the Holland Furnace Co., of Holland, and Cedar Rapids, Iowa, doing special sales training at their branches throughout the country.

Some of our members have a resourcefulness which is almost a secret, owing to their usual modesty and the fact that they are too busy to advertise their many qualifications for useful endeavor. It is not always true that because a man sells hardware he can use it effectively, but Brother Lawrence Pettingill, it has just been discovered is a competent builder. He and his father are completing a garage at Bitely, which will be the first unit to be completed in their building program, which will include an artistic cottage, quite complete in modern convenience and comforts.

Two weeks ago to-day (and I will not tell you what day I am writing this) our genial secretary-treasurer A. F. Rockwell, while fishing on Wall Lake, just at sunrise, had all the thrills which go with catching and landing unaided a seven pound wall-eyed pike which measured twenty-five and a half inches in length. This was one of the largest taken from Wall Lake this year and it required fully thirty minutes to land it, as it was some game fish.

The scribe is very glad to report that Mrs. Gilbert H. Moore, who was so seriously ill at the Petoskey convention, has made gradual recovery during the summer and has almost regained her former health and strength. Her many friends in the Council and elsewhere will be glad to learn of her continued improvement.

Herman Balk, who lives at 5447 Livingston avenue, and has been in the employ of Brown & Sehler for the past fifteen years, left Grand Rapids on Sept. 4 to make his future home in California. He is driving to his destination in a Reo car. When located in California, he expects to be in charge of the advertising of a large manufacturing enterprise. The best wishes of the entire Council go with him to his new home and new sphere of activity.

Mr. and Mrs. William Bosman recently returned from another honeymoon trip around Western Michigan and through the famous dells of Wisconsin.

About three years ago the St. Paul Council, of St. Paul, Minn., organized an employment bureau which has done unusual work. For some reason there has been some hesitancy about this opportunity for service to members in some of the other states. All Grand Councils have now realized that this is one of the best things they can do, and the St. Paul idea is being adopted elsewhere. The purpose of this bureau

is to bring a brother in contact with a position for which he is fitted and also to investigate the company and the proposition offered and thus avoid many disappointments. Such high grade skilled service will be appreciated alike by the employing firm as well as the salesman. The Grand Council of Michigan is now organizing such a bureau, with Brother L. V. Pilkington, of Grand Rapids Council, as one of the members of said bureau.

Senior Counselor Henry T. Koessel, at the meeting held Sept. 1, appointed the following members on a committee to arrange for and conduct a series of dances this fall and winter:

Martin Vermaire, chairman.

Gilbert H. Moore.

F. W. Walter.

W. S. Riggs.

R. P. Dolson.

Bert Saxton.

It is our judgment that this committee will do effective team work and the membership will be assured of several opportunities to have a real good time. Dancing in moderation (not marathons) is conceded by authorities on the subject to be the best exercise which can be indulged in and we hope to see our members attend these parties in large numbers.

Past Counselor Arthur Borden has just returned from a trip through Kentucky and has started on a trip through Wisconsin in the interests of the Grand Rapids Hardware Co.

The membership will be very happy to know that Brother P. H. Fox, who has been quite ill the past few months is now able to be down town, greeting his old friends with the glad hand. He expects to return to work very soon with the National Grocer Co. Brother Fox has made what might be termed a long-distance record, having served that house faithfully for about forty-six years and is still going strong.

The business men of Bangor are feeling very good over the new hotel in their city. The former Bangor Hotel has been refurnished, much of it redecorated, and it is now operated as the Dixie Hotel. The dining service is made an attractive feature of the hotel. The lobby has a new Majestic radio and traveling men will find real hospitality awaiting them. The new proprietress is Mrs. N. Willis, formerly of Chicago, where she managed a very popular tea room and also a large fashionable family hotel. She brings to Bangor the benefit of her experience and is maintaining a hotel which is a real credit to the city.

L. L. L.

New Investment House.

