

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, MARCH 10, 1926

Number 2216

## Let Us Be Better Men!

Let us be better men!  
Let us find things to do  
Saner and sweeter than any yet,  
Higher and nobler and true!

Let us be better men!  
Let us begin again,  
Trying all over the best we know  
To climb and develop and grow.

Let us be better men!  
Whether with pick or pen,  
The labor we do is a work worth while  
If our hearts are clean and our spirits smile,  
And out of the ruck and rust and stain  
We make some growth and we mark some  
gain.

Let us be better men!  
In a world that needs so much  
The loftier spirit's touch,  
Let us grow upward toward the light  
Wedded to wanting to do the right  
Rather than wedded to human might.

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# SPRING FEVER

With the first signs of spring comes the feeling of torpor and sluggishness. In the old days this condition

was called "Spring Fever." It was at such times that Grandmother prescribed her favorite remedies — sulphur and molasses and herb tea. These tonics were judiciously administered to the entire family, the silent reluctance of the older members and the vociferous protests of the youngsters being alike disregarded.

In late years, however, we have learned that it is not necessary to take these nauseating doses to be "fit" and energetic during the spring months.

Spring torpor, which is brought about by the accumulation of poisons in the system during the winter months chiefly through faulty elimination, may be relieved by using Stanolax (Heavy).

Stanolax (Heavy), a pure water white mineral oil of heavy body, accomplishes its results entirely by

mechanical means — lubrication. Stanolax (Heavy) does not cause gripping or straining, and because of its heavy body seepage is minimized.

By carrying Stanolax (Heavy) in stock, you will be able to cater to a greater number of people in your neighborhood who have learned, through our extensive advertising, to call for this product by name.

Stanolax (Heavy) brings large profits and many repeat sales. We are prepared to tell your customers and prospects still more about Stanolax (Heavy) through our various dealer helps. Write our nearest branch regarding these helps. They will mean increased business and profits.



**Standard Oil Company**  
[Indiana]

*By taking Stanolax (Heavy) during the winter months, you will eliminate the usual recurrence of spring torpor every year.*



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## MICHIGAN TRADESMAN

(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.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

### Subscription Price.

Three dollars per year, if paid strictly  
in advance.Four dollars per year, if not paid in  
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issues a year or more old, 25 cents; issues  
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of Grand Rapids as second class matter  
under Act of March 3, 1879.

## BETRAYED BY BRAUDY.

### He Sells Out the Friends of Two Decades.

The feature of the week in financial circles has been the conclusion of the negotiations conducted by Joseph Brewer to acquire a controlling interest in the capital stock of the Fourth National Bank. Mr. Brewer has been quietly picking up the stock for some time on the basis of \$350 per share, but did not succeed in accomplishing his purpose, so far as control is concerned, until Monday, when he purchased the 600 shares held in the name of the Braudy family for \$450 per share.

The bank has \$300,000 capital stock, \$300,000 surplus and \$150,000 undivided profits. The bond holdings of the institution are being carried at \$125,000 below the present market value. The building owned by the bank is carried at less than half its real value.

The real motive of Mr. Brewer in securing possession of the bank is probably due to a desire to obtain possession of the real estate. He already has an option on the four store fronts running from the bank to the corner of Campau street, so that he can now acquire all the frontage on Monroe avenue and Pearl street from the Friedman-Spring store to the Campau street corner. Fronting on three streets this is one of the most valuable business properties in the city. What Mr. Brewer's plans are in regard to the development of this property have not yet been disclosed. Whether he will continue the bank or sell it to some other financial institution remains to be seen.

The refusal of the Braudy family to work with the President and directors of the bank in this matter forms one of the most pathetic and tragic incidents in local financial history. When the founder of the Braudy house came to Grand Rapids he was as poor as the proverbial church mouse. Mr.

Anderson was attracted to him because of his habits of patient industry, loaned him money, educated him into the ways of business and literally put him on his feet. For many years he directed the investments of the family and made them loans which enabled them to swing some of the largest and most profitable real estate deals conducted in the city. In all ways Mr. Anderson has been the good friend, the wise counselor and the financial backer. To him is due in large degree the several million dollars the family has to their credit. When it came to a showdown like that which was presented to them on Monday, the Braudy family deliberately refused to go into conference with their life-long associates and made an independent sale of their stock holdings at an unheard of price, apparently without any regard whatever for the annoyance and disappointment which the sale might cause the man who made it possible for them to get in the millionaire class. Such is the irony of fate, which forces even the best of men to sometimes eat the bread of bitterness. Mr. Anderson and his associates cannot fail to be deeply wounded by the action of Samuel Braudy and his brothers.

Next to Mr. Brewer, Mr. Anderson is now the largest stockholder of the bank, holding 700 shares, 150 shares of which he acquired during the past thirty days.

The Fourth National Bank has been chiefly noted for many years for the money it didn't lose. Under early regimes the institution became badly involved through the making of indiscreet loans to D. P. Clay and other exploiters, but from the time Mr. Anderson became the dominant factor in the bank bad loans have been almost an unknown factor. Mr. Anderson appeared to possess a sixth sense which some bankers never acquire—to have an intuitive knowledge of the weakness of a loaning customer the moment he developed traits of weakness which enabled him to quietly load the weakling off on some other bank before the crash came.

### When On Your Way, See Onaway.

Onaway, March 9.—We thought last week we had received our annual appropriation of snow in full, but it was only a sample as compared with this week's supply. The big rotary snow plow on M10 finally negotiated the trip from Rogers City, requiring ten hours and using fifty gallons of gas; while the larger plow which arrived from the North reached the city limits Friday noon and spent a full day on the last three-quarter mile. A large crowd of sight seers with their kodaks lined the roadside and secured snow scenes that were remarkable, showing the big snow-fighter throwing clouds of snow high into the air. It is reported that some of the big cuts East of here are so filled with snow and the banks so high that the rotary plow is unable to throw the snow high enough to clear the road without be-

coming immediately filled again as it closes in behind the plow. About one more application of the beautiful and the big machine will be compelled to take the air.

Another business change this week. George Graves, of the firm of Manning & Graves, reports that he has disposed of his share in the business to his partner, L. K. Manning, who became sole owner.

And here's another one: Gumm's department store has disposed of their entire stock of dry goods, clothing, furnishings and shoes which will be placed on sale by C. Krohn & Co., of Cleveland, the store retaining only grocery and furniture stocks.

And still another change: The Alpena County Savings Bank purchases controlling stock of Onaway State Savings Bank and the new officers will be announced later. J. Frank Morford, retiring Cashier, is succeeded by George Pregitzer, former Assistant Cashier. The new organization expresses its confidence in Onaway's future and stands ready to assist in developing our surroundings.

The talent displayed at the last meeting of the Boosters' Club, as staged by the entertainment committee, would have done justice to any theatrical company. Director McNabb knows how to select his actors and his efforts add considerably to the interests of the Club's workings. Chairman L. B. Carr, of the agricultural committee, is securing a large membership in his division and about fifty farmers attended a special meeting held Saturday at high school gym. A monthly sales fair is being talked for the coming season, whereby farmers and merchants may get together and perfect a permanent market.

The Northern Auto Co., A. Freyer, manager, announces this week the addition of the Sinclair products to their line, assuring the public of a variety of brands of gas and oils.

It would be unfair to miss mentioning the excellent work being accomplished by the athletic division of the high school under the superior control of Manager Harold Voorhees. Under his leadership Onaway recently defeated Mackinaw City and Cheboygan in hotly contested games. Harold insists that strict discipline will be adhered to and every game will be fought and won on its merits, thus demonstrating perfect manhood, no fouls permitted.

John Krauth is busy these days preparing his schedule for his summer agricultural campaign at the Rainy Lake district. Many prospective purchasers of lands have their eyes centered on these desirable lands becoming noted for their big alfalfa yields. Mr. Krauth has accomplished wonders in promoting and developing these rich productive areas and it is a sight to behold during harvest time to see the crops obtained. This all goes to show the possibilities surrounding Onaway and vicinity. Judge for yourselves.

By the Way—When On Your Way—See Onaway. Squire Signal.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, March 9.—The Salesmen's Club of Grand Rapids, at their weekly luncheon on Saturday at Pantlind Hotel, will be addressed by George Frazee, Principal of Vocational School, on The Use of Spare Time. Moke Marrin, radio entertainer, will perform with the banjo.

The Wixom Hardware Co. has been

organized to engage in the hardware business at Wixom. The Michigan Hardware Co. furnished the stock.

George Hoyle, who has been with the Universal Car & Service Co. for some years, will cover the city trade hereafter for Ruggles & Rademaker, of Manistee.

Wm. R. Keasey feels the death of James R. Hayes, of Detroit, very keenly. They were lifelong friends and the death of Mr. Hayes removes the last member of the "old guard" which pulled together for about thirty years and included such top notchers as Boyd Pantlind and Dave Smith.

Dan Viergever was elected Senior Counselor of Grand Rapids Council for the coming year at the annual meeting and election of officers of the organization last Saturday. Other officers elected were Past Councilor, A. G. Kaiser; Junior Councilor, Raymond W. Bentley; Secretary-Treasurer, Allen F. Rockwell; Conductor, W. H. Lemonier; Page, Henry Koessel; members of the executive committee for a two-year term, Harry Behrman, R. P. Dolson; Chaplain, Gilbert H. Moore. The annual banquet and meeting of the organization was held in the Hotel Pantlind in the evening. A record attendance of 400 members was present at the event. Short addresses expressing appreciation of the work of the Grand Rapids council were made by D. P. McCarthy, of Fostoria, Ohio, a member of the supreme executive committee of the organization; Fred Fenske, grand counselor of the organization, of Bay City, and W. H. Eckert of Indianapolis, grand conductor of the Indiana chapter.

### To Entertain County Customers.

Kalamazoo, March 9.—Retailers residing within Kalamazoo's wholesaling and jobbing area throughout Southwestern Michigan will be invited to this city some day in May for a big evening dinner and program. They will also be given opportunity to visit the numerous jobbing concerns doing business here.

This was decided at a snappy meeting of the wholesalers' division held at the Columbia Hotel. Dinner will be served at the Masonic temple and it is expected that fully 500 guests will gather around the festive board.

The big local meeting will for 1926 supplant the usual trade trips. The change in program is made largely through the many requests from out-of-town merchants, who have expressed a desire to spend a day in Kalamazoo as guest of the jobbers.

Everybody present at the luncheon session expressed himself as cordially in favor of the proposition.

Jackson—The Seitz Electric Manufacturing Co., 111 Damon street, has merged its business into a stock company under the same style, with an authorized capital stock of \$40,000, of which amount \$24,400 has been subscribed and \$16,700 paid in in property.

Cadillac—The Cadillac Specialty Manufacturing Co. has been incorporated to manufacture metal and wood specialties, filing cabinets, etc., with an authorized capital stock of \$60,000 common and \$30,000 preferred, of which amount \$23,400 has been subscribed and \$8,000 paid in in cash.



## DUNEDIN ISLES.

## Graphic Description of Recent Florida Development.

St. Petersburg, March 6—The verdure of this semi-tropical country for the most part, particularly pertaining to the lower half of the peninsula, is always green and both flowers and fruit of the various varieties make their appearance according to their season among evergreen foliage.

But the change of seasons here in this land of palms and palmettoes, although not quite so abrupt as the breaking up of a hard winter in the North, is quite perceptible, and the arrival of the gentle springtime is heralded at the present writing with certain signs and indications other than a slight decline in the price of eggs and a more abundant supply of garden sass which decorates the stands of the local markets.

One of the very noticeable harbingers which always attracts the attention of the Northerner is the song of the mocking bird, that celebrated warbler which has practically no competitor among the song birds of the whole country.

Another reliable barometer of the arrival of the balmy springtime is the universal custom with which the men bring out their straw hats. The very last of the orange and grape fruit crop is being gathered and the whole citrus industry, which includes the packing houses, are about to close for the season.

The live oak and magnolia, sturdy celebrated specimens of the Southland, put on very perceptible new growth of vivid green. Citrus trees perfume the air with the fragrance of their bloom. The oleander, the mountain ebony, and the bignonia vine take on a profusion of beautiful flowers which would beggar the ability of an artist to portray their colorings.

There does not seem to be any renewed vigor in the activities of the realtors, any more than the lengthening days with perhaps pleasanter and more dependable weather gives them a better opportunity to solicit prospects and get a greater number of their clients out to see and have demonstrated the marvelous properties of their particular properties.

These trips to the various developments, subdivisions and town sites all over the peninsula constitute one of the popular diversions of the winter visitor, so universally indulged in by every one that a detailed description of one of these tours, representing, as it does, such a mammoth expenditure of strenuous energetic advertising might be of interest.

The Michigan Society of St. Petersburg, an organization of the residents of the State of Michigan, who are spending the winter in this city, was created for the express purpose of encouraging mutual acquaintance, devise and promote means and methods of entertainment for themselves, also to induce State loyalty, as well as a feeling of general good fellowship. This is but one of the many state societies in existence down here and at the present time has a membership of over 200.

The membership fee is but \$1 for the season and this trivial charge is nothing as compared to the advantages and benefits received. In getting up picnics, entertainment programs or social diversions it is a matter of general comment and surprise to see the array of splendid talent among the members who so generously contribute their efforts toward the success of the organization.

It was but a short time ago that the members of the Michigan Society were invited by the local representatives of the Frischkorn Florida Co. to be the guests of their organization and visit their great development known as Dunedin Isles, a distance of about thirty miles up the Gulf coast.

This generous and splendid invitation was accepted by a large and en-

thusiastic number of Michiganders, including your humble scribe.

The day was ideal in every respect. The gentle breath of a Florida spring time was everywhere in evidence, and as the Society left the city in the company's fleet of palatial and luxurious busses for a delightful cross country run, we were not slow in catching the exuberant spirit of good cheer and enthusiasm which possessed our host.

We reached our destination early in the forenoon and were assembled in a large temporary auditorium, with pictures of entrancing natural beauty spread out before us, where we listened to an interesting and instructive lecture by Dr. Robert Shepherd, formerly of California, and later of Chicago, but now "definitely and permanently of Florida."

After describing Florida as the market basket of the United States—the most rapidly growing community in the country and the wealthiest place in all human history, measured in liquid capital as represented in bank deposits—he declared that Pinellas county was the "Sun Parlor" of the State. "Far out into the warm waters of the Gulf of Mexico on the West Coast of Florida extends a little peninsula showing on your map as a distinct bulge. This is the bulge."

"And of all Florida no place is so blessed by nature, as this little bulge of land which has never known disaster in the shape of flood, freeze, drouth or storm. Here is found marvelously productive soil, a climate which knows neither excessive heat or cold, the only spot in all Florida from which citrus fruit was shipped the year of the great freeze, and where the avocado pear—most delicate of trees, being sensitive alike to high and low temperatures—is found in its most splendid development. Natural beauty is expressed in seashore, rolling hills, lakes, streams, islands and luxurious vegetation."

"In the midst of this favored section the choicest spot had been selected as a site for a city built from the foundation as a place of beauty, and to carry out the ideal. Men of vision and talent and wealth had pooled their various resources."

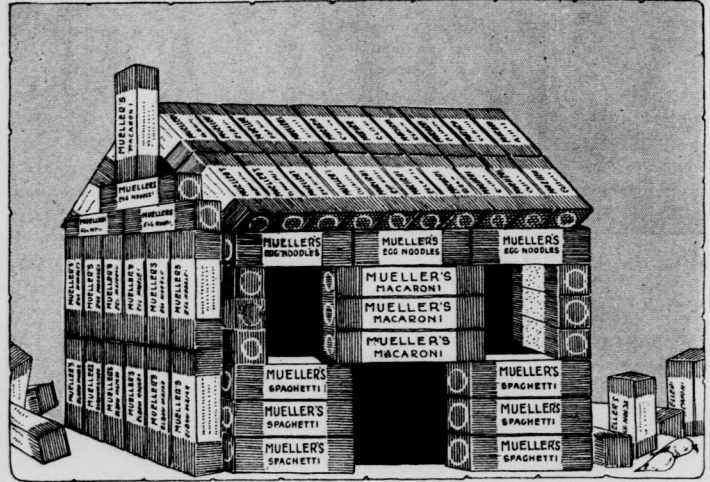
The details of the story were related by the various field salesmen who acted as our hosts and conveyed us in their individually owned automobiles over the property.

In cold type this sounds like the extravagant statements of a wild cat real estate advertisement. To the members of the Michigan Society and others who were present that day it was an amazingly instructive lesson in history of the greatest migration in all the world, a discussion of its causes and a glimpse of its effect upon the future.

I was more or less familiar with Florida real estate methods and had visited a number of subdivisions and studied the operation of the organization, but this undertaking was unique. Here was a tract of land five or six square miles in extent, a development with millions of dollars ready to be poured into it and a building program extending over a period of four or five years. Similar undertakings had been launched upon the East coast of the State two or three years back adjusting themselves to changing conditions, but here was an opportunity to study the workings of an organization formed for the purpose of building a city according to the plans and specifications of experts in engineering, architecture and community life.

I found as the head and motive power of this undertaking not a spectacularly successful Florida real estate dealer, but rather a cold blooded business man with an established record as a city developer from Detroit. His conception of a developer's task is not merely the selling of lots, but the establishment of homes and all the machinery of community life.

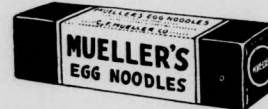
He is a man of rather striking appearance, in the prime of life, vigor-



This is the house that...  
Jack Built.

But Jack is a live grocer who saw the possibilities of cashing in on the lenten season by making this attractive window display of Mueller's Macaroni. He then had Tom, Dick and Harry, his clerks, tie their selling in with this display by suggesting Mueller's Macaroni, Spaghetti, Noodles and Elbow Macaroni as a real meat substitute during this fasting period.

**MUELLER'S**



Since 1867

JERSEY CITY, N.J.

## Who Endorses Nucoa?

There's a question any grocer might reasonably ask—and here's the answer—

**FOOD EXPERTS** such as Dr. Philip B. Hawk of the Food Research Laboratories, New York.

**SOCIETY HOSTESSES** — Mrs. Conde Nast, Mrs. Edith Gould Wainwright, and others.

**MOTHERS** the country over.

**GROCERS**—by the hundred—who know a quality product and a money-maker when they see one.

**THE BEST FOODS, Inc.**

New York

Chicago

San Francisco



our, splendid figure, seemingly sure of himself and ground.

Around him he has gathered as executives a strikingly able and high type group of men, all authorities in their particular lines. Even at this early stage fully 1,000 men are associated in this tremendous undertaking and the forces must be augmented as the work advances. For the financing of Dunedin Isles, we were told, Mr. Frischkorn has, in addition to the millions under his personal control, a fund of thirty million subscribed by a group of prominent Detroit automobile manufacturers, who know and trust his judgment.

My guide and mentor for the morning was Charles W. Morrison, a successful business man, formerly secretary of the Chamber of Commerce of one of the largest towns of a rapidly growing Southern state. I mention this merely to show the character of men assembled in the field force. For hours we drove over the holdings of the company, visiting shore line, lakes, orange groves, springs, up hill and down, winding streams, pine forests, innumerable spots of beauty and charm or historic interest.

The country club is a magnificent structure commanding a most inspiring view. This was once the home of an exiled German count, who lost his property with the coming of the kaiser's war. In marked contrast is the old Hayes home, once the property of President Hayes's family. It was acquired after the President's election and was used as a hunting and fishing lodge.

A survey of the water front and shore line was most interesting. Here we saw the mighty dredge Florida, which had seen service on the Panama canal and is one of the largest of its kind afloat, creating, we were told, three acres of new land daily and at the same time opening up channels of sufficient depth to accommodate the largest pleasure yachts. Drag lines and other dredges are clearing the courses of rivers and filling undesirable low spots, and creating scenes of beauty. In an orange grove we discovered an Indian encampment, the home of a force of laborers employed in clearing the land, and very satisfactory labor at that.

It was an excursion of surprises and delights. Mineral springs of fabled powers were sampled, oranges were plucked from the trees and eaten, pictures taken, the mysterious and amazing air plant examined, flowers gathered here and there, nothing was missing to complete the picture of a promised fairy land.

The visit to the nursery, in which the writer was particularly interested, deserves a chapter by itself. Here acres of ground were devoted to the cultivation of a wide variety of palms, shrubs, trees and ornamental plants of every conceivable kind and description.

The large glass hot beds revealed countless thousands of tiny plants just peeping above the sand. Extensive latticed enclosures contained seemingly endless rows of pots ranging from no larger than a wine glass up to the grandfather size, each the home of some luxuriant growth. In an interview with Mr. Everett, the horticulturist in charge, he said it was the largest institution of its kind in the world devoted exclusively to the beautification of a single development. I asked how long it would take to complete the architect's program and Mr. Everett assured me it would require five years' effort and ten times the stock he had on hand. "We have about a million plants here," he added, "worth about a dollar apiece wholesale."

But to all of our party the program seemed most impressive. Included in it are hundreds of acres devoted to golf course, parks, bridal paths and playgrounds. Bathing pools with rolling glass roof, a 750 room fireproof hotel, club house, administrative building, observation tower, sea walls (ten

miles of them) a thousand acres of islands built up out in the waters of the bay connected by artistic causeways and bridges, reservations for business blocks, schools, churches, and all the requirements for an ideal community.

Every building, fence, hedge and improvement must meet with the approval of the architect in charge and no nuisance which in any way may infringe upon the rights of others may be maintained.

While the property was purchased only three months ago, tremendous strides have been made in carrying forward this great enterprise. Already much of the first unit has been sold and a number of homes are under construction.

After a hurried trip along a smooth paved road skirting the shore line we arrived at a fascinating little hotel leased by the Frischkorn Florida Co. for the entertainment of their guests just in time to be served a very tempting luncheon.

Every feature was a delightful surprise to every member of the Michigan Society present. The splendid instructions and entertainment accorded us on every hand, the entire absence of any semblance of high powered solicitations with persistent persuasion to buy, so noticeable in many other organizations, gave every one a splendid idea of the undertaking, with nothing but the most favorable impressions, associated with a keen interest for the welfare of the enterprise.

Soon the entire party were loaded back into their respective busses and spinning over splendid roads to old St. Pete.

Even while enjoying the ride we were still the guests of an attentive host. The bus conductors are men of fine tact and pleasing personality who create an atmosphere of friendly cordiality among the occupants of their cars, and each driver is so skilled and careful in the handling of his machine that he is also a member of the family group.

Here is a new and notable experiment in Florida development. Back of the attempt is a man whose successful career is based upon the principle that he who does more than he promises will succeed and who is willing to risk his millions in the greatest adventure of his career on a strict adherence to this conviction. He is a Michigan man, investing Michigan money, and on account of his campaign in a new field must hold an interest for all Michigan people.

C. W. Hoyle.

#### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Gray Motor Sales Co., Detroit. South Haven Laundry Co., South Haven. Operollo Phonograph Co., Detroit. North Woodward Building Co., Royal Oak. Central Bureau Co., Detroit. Henry I. Forsyth Co., Detroit. Judson Grocer Co., Grand Rapids. Hotel Rowe Beauty Shoppe, Grand Rapids. Vital Mfg. Co., Detroit. Toledo Coca Cola Bottling Co., Grand Rapids. Steeldraulic Brake Corporation, Detroit. Wyoming Light and Power Co., Grand Rapids. Camp Ty-Glyn, Detroit. Automatic Electric Co., Detroit. Exquisite Corset Shop, Ann Arbor. Maurice Fraser Co., Detroit. Rosehill Certified Dairy Farm, Muskegon.



STEADY SALES

## WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

Offer your customers only known brands

# Quaker Food Products

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

HAVE CONSUMER ENDORSEMENT

## WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

Ottawa at Weston

Grand Rapids

The Michigan Trust Company, Receiver

## The health appeal of Domino Sugar can build profitable business for you

Sugar constitutes only 5.4% of the average diet.

But it furnishes 17.5% of the total energy in it.

It is the most quickly digested of foods.

98.9% of it is converted into fuel for the body.

That is why the human body craves sugar—why athletes eat it in training.

But . . .

Sugar to be most healthful must be clean. It must be protected from the dangers of dirt, dust and insects.

Capitalize on our advertising by urging to your customers the value of sugar—and the fact that Domino Package Sugars are the cleanest, most highly refined, driest and best of all sugars.

## American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown; Domino Syrup



**MOVEMENTS OF MERCHANTS.**

Rogers—The Friedrich Milling Co. has engaged in business.

Holly—Charles Hubble has engaged in the retail lumber business.

Ola—S. J. Halmo succeeds John Holecck in the grocery business.

Fenton—George W. Pellett has engaged in the boot and shoe business.

Greenville—Jesse Ressman succeeds the Clement Co. in the grocery business.

Fowlerville—Earl Love succeeds the Fowlerville Lumber & Supply Co. in business.

Vassar—The State Savings Bank has been consolidated with the Bank of Vassar.

Elsie—The State Savings Bank has increased its capital stock from \$25,000 to \$35,000.

Williamston—T. A. Gorsline & Son succeed Graves & Gardner in the grocery business.

Stanton—C. E. Utley succeeds Church & Hillis in the dry goods and grocery business.

Ontonagon—Miss Charlotte Ringer succeeds Mrs. Eugene Brown in the millinery business.

Flint—The King Cigar Co., 109 First avenue, has increased its capital stock from \$95,000 to \$100,000.

Wixom—Chambers Bros., whose hardware stock was recently destroyed by fire, will not resume business.

Frankenmuth—Charles Wanninger has sold hotel Goetz to Henry Fisher, who will take possession March 15.

Stanton—C. H. Carothers has sold his grocery stock and store fixtures to R. M. King, who will continue the business.

Keego Harbor—The Dickie Lumber & Coal Co. has opened a retail department in connection with its wholesale business.

Custer—The Custer plant of the Mason County Co-Operative association has been purchased by Elmer McKenzie, for \$3,000.

Lansing—The Central Trust Co. has been incorporated with an authorized capital stock of \$200,000, all of which has been subscribed and paid in in cash.

Lansing—Miss Maude M. Smith has engaged in the hosiery, lingerie, aprons and neckwear business at 210 United building, under the style of the Maude Smith Shop.

Baldwin—The Baldwin Lumber Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in in cash.

Chesaning—A. Greenbaum has sold his interest in the clothing and men's furnishings stock of A. Greenbaum & Co., to E. Rehman, manager of the store for the past two years.

Schoolcraft—W. E. Clark has sold his meat market to P. M. Henderson, who will take possession about March 15 and will continue the business under its former name, the Sanitary Market.

Detroit—The Hoosier Tile & Supply Co., 1502 First National Bank building, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Reed City—Mrs. Clara M. Carrow has sold her entire interest in the furniture and undertaking stock of Car-

row & Ryan, to J. E. Ryan, who has been connected with the business since last August.

Pontiac—The Tiger Oil Co., 117 Willow avenue, has been incorporated to deal in petroleum products, with an authorized capital stock of \$24,000, all of which has been subscribed and paid in in property.

Calumet—The P. Ruppe & Sons stock of general merchandise is being closed out at special sale, owing to the death of Peter Ruppe and the store will be closed as soon as the stock can be disposed of.

Holland—The P. J. Osborne Co., maker of novelty goods, plans to erect a new building, 40 by 100 feet, two stories. Clarence Jalving, of the Holland City State Bank, recently joined the Osborne Co.

West Branch—The West Branch Creamery Co. has been incorporated to deal in dairy products at wholesale and retail, with an authorized capital stock of \$50,000, \$27,000 of which has been subscribed and paid in in cash.

Detroit—M. Gourwitz, Inc., 2405 Hamilton boulevard, has been incorporated to deal in groceries, with an authorized capital stock of \$2,000, all of which has been subscribed and paid in, \$1,300 in cash and \$700 in property.

Flint—The Flint Chain Co., 303 West Court street, has been incorporated to deal in auto accessories, with an authorized capital stock of \$10,000, of which amount \$3,000 has been subscribed and \$2,500 paid in in cash.

Lansing—The Lansing Lumber Co., 217 Shiawassee street, has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and paid in in cash.

Detroit—Collins-Remsburg, Inc., 11832 Grand River avenue, has been incorporated to deal in electrical refrigeration appliances, with an authorized capital stock of \$5,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Home Creamery Co., 7395 Melrose avenue, has been incorporated to deal in dairy products at wholesale and retail, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Detroit—The Dodge Water Sales Co., 8811 East Jefferson avenue, has been incorporated to deal in motor boats and appliances, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Kalamazoo—Ned Wooley, dealer in clothing and men's furnishings at 132 South Burdick street, has sold a half interest in his stock to Stanley Reynolds and the business will be continued under the style of Wooley & Reynolds.

Reed City—Harry C. Starr, formerly engaged in the bazaar business at Homer, has leased the B. J. Montague building on Upton avenue, which he will occupy with a stock of bazaar goods as soon as the store building is in readiness.

Detroit—Greenhut & Franzblau,

conducting shoe stores at 5423 West Warren avenue, 7143 Michigan avenue and 4711 Michigan avenue, have dissolved partnership and each will continue in the retail shoe business under his own name.

Detroit—The Evans-Sherratt Co., 4612 Woodward avenue, has been incorporated to deal in electrical equipment at wholesale and retail, with an authorized capital stock of \$50,000, \$5,000 of which has been subscribed and paid in in cash.

River Rouge—The Frazer-Tout Co., 10487 West Jefferson avenue, has been incorporated to conduct a hardware business with an authorized capital stock of \$50,000, all of which has been subscribed and paid, \$15,000 in cash and \$35,000 in property.

Munith—C. C. Shuart, dealer in lumber and builders' supplies, has merged his business into a stock company under the style of Shuart, Inc., with an authorized capital stock of \$50,000, of which amount \$20,000 has been subscribed and paid in, \$10,000 in cash and \$10,000 in property.

De'roit—The Cadillac Workingmen's Store, 64 Cadillac Square, has been incorporated to deal in general merchandise, with an authorized capital stock of \$50,000, \$30,000 of which has been subscribed and paid in, \$1,944.90 in cash and \$28,055.10 in property.

Detroit—The United Millwright Service & Engineering Co., 1507 Waterman avenue, has been incorporated to sell conveying and elevating machinery, with an authorized capital stock of \$1,600 common and \$400 preferred, all of which has been subscribed and paid in.

Grand Rapids—The Grand Rapids Awning & Tent Co., 500 Monroe avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$40,000 common and \$10,000 preferred, of which amount \$26,240 has been subscribed, \$1,000 paid in in cash, and \$24,240 in property.

**Manufacturing Matters.**

Detroit—The Koch Chemical Corporation, 3215 East Jefferson avenue, has changed its name to the Koch Laboratories.

Detroit—The Michigan Motors Co., 4660 Merritt avenue, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Birmingham—The Birmingham Sash & Door Co, 714 Madison avenue, has been incorporated with an authorized capital stock of \$12,000, all of which has been subscribed and \$6,000 paid in in cash.

Benton Harbor—The C. W. Dean Co., 347 Pipestone street, has been incorporated to manufacture patent medicines, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$2,500 in cash and \$2,500 in property.

Plainwell—Lynn Johnson has removed the machinery from his feed mill in Kalamazoo to a building he has purchased and remodeled here and will open his feed mill for business as soon as the new machinery arrives, which he is adding to the old.

**Fred R. Collar Taken By Death.**

Fred R. Collar died March 9 at 11 p. m. as the result of a two years' illness of Bright's disease. The funeral will be held at the home, 1315 South Lafayette avenue, Friday at 2:30 p. m. Interment will be at Oakhills.

Mr. Collar was born in Coldwater, May 4, 1871. His father was of English descent. His mother was Scotch-Irish. When he was six months old the family removed to Sturgis, where Fred remained until he was 21 years of age. On completion of the tenth grade in the public school, he entered the clothing store of Nathan Frank, where he remained a couple of years. He then entered the clothing store of J. W. Stray, where he remained a couple of years. He then went to Chicago, where he spent a year with his uncle who was engaged in the cigar business. He then engaged in the Turkish bath business in Kalamazoo, which he continued for five or six years. In 1898 he came to Grand Rapids and opened the Turkish bath establishment in the Livingston Hotel, selling out eighteen months later to take the position of traveling salesman for the Calumet Baking Powder Co. He continued in this position for eleven years, when he went on the road for the Jaques Manufacturing Co. in the same territory. A year later he resigned this position to join hands with D. Christie, of Muskegon, in the manufacture of baking powder on his own account. This arrangement continued one year, when Mr. Collar returned to the Jaques Manufacturing Co. March 10, 1913. He had no regular territory. His position was that of general utility salesman. He went wherever the house sent him. One year he spent two months in North Dakota. He was obliged to retire from the traveling position Oct. 10, 1925, and has been confined to his bed most of the time since.

Mr. Collar was married August 9, 1893, to Miss Della Ely, of Kalamazoo. Two children were born to this marriage—a daughter born Oct. 14, 1894, who died Dec. 12, 1910, and a son, Edwin F., who was born Feb. 26, 1906, and resides with his mother at their home.

Mr. Collar was a member of Traverse City Council, No. 361, U. C. T., but had no other social or fraternal relations. His hobby was selling baking powder. His theory was to make it as hard for competing salesmen as possible. He attributed his success to application, hard work and to a close and comprehensive study of his business. He believed it to be the duty of the traveling salesman to study the hints thrown out by his house and to make the best use of them possible. He attributed his persistence and grit to his Scotch-Irish ancestors and, next to his profound respect for K C baking powder. He was admirably equipped, both by birth and environment, to acquire and retain the proud position he held in the business world.

Detroit—The Marriott Flour Co., 1424 St. Joseph street, has been incorporated to deal in flour and kindred material, with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in cash.



### Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.65c and beet at 5.55c.

Tea—The buying of tea has been rather small, but this does not mean any weakness in the situation. Holders of tea are very firm in their ideas, in spite of the small demand. News comes from London during the week that Ceylons and Indias were in for a further advance of several cents a pound. This will be assisted by a reduction in the India crop, and the declines in exports from China, due to the internal conditions there. No material change has occurred in the market for any grade during the week.

Coffee—The market, meaning Rio and Santos, green and in a large way, has had rather a dull week. All grades of Rio and Santos, sold green and in a large way, are probably half a cent a pound under a week ago. News from Brazil has been rather weak. Mild coffees have shown no change during the past week. The jobbing market for roasted coffee is on about an even basis, with no particular change.

Canned Vegetables—The demand for canned foods is centered upon taking care of actual and nearby needs. Later outlets are not extensively considered nor is there any speculative demand for spot offerings because they are cheaper than new packs at present quotations. Most surface indications are that spot foods are underpriced rather than that futures are quoted too high to be maintained. One or the other is apt to go to a different level more than that a compromise be made between the present two extremes. Under ordinary conditions it is likely that current packs would be absorbed and carried to later markets, but the conservative merchandising policy followed by all branches of the trade is adopted by canned food distributors who are not going beyond to-day's needs. Tomatoes were a trifle weaker during the past few days when it has been possible to buy twos at the factory at 67½c, one of the lowest levels of the season. Other sizes sold on a proportionate basis. Packers are more anxious to sell than buyers are to acquire stocks. Corn and peas were steady all week on desirable grades. Minor vegetables are fairly active. Future vegetables are mostly neglected. Asparagus is the leader and it is selling to some extent but not up to expectations.

Dried Fruits—There are several angles to the prune situation which are unsatisfactory. Primarily the chief trouble is that the spot market is lower than the Coast and hence buyers will not touch Western goods for forward shipment except on a competing basis and this packers will not grant. The alternative is to allow local goods to be exhausted but if this is not accomplished soon, there is the strong likelihood of consigned California prunes. Packers cannot sit idle and go into warm weather with too large a tonnage. If the trade will not buy on the Coast but will do so on the spot, the packer will send on fruit for im-

mediate or later distribution. Another phase of the market is the preponderance of 40s, 50s and 60s in the California pack and 30s in that of the Northwest. Oregon prunes are available on the Coast on a basis which makes them attractive to many buyers who might use them instead of California fruit except for the fear that they would get their trade started on Oregon 30s this season and find next year that they would not be able to offer that size at the same favorable differential. These factors are, therefore, using California prunes, to the detriment of the Northwestern pack. The one phase of the market which is not criticized is the consumer demand. Prunes are moving at retail but there has been too much fruit on the spot to allow consuming channels to exert their full effect upon the wholesale market. Through all the dullness the price range has been maintained surprisingly well, tending to the belief that the market has passed its most unfavorable point and from now on will show gradual improvement. The only irregularity in raisins is in the off grades which are not suited to the better outlets and which are dependent upon the trade channels which demand low priced merchandise. This applies to rain damaged, sandy or otherwise defective stock. Pack up to standard are firm in the muscat types which are scarce in all positions, while Thompsons are doing better as they are being substituted for muscats and retain their customary outlets. Independent packers are closely sold up and cannot get much from growers to sell at to-day's Coast basis. Peaches and apricots are two of the highest priced dried fruits and this affects their sale. Most holders are not forcing a movement but are content to liquidate at full quotations. Stocks in second hands are unusually light for the season.

Canned Fish—News has come from Maine during the week that in a few days there will be a further advance of 25c per case in sardines. Chain stores are pushing canned shrimp and there is also some Lenten demand for lobster. Crab meat is in excellent demand and stock of halves and pounds is reported short. Pink Alaska is in good demand. Red Alaska is steady and quiet.

Salt Fish—The demand for all varieties of salt fish, particularly mackerel, has shown an increase during the past week. Prices are not changed, but the undertone is a little firmer.

Beans and Peas—There is very little movement in any grade of dried beans, and the market generally is weak. California limas are particularly weak, and so are black eyed peas.

Cheese—The market has been quiet and unchanged during the past week. The general tone was easy early in the week, but it became firm later.

Nuts—Shelled almonds are offered in small quantities in Europe and at decidedly firm prices. Shellers hold out little hope of larger supplies until new crop comes in. Many are out of the market and will remain so until they offer new crop. Little is said of

the 1926 yield as it is too early to estimate the quality or quantity. Spot almonds are also scarce and favor the holder. The better types of shelled walnuts are being exhausted and little is expected to come forward from France. Pistachios and pignolias are also getting down to bare floors. There are plenty of filberts, but they are working into a better position. They are being used as a substitute for the scarcer and higher priced items.

Provisions—The jobbing market for provisions is low and unchanged for the week. Prices are in buyer's favor. As far as the primary provision market is concerned, it also has been rather firm, on account of firmness in hogs. Other hog products have been likewise. In other lines of first-hand provisions the demand has been light, and the situation is inclined to be easy.

Syrup and Molasses—The demand for molasses during the week has been excellent. Everybody who has anything desirable to sell reports good, active movement in it. Prices are well maintained, without material change for the week. Offerings of sugar syrup are light and prices are about steady. Compound syrup is well maintained. The demand is fair.

### Review of the Produce Market.

Apples—Baldwins, 75¢@1\$; Spys and Kings, \$1@1.50; Jonathans and McIntosh, \$1.50. Winesap box apples are now in market, selling as follows:

100s-113s	3.50
125s	3.50
138s-150s	3.00
198s-234s	2.50

Bagas—\$2.50 per 100 lbs.

Bananas—7½¢@8c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	4.25
Light Red Kidney	8.50
Dark Red Kidney	8.75
Brown Swede	5.50
Cranberry Beans	7.00
Brussel's Sprouts—Florida, 40c per quart.	

Butter—The market has had a rather quiet week. The situation has been steady to firm, however, because the supply of fine creamery has not been very large. The only thing in the way of declines was a slight development of weakness about the middle of the week, when weak advices came in from outside markets, and the demand fell off and quotations were reduced 2c per lb. Holders sell fresh packed at 42c and prints at 44c. They pay 25c for packing stock.

Cabbage—\$5.50 per crate for Texas. Carrots—New from Texas, \$2.50 per bu.

Cauliflower—California, \$3 per doz. heads.

Celery—California washed jumbo, \$1.

Chalotts—70c per doz.

Cocoanuts—\$1 per doz.

Cucumbers—\$2.75 per doz. for hot house stock from Ill. and Ind.

Eggs—The demand for fresh eggs has been very heavy during the past week. The market is very sensitive, owing to weather conditions. The price has declined 1c per doz. At the present writing the market is steady

and active, but with great sensitivity. Local dealers pay 27c for strictly fresh and hold candled fresh at 29c.

Egg Plant—\$2.50 per doz.

Garlic—35c per string for Italian.

Grape Fruit—Florida commands \$4.50@6, according to size.

Honey—25c for comb; 25c for strained.

Lemons—Quotations are now as follows:

300 Sunkist	6.50
360 Red Ball	5.50
300 Red Ball	6.00

Lettuce—In good demand on the following basis:

California Iceberg, 4s	4.50
California Iceberg, 5s	4.00
Hot house leaf	13c

Onions—Spanish, \$2 per crate of 50s and 72s; Michigan, \$2.75 per 100 lb. sack.

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

126	5.75
150	5.75
176	5.75
200	5.75
216	5.75
252	5.75
288	5.50
344	5.25

Floridas are in ample supply on the following basis:

126	5.50
150	5.75
176	6.00
200	6.00
252	6.00

Parsley—60c per doz. bunches for jumbo.

Peppers—Green, from Florida, 60c per doz.

Potatoes—Buyers are paying \$2 per bushel around the State.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	27c
Light fowls	22c
Springers, 4 lbs. and up	28c
Turkey (fancy) young	39c
Turkey (Old Toms)	32c
Ducks (White Pekins)	26c
Geese	15c

Radishes—60c per doz. for hot house.

Spinach—\$1.25 per bu. for Texas.

Sweet Potatoes—Delaware kiln dried \$3 per hamper.

Tangerines—\$4.50 per box of any size.

Tomatoes—California, \$1.25 per 6 lb. basket.

Veal Calves—Wilson & Co. pay as follows:

Fancy	18c
Good	16c
Medium	14c
Poor	12c

Detroit—The Wayne Paint & Varnish Corporation, 1923 Division street, has been incorporated with an authorized capital stock of \$10,000, \$9,000 of which has been subscribed and \$1,000 paid in in cash.

Detroit—The D & C Tool and Die Co., 4781 West Fort street, has been incorporated with an authorized capital stock of \$50,000, \$30,000 of which has been subscribed and \$10,000 paid in in cash.



## Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 26—We have to-day received the schedules, order of reference and adjudication in the matter of Joseph H. Miller, William F. Unruh and as co-partners under the name of New Center Market. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of Niles and their occupation is that of a meat dealer. The schedules show assets of \$2,344.98 with liabilities of \$5,407.37. The first meeting of creditors will be called promptly, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Wm. E. Gieshart, Niles	\$ 50.00
Taxes due State of Michigan	50.00
Victor L. Ronnelier, Benton Harbor	50.00
General Motors Acceptance Corp., Detroit	27.32
Joseph H. Miller, Niles	30.00
John Winn, Niles	20.00
Blick Smith, Buchanan	50.00
Jack Foster, Edwardsburg	52.56
Fred Vetter, Niles	25.00
S. H. Hill, Paxton, Ill.	15.00
Chambers-Knapp Co., South Bend	8.58
Franklin MacVeagh & Co., Chicago	9.40
Perfection Biscuit Co., Fort Wayne	57.38
Bishop Grocery Co., Buchanan	27.92
K. Vander Molen, Kalamazoo	10.70
Continental Coffee Co., Chicago	12.90
Levy-Ward Grocer Co., South Bend	38.05
Lockway-Stouck Paper Co., Benton Harbor	14.32
G. E. Bursley & Co., Fort Wayne	19.64
Hodges & McIntosh, South Bend	16.05
Mich. Butcher's Supply Co., Detroit	30.16
Dry-Kold Refrigerator Co., Niles	75.00
National Grocer Co., South Bend	6.95
Blodgett-Beckley Co., Toledo	16.80
Reliable System Co., Sturgis	32.00
Hunter Co., Inc., Niles	59.70
J. A. Kerr Hardware Co., Niles	21.68
Budlong Pickle Co., Chicago	17.25
Bell, Conrad & Co., Chicago	26.83
Frazee Motors, Inc., Niles	21.36
Steele-Wedeles Co., Chicago	28.63
Hoosier Wholesale Grocer Co., South Bend	14.70
Buehler Bros., Niles	21.68
Swift & Co., South Bend	84.75
Geo. H. Hammond Co., Chicago	266.42
Morris & Co., Chicago	112.61
Oscar Mayer & Co., Chicago	23.83
Wilson & Co., Chicago	46.40
Arnold Bros., Chicago	120.87
Piper Ice Cream Co., Kalamazoo	28.71
D. B. Schmidt, Niles	49.14
Jacobson-Peterson Peltz & Kaufer, South Bend	53.57
Vaughan Co., Chicago	1.57
Mrs. David Unuh, Niles	350.00
Newman & Snell's State Bank, Niles	200.00
Arthur E. Saum, Niles	3,100.00
Holland Furnace Co., Niles	186.00
Overly Sheet Metal Works, Niles	44.00
Hansen Nursery & Floral Co., Niles	40.96
Walter Noble, Niles	9.00
W. D. Casey, Niles	25.00
Niles Lumber Co., Niles	9.97
Nies City Bank, Niles	30.00
Deans Drug Co., Niles	4.50
LeRoy Marr, Niles	135.00

In the matter of Akravoula Priggooris, Bankrupt No. 2831, the trustee has filed his report of the receipt of an offer in the sum of \$300 for all of the fixtures, tools and equipment of the bankrupt. The offer was made by T. P. Spaniol, of Muskegon. The property consists of fixtures, tools and equipment for the conduct of a restaurant and a pool room. The property for sale is inventoried and appraised at \$2,921.50. The date fixed for sale is March 11. The sale will be held at the office of the referee in Grand Rapids. An inventory is in the hands of the referee and will be open for inspection at his office at the sale and prior to the date of sale. All interested should be present at the time and place above named for sale.

In the matter of Charles L. Reed, Bankrupt No. 2760 the trustee has received an offer from the bankrupt of \$30 for the ten shares of the capital stock of American Insurance Co. The par value of the stock is \$5 per share. The date fixed for the sale is March 11. All interested should be present at such time. The sale will be held at the office of the referee.

In the matter of Frank Cutter, Bankrupt No. 2827, the trustee has filed his final report and account, and a final meeting of creditors has been called for March 11. The trustee's final report and account will be considered and passed upon and administration expenses ordered paid as far as the funds on hand will permit. There can be no dividends for general creditors.

Feb. 23. (Delayed). On this day was held the first meeting of creditors in the matter of Benjamin T. Ensley, Bankrupt No. 2847. The bankrupt was present in person and by attorney William J. Duker. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed for the present. The bankrupt was sworn and examined without a reporter. The meeting then adjourned to March 2 to allow the bankrupt to produce certain automobile titles for inspection.

On this day also was held the first meeting of creditors in the matter of Albro E. Young, Bankrupt No. 2702. The bankrupt was present in person and represented by L. G. Slaughter, attorney.

Creditors were present in person. Corwin & Norcross were present for the Muskegon Trust Company. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Mr. Amos F. Paley was named trustee, and the amount of his bond left open to determination of the creditors. The first meeting then adjourned without date.

Feb. 26. On this day was held the first meeting of creditors in the matter of Harry C. Fouts, Bankrupt No. 2857. The bankrupt was not present personally, but represented by Cornelius Hoffius, attorney for the bankrupt. Creditors were present in person. Claims were proved, but not passed upon at this meeting. W. C. Robertson was elected trustee, and his bond placed by the creditors at \$250. The meeting then adjourned to March 5 to allow the bankrupt to appear for examination.

On this day also was held the adjourned first meeting of creditors in the matter of Stuart Barlow, doing business as Barlow Lamp Co., Bankrupt No. 2844. The bankrupt was present in person and by A. P. Cady, attorney for the bankrupt. Creditors were represented by Homer H. Freeland. The bankrupt was sworn and examined by Mr. Freeland, with a reporter in attendance. The adjourned first meeting then adjourned without date.

On this day also was held the sale of assets in the matter of Louis O. Hartzell, Bankrupt No. 2851. The bankrupt was not present or represented. The trustee was present in person. Bidders were present in person. The property was sold to James F. Fox, of Grand Rapids, for \$2,117.50. The show cause and sale was then adjourned without date.

In the matter of Joseph H. Miller, William F. Unruh and New Center Market, a co-partnership, Bankrupt No. 2873, the first meeting of creditors has been called for March 15.

In the matter of Auto Paint & Varnish Co., a corporation Bankrupt No. 2859, the funds for the first meeting have been received, and such meeting has been called for March 15.

In the matter of Lawrence W. Booser, Bankrupt No. 2867, the funds for the first meeting have been received and such meeting has been called for March 15.

March 2. We have to-day received the schedules, order of reference and adjudication in the matter of Francis Miltbarger, individually and as co-partner with Ed. Wixstedt, doing business as Elaborated Roofing Co., Bankrupt No. 2874. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules show assets of \$1,025, of which \$250 is claimed as exempt, with liabilities of \$3,137.95. The court has written for funds, and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Elaborated Ready Roofing Co., Chicago	\$631.67
Hoyland-Lemle Co., Chicago	208.00
Kalamazoo Lumber Co., Kalamazoo	350.00
R. E. Fair, Kalamazoo	250.00
Kal. Gazette, Kalamazoo	unknown
Michigan Tel. Co., Kalamazoo	unknown
Jim Simpson Acres, Hartford	250.00
E. Smith, Hartford	380.00
Canavan & Weber, St. Joseph	27.00
Mutual Package Co., Benton Harbor	102.00
Fields Elec. Shop, Kalamazoo	58.20
Chas. Johnson, Kalamazoo	100.00
DeBoer & Sons, Kalamazoo	553.16
John DeVries, Kalamazoo	68.12
Ditterman Bros., Kalamazoo	106.00
Dr. Brown, Kalamazoo	11.00
Ned Cook, Hartford	16.80
Fred G. Stanley, Kalamazoo	25.00

March 1. On this day was held the final meeting of creditors in the matter of George L. Slate, Bankrupt No. 2761. The bankrupt was not present or represented. Claims were proved and allowed. The trustee was not present or represented. The trustee's final report and account was considered and approved. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. One payment was made on a preferred tax claim. There were no objections 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 Jacob Rosenbaum, Bankrupt No. 2552. The bankrupt was not present or represented. The trustee was present. Claims were proved and allowed. The trustee's final report and account was considered and approved. The bills of the estate were approved. An order was made for the payment of expenses of administration. The balance of the funds on hand were applied upon a preferred tax claim, filed after the calling of the final meeting of creditors. There were no 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.

On this day also was held the final meeting of creditors in the matter of Samuel Rosenbaum, Bankrupt No. 2641. The bankrupt was not present or represented by L. G. Slaughter, attorney.



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FREE—Attractive display material will be supplied gladly. Address Advertising Department, Cheek-Neal Coffee Co., Brooklyn, N. Y.

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Maxwell House Coffee is advertised in five great national magazines



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—and the Maxwell House message is flashed throughout the year from giant posters in 1,000 cities and towns

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sented. Claims were proved and allowed. The trustee was present in person. The trustee's final report and account was approved and allowed. An order was made for the payment of bills for administration and for the payment of a first and final dividend of 84.5 per cent. on preferred claims under the trust mortgage given prior to bankruptcy. 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 in due course.

March 3. On this day was held the adjourned first meeting of creditors in the matter of the Howard Bush, Bankrupt No. 2840. The bankrupt was not present or represented. No creditors were present or represented. No claims were proved and allowed. The parties interested advised that no further proceedings were desired and therefore no trustee was appointed and the matter closed and returned to the district court as a case without assets. The meeting adjourned without date.

March 3. On this day was held the adjourned first meeting of creditors in the matter of Thomas-Daggett Co., Bankrupt No. 2708. The bankrupt was present by Ward & Strawhecker. Creditors were present by Corwin & Norcross and Claperton & Owen. The matter was further adjourned to March 17.

March 4. We have to-day received the schedules, order of reference and adjudication in the matter of Charles Aretas Plummer, Bankrupt No. 2875. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Vicksburg, and his occupation is that of a merchant. The schedules show assets of \$5,179.41, of which \$500 is claimed as exempt, with liabilities of \$7,093.92. The first meeting of creditors will be called promptly, and note of the same made herein. The list of creditors of said bankrupt are as follows:

State of Michigan, taxes	\$ 74.42
C. M. Williams, Vicksburg	115.00
Mich. Gas & Electric Co., Vicksburg	12.05
Lee & Cady, Kalamazoo	147.00
Edson, Moore & Co., Detroit	101.37
Geo. F. Minto, Detroit	unknown
Burley & Winter Pottery Co., Crooksville, Ohio	unknown
Bert Platt, Vicksburg	unknown
LaVant A. Strong, Vicksburg	124.92
Jackson Glove Co., Jackson	74.38
A. Rynbrandt, Kalamazoo	unknown
Kalamazoo Bread Co., Kalamazoo	247.00
Reid, Murdock, Chicago	64.00
Versailles Overall Co., Versailles, Ohio	37.30
Veeder Broom Co., Hillsdale	unknown
Toledo Cap Mfg. Co., Toledo	32.50
Leonard Seed Co., Chicago	unknown
G. R. Dry Goods Co., Grand Rapids	20.17
Mandeville & King Co., Rochester, N. Y.	6.28
Perfection Biscuit Co., Fort Wayne	unknown
Butler Bros., Chicago	75.68
Charles Easoldt, Grand Rapids	54.50
National Office Supply Co., Waukegon, Ill.	17.33
Johnson & Ely, Kalamazoo	45.45
Van Den Berg Bros., Kalamazoo	64.36
Harry J. Lewis, Kalamazoo	94.17
Greenfield Glove Mfg. Co., Greenfield, Ohio	13.32
Horton Estate, Fruit Ridge	46.08
Sioux City Seed Co., Sioux City, Iowa	44.03
Star Paper Co., Kalamazoo	4.81
Fisher Bros. Paper Co., Fort Wayne	40.25
Blodgett-Bechey Co., Toledo	52.93
Goodell & Pack, Howardsville	18.00
Crystal Candy Co., Kalamazoo	9.45
Calumet Baking Powder Co., Chicago	19.53
Steven Strong, Milwaukee	326.25
Norman Skipper, Vicksburg	unknown
Woolson Spice Co., Toledo	29.75
Sturgis Grocery Co., Sturgis	unknown
Knickerbocker Clothing Co., St. Louis, Mo.	26.51
Worden Grocer Co., Grand R.	unknown
Spring Suspender Co., Greenfield, Ohio	8.78
M. H. Rosen & Co., New York	39.00
Mich. Beil Tel. Co., Vicksburg	4.38
Rothschild Bros. Hat Co., Chicago	26.00
Belvidere Garment Co., Belvidere	15.25
Colonial Oil Co., Vicksburg	unknown
A. R. Walker Candy Co., Owosso	6.85
Mich. Gas & Elec. Co., Vicksburg	12.26
National Biscuit Co., Kalamazoo	12.32
E. H. Miner, Vicksburg	46.00
Johnson Paper & Supply Co., Kalamazoo	46.30
Bradford & Co., St. Joseph	24.95
Nutriline Candy Co., Chicago	40.53
Wolverine Shoe & Tanning Co., Rockford	35.50
Huron Overall Co., Uby	94.34
Leon E. Jacobs & Bros., New York	69.00
Ettelson & Co., Chicago	15.24
Hekman Biscuit Co., Grand Rapids	58.85
E. J. Brach & Sons, Chicago	33.94
Metcalf Neckwear Co., Cleveland	38.70
Hershey-Ruce Mfg. Co., Columbus	41.00
Alfred J. Brown Seed Co., Grand Rapids	40.99
Kal. Cold Storage Co., Kalamazoo	42.53
Swift & Co., Kalamazoo	69.04
Taylor Produce Co., Kalamazoo	281.18
A. W. Walsh Co., Vicksburg	205.40
First State Bank, Vicksburg	2,000.00
Miss Charlotte Coney, Cleveland	900.00
W. H. Plumber Est., Fennville	600.00
Farmers State Bank, Vicksburg	147.00
S. B. Creamery Corp., South Bend	90.00

### Gerritt Johnson Has a Little Brain Storm.

Los Angeles, Calif., March 6—On the cover of the Michigan Tradesman of Feb. 10 is what I would call a wonderful likeness of Abraham Lincoln. Every line in that face denotes character and radiates universal love. Lincoln is not dead; his acts or spirit, as some call it, are with us to-day. But who among us is big enough to read or understand that face?

On the back of that same Tradesman you have a list giving the names of Grand Rapids millionaires, and the editor calls them "men of superior attainment." After looking at the front page and then at the back page, I wonder! We all know that when a man acquires a million dollars in a legitimate or competitive business, according to our present viewpoint of honor, it is honorable; but the man who makes his money speculating, it seems to me is on the same level as the poker player, only the poker players takes his money away from other gamblers, while the profits of the speculator usually come from the producers. "When some people get something they do not earn, there are others who earn something they do not get."

This letter is not intended to be personal to the members of your millionaire honor roll. They may be exceptions to the rule. But, may I ask, how many millionaires have bootleg in their cellars? Does not our millionaire class pollute our politics in their grab for wealth? When millionaires or their children buck up against the law, do they go to jail the same as the poor people? Are not the people who are above the law more dangerous to our form of government than those who have utter contempt for the law? It is estimated that we made twenty-two thousand new millionaires during the last war. I would liken these millionaires unto a man who, with his right hand shaketh the hand of a blind beggar, while with his left he steals pennies from his cup.

May I ask, is the millionaire superior to the man working in a factory who, from his meager wage, buys a home and, by denying himself, educates his children better than he himself has been educated?

Yes, after all, who are the superior men in this country? Does money make men bigger? I have run up against a good many millionaires; I have studied them, and, in spite of their egotism, to me, as a whole, they are mental paupers.

May I be so bold as to predict that if civilization ever becomes civilized, then the descendants of our millionaires will be as ashamed of their ancestors as the Bryanites are of the monk. We all know that morally the poor are no better than the rich. Change them about and they would be the same. It is our unfair economic conditions that make us what we are.

If I am not mistaken, Grand Rapids is rated as the second home-holding city in the United States. In spite of our braggadocio, look underneath! See how many homes are mortgaged. As I write, one case comes to mind of a man who died a few months ago. He had struggled with a mortgage for eighteen years. During all that time I doubt if he or his wife had been outside the city limits. Saving, saving and raising children, trying to reduce their mortgage—that was their life's battle. During this struggle the breadwinner died. He could not afford life insurance and now his wife is struggling with the remainder of that same mortgage. There are hundreds of cases like this in Grand Rapids, yes, perhaps thousands. I know the struggles of these people and when I see the list of millionaires boldly displayed, my whole soul rebels.

G. J. Johnson.

A Missouri editor has discovered the proper way to eat parsnips. Feed them to the cow and then eat the cow.



**White House COFFEE**

A GROCER handles few products that cause more "kicks" than coffee. Yet often poor coffee is not his fault and not the fault of the customer. Coffee can be good only when it is roasted just right. Sell White House Coffee. Makes good, whoever makes it.

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### DRY GOODS CONDITIONS.

It has been shown, over and over again, that upheavals in the stock market with more or less violent changes do not mean much in the business life of the country. The person affected by the gyrations in stocks are few in comparison with the population of the country, and those in mercantile business who have the time or inclination to bet on what the tickers will show are not numerous enough in number to have any influence on the course of legitimate business. Despite these well recognized facts the Secretaries of the Treasury and Commerce felt it incumbent on them to issue some reassuring statements in connection with last week's orgy on the Stock Exchange. They called attention anew to output and sale of commodities, the general employment of workers at high wages, the mounting figures of savings bank deposits and the other indicia of prosperity. Ignoring the shifts in securities values, not a single commodity of note was changed in price nor was the purchasing power of the people in general in any wise diminished. Neither was the intrinsic value lowered of any property, railway or industrial, whose market price was subjected to the extreme changes noted. Some persons made money and others lost it, while railways went on operating as usual and industrial plants kept on turning out their products undisturbed by speculative activity. It is well to keep a sane and safe outlook on what is happening.

In most mercantile lines business is proceeding about as was expected. Buying continues in a cautious way, being influenced much by the uncertainty as to the future cost of certain raw materials, especially in the textiles. The weather has been another disturbing factor, particularly as regards business in ready-to-wear. Some persons still cling to the notion that March is a spring month, which it never was over much of the country, and are woefully shocked each year to find that they are wrong. This year an Easter earlier than usual makes favorable weather in the fore part of this month more than ever desirable. Every slight moderation in temperature has been accompanied by better consumer buying, and this, in turn, has reacted on the wholesale and manufacturing ends of the garment industry. It looks as though retailers will soon begin bunching their orders and hurrying up deliveries to meet a good Easter demand. If the consumer purchases come up to expectations, the effect will soon be apparent in the primary markets, which need some stimulation in certain directions. In one line, that of floor coverings, it is considered that the outlook is not altogether satisfactory. This is the conclusion drawn from the fact that the principal factor in the rug and carpet industry has announced its purpose to have an auction sale beginning on April 5. Delay in buying these goods is attributed to the notion on the part of dealers that prices have not taken into account the reduced cost of wool. The auction sale will enable the buy-

ers themselves to fix the prices of rugs and carpets. That the year as a whole will make a good showing in these articles is pretty generally recognized.

### THE COTTON SITUATION.

For a time last week it looked as though there might be a real upturn in cotton quotations. In a single day, for some reason or other, prices went up about 30 points. But the general opinion is that no great rise is likely to come or to be permanent. A Government calculation is that the carry-over on July 31 of the world's supply of cotton will be 10,364,000 bales, of which American cotton will constitute 4,606,000 bales. This is based on a world's production this year of 27,600,000 bales, which is none too generous. Preparations are under way for the new crop in this country, and the best evidences thus far are that there will be little, if any, restriction in the acreage. If true, this does not look like high prices for cotton for some time to come, unless weather conditions are very unpropitious or the weevil is not checked. Cotton goods buyers are watching developments closely and are disposed to hold out for lower prices because of the raw material situation. Print-cloths have softened in value to correspond to lower prices of cotton, but the business in them has not been very notable. An easier tone has come in some bleached cottons. Prints, however, have been holding their own. One of the biggest printers announced during the week a continuance of present prices for four months to come on percales, voiles, pongees, etc. Gingham is also reported as selling quite well. An opening of fall shirtings, displaying a great variety of patterns, was one of the features of the week. Knit goods generally are without special feature, except a little more activity in spring underwear.

### THE WOOL MARKET.

In wool the effort in all markets appears to be to prevent prices falling below the recent low levels and, as far as possible, to meet the views of buyers. This was manifest at the auction sales at Christ-church, New Zealand, during the past week. At Liverpool, on the other hand, offerings of South American wools were mostly withdrawn because of unsatisfactory prices. The auction sales of Colonial wools will be resumed at London this week. Unless an unexpectedly strong demand is in evidence there from the Continent, the chances appear to be that it will be quite an effort to prevent further recessions. But the sellers and buyers are not as far apart as they were some time ago and the disposition is to get together on a reasonable basis. In this country the dealings are not many and the buyers have rather the best of it. This is particularly so as concerns domestic wool, which has not been moving even as freely as the imported. The goods market has not yet struck its stride on the fall offering of men's wear fabrics, which are now generally open. There is still some spring stuff to be bought and this has led to the suggestion that it would be good policy to

delay fall offerings in the future until the time when buyers were prepared to put in their orders. Some lines of dress goods are offered for fall, and more will be offered during the next fortnight. In one noted offering last week the prices for fall have been lowered from 10 to 15 per cent., which is about the same reduction as that on men's wear.

Europe has lived so long on a theoretical balance of power that the League of Nations has been incapable of doing without it. In the Council, for instance, equilibrium has been reached, roughly speaking, by a division putting Great Britain and Japan on one side against France and Italy on the other. These have been the permanent members. Those holding non-permanent seats have been ranged about half and half. Now along comes Germany, scheduled for a permanent seat. This would upset the balance. Even worse, Germany might stand in a position to control the situation. France, naturally believing that Germany would constitute an opponent, is in favor of bringing in another permanent member of the Council—specifically, Poland. Thus the balance might be redressed. But, by another course of reasoning, Poland has no more right to this place than, say, Spain. It is not impossible that, through the familiar political compromise, both may be taken on. Such is League politics that other moves toward increasing the number of Council members appear inevitable. The end is unwieldiness, especially in a body which can take no important action without unanimous vote.

Because "war toys instill in the child's mind a militaristic spirit," the Women's International League of Peace and Freedom proposes to begin a nation-wide boycott to prevent the sale of drums, tin soldiers and toy swords for next Christmas. Evidently the women's league has overlooked the nature of the small boy. Left to himself he would rather have a toy automobile or something that shows he is a potential football or baseball player. But if it is to be made real bad to have a tin sword or a drum—well, no small boy wants to be considered too good. An active propaganda against war toys is likely to instill a greater demand for them. The smiling complacency with which the toymakers at their convention in this city received the announcement of the proposed boycott indicates they understand the advertising value of this kind of movement.

Senator Smoot believes enough votes can be mustered to save the Italian-American debt agreement from a sudden end or a slow death. This will depend upon pressure from the public. If the Senate is left to deal with it in the Senate's own way the agreement will be shunted back into a committee and left to die a lingering death. This settlement is of interest to industry and business. If these interests do not get behind it the Ku Klux Klan will strangle it for reasons best known to the Klan. There are enough Senators from Klan states to defeat the

bill or send it back to committee, according to polls recently made. If the public rallies to the agreement it will pass. Otherwise not. Senator Smooth thinks it will. The Senator from Utah is a cautious statesman, therefore it probably will, always providing the Senate is not left to its own devices.

A year or so ago it appeared as though the finance ministers of Europe would play leading roles in international politics. Winston Churchill, in England, certainly believed so and proceeded to stick in his thumb and pull out a plum. He expected to step from the Treasury to the Prime Minister's office without half trying. Then Austen Chamberlain, along with Briand and Stresemann—foreign ministers all—put his thumb into the pie to such an extent that there were no plums left for Churchill. Locarno promptly threw debts, reparations and other issues for finance ministers into the shade. This may go far toward explaining why the British Cabinet to-day is becoming cramped quarters for two such as Churchill and Chamberlain and why so great a ruckus is being raised in England over the current League of Nations issue.

One girl in every hundred in this country is a Scout. It would be easy to multiply this number, but it would be worse than a waste of time and effort to do so unless the requisite number of Girl Scout leaders were available. Such a leader has an interesting problem in democracy on her hands. The girls she supervises are supposed to be self-governing. They elect their patrol leaders and decide upon their plans. A Scout leader who became impatient at delays or mistakes and tried to rectify conditions by issuing orders would violate the principle of democracy and also find herself in a peck of trouble. It is not hard to see why there is greater need for Girl Scout leaders than for more Girl Scouts.

Less than five minutes was required to sell a copy of the Gutenberg Bible for the highest price ever paid for a book, \$106,000. The crowd which attended the auction followed the bidding as eagerly as a gallery watches a crucial stroke in golf, and it cheered the mounting figures as excitedly as the packed stands at a tennis or football game respond to a sensational play. The highest price previously paid for a copy of this rare book was slightly under \$60,000. The copy just sold is in excellent condition, its pages as clean as if it had been printed in 1926 instead of nearly 500 years ago, but its condition is of minor importance. A copy of the first book printed from movable type needs no other recommendation.

We wonder what that chap who fainted three times while he was being married will do when the first month's bill comes in from the butcher?

None preaches better than the Ant—and she says nothing.—Poor Richard.



## OUT AROUND.

## Things Seen and Heard on a Week End Trip.

Last Saturday the pavements were too icy to attempt to cover much territory outside the city, so I confined myself to the city streets which had been partially relieved of the icy surface which made driving so precarious.

In the forty-one years I have lived in Grand Rapids I cannot recall a winter when there has been so much home building as this winter. This activity does not appear to be confined to any locality or to any class of people—all classes appear to be bent on getting into homes of their own with as little delay as possible.

I confess to a great admiration for some of the business methods of Joseph Brewer since he became a millionaire. Perhaps I should say a three millionaire. Instead of pulling up stakes, removing to some suburb of New York or Los Angeles and devoting his life solely to pleasure seeking, he appears to have dedicated himself to the service of the city of his adoption. His first move was to acquire a dominant interest in the Pantlind Hotel, so that he and the Pantlind family might control both the hotel and operating companies. Fred Pantlind, with his big heart and his inability to turn a deaf ear to the importunities of his friends, needed a steadying hand—and Joseph Brewer had that kind of a hand in readiness. The result is plainly evident in recent reports furnished the stockholders of both companies. Mr. Brewer may not have been a Moses to the Pantlind Hotel, but he has certainly proved to be a very helpful co-worker and director.

Mr. Brewer's next move was to secure large holdings in the Old National Bank and the Grand Rapids National Bank, with apparently no ulterior motive in view.

His next move was to augment his holding in the Grand Rapids Trust Co., which made him the logical successor to President Robert Graham in the ill health which has overtaken him. Under Mr. Brewer's direction the institution has taken on a new lease of life which is gaining in momentum as its new building nears completion.

Mr. Brewer's most recent achievement is the acquisition of a large holding in the Fourth National Bank at a price nearly double the figure the stock has been selling at for some time. What idea he has in mind I have no means of knowing, but if President Anderson should ever decide to abdicate the position he has held with such credit to himself and such profit to the stockholders for the past thirty-five years, it would be the most natural thing in the world for Joseph Brewer to assume the reins of power which Mr. Anderson has held so tightly for so long a period.

On Saturday of this week, my life-long friend, Charley Garfield, will reach the 78th milestone. With the exception of Charley Belknap, he is the youngest old man I know.

No man can appraise another and be wholly just. Long years of intimate acquaintance may not suffice to disclose all or even the best of the

qualities, tendencies and purposes of our friends. In giving expression to my appreciation of Charley Garfield I am sure I shall fail to suitably recognize and remark upon many of the traits of his character which to other of his friends seem to have been outstanding; but I will not for that reason refrain from indicating what I am sure should be remembered.

I know him as a devoted and consistent friend of civic betterment. In his efforts in that behalf he first assures himself of the soundness of his position and then gives all his strength to the adoption of the policy or the success of the movement undertaken. I have never known him to fail to be sure of his ground before acting and I have never known him to be on the wrong side of any question.

In undertaking to describe my friend in the past I have frequently paid tribute to his uncommon mental capacity, due to his being favored with a well trained and well equipped mind of high quality. His mental endowment is rich indeed. So far as I know he has accomplished everything he ever started out to do. Once sure he is right he cannot be lured from his course, and if the thing to be done deserves to be done he persists until it is done. His outstanding mental qualities, as I have been able to observe, are his capacity for clear thinking, his ability to arrive at sound conclusions, his persistence in support of that which he believes to be right, and what may be termed his intelligent and justified obstinacy.

Attractive and interesting as Mr. Garfield is when at his work, I believe his friends will grant that as an agreeable and congenial companion, enjoying the society of those with whom he associates and finding happiness in adding to their pleasure, he is to be found at his best. He has personal charms that can hardly be surpassed.

Little can be said of him that is not generally known by those who enjoy his friendship; and that, after all, is perhaps the finest thing that may be written of any man. Fair, generous almost to a fault and quick to praise where praise is deserved, he is yet ever faithful to his duties as he finds them. His "cards are on the table" always. He plays an honest game with everyone and he never hesitates to voice dissent where agreement is equivalent to hypocrisy.

In the office of the Grand Rapids Savings Bank, during business hours, there is nearly always somebody "waiting to see Mr. Garfield." Some desire merely to renew acquaintances and shake his hand. Others come for advice in business matters, the benefit of his long experience in the field—and others come to him with stories of an outlook that has failed, of "jobs" that have not materialized. Strangely, perhaps, these latter are the most welcome of all. The number of men whom Charley Garfield has placed in responsible positions—went out of his beaten path to personally render a service—will never be known. For all who come to him he has time to spare from his responsible duties as Chairman of the Board of one of our largest financial institutions.

Mr. Garfield has been a contributor to the Tradesman ever since it was established back in 1883 and even during his vacation time in Florida this winter has found time to send us several very illuminating contributions such as the one which appears in the Tradesman this week. Many of my readers have commended the remarkable manner in which he handles his subjects. If they would like to say as much to him personally, and congratulate him on his birthday, they can address him at 219 East Rich avenue, De Land, Florida, mailing the letter by the 11th, so it will reach him on the 14th.

Another remarkable man of whom Grand Rapids is very proud is Wilder D. Stevens, senior partner of Foster, Stevens & Co., who will be 82 years old April 19. Notwithstanding the long years Mr. Stevens has devoted to his business, he is probably the most methodical man in the city. The boys at the store tell me that he never varies over a minute in getting down in the morning and the elevator boy at the Peninsular Club insists that he never varies over a minute in reaching the club for his luncheon. He has devoted nearly seventy