Announcement is made of the organization of Eifert, Geistert & Co. to deal in investment securities. This house is an important addition to the Grand Rapids list of investment houses, the principals being well known to Western Michigan investors. Both are men of long experience in buying and marketing securities, having been actively engaged in the investment banking business for approximately fifteen years.

Earl C. Eifert was formerly a member of the investment firm of Howe,

Snow & Bertles, Inc. Lewis A. Geistert was formerly a member of the investment firm of Perkins, Everett & Geistert, and for the past five years has been associated with A. E. Kus-terer & Co.

Eifert, Geistert & Co. will specialize in originating and distributing conservative investment securities. The house is located in a suite of rooms at 507-511 Grand Rapids Trust building



Earl C. Eifert.

and opened for business Sept. 4. Important and influential connections have been established with New York and other financial centers, equipping the organization to render a complete and efficient investment service.

The board of directors is composed of R. W. Hook, President Grand Rapids Metalcraft Corporation; H. C. Wil-



Lewis A. Geistert.

marth, Secretary and Treasurer, Grand Rapids Store Equipment Corporation; Milo Schuitema, President Tisch-Hine Co.; A. A. Ginsburg, Vice-President and General Manager Hayes Body Corporation; A. B. Herpolsheimer, President Herpolsheimer Co., in addition to Mr. Eifert and Mr. Geistert.

A man with a 50 per cent. brain, who keeps on, can beat a man with a 100 per cent. brain who flits away from opposition and seeks for jobs that can be done easily.

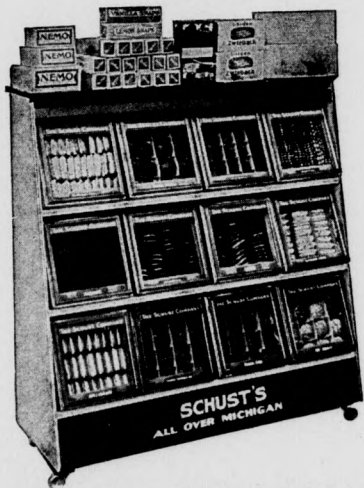


17 Million Royal Cook Books have been distributed to the housewives of this country, and they are a constant reminder of Royal Baking Powder. It will pay you well to devote sales effort to Royal, the cream of tartar baking powder.

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

**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

Increased Demand

for a product depends upon *high quality*, full satisfaction guaranteed.

Right Price . . . to the consumer.

Protection . . . to the dealer's profit.

All three have been vital factors in the ever increasing demand for

K C Baking Powder

No better at any price

25 ounces for 25¢

(more than a pound and a half for a quarter)

Same price for over 35 years

The price is established . . . it is plainly shown on the label.

That Protects Your Profits

*Millions of Pounds Used by Our
Government*

FOR RENT—Shelf space in a modern grocery available on long term lease to products of proven merit. References required as to manufacturer's reputation, advertising support, "turnover" capacity and ability to pay good rental. Owner will do everything possible to insure the most desirable activity. — The Wide-Awake Grocery, 711 Prosperity Ave.

How much rent do the products on your shelves pay for the space they occupy ?

Every square foot of your shelf space is worth money. Every product that occupies it should ring your cash register often enough to pay you a satisfactory "profit-rental."

Procter & Gamble products, because of their quality, the reputation of their makers and the constant advertising which keeps them fresh in the minds of your customers, pay more than a fair share of your shelf space rental. They can pay an even greater rental if you give them a chance — by displaying them prominently and frequently.

PROCTER & GAMBLE, Cincinnati, Ohio

The Procter & Gamble representative will gladly furnish effective display material for counter, window or floor, for any of these well-known products:

IVORY SOAP	CHIPSO
CAMAY	IVORY FLAKES
LAVA SOAP	GUEST IVORY
OXYDOL	CRISCO
P and G THE WHITE NAPHTHA SOAP	
STAR NAPHTHA WASHING POWDER	

"The better it's known, the easier it sells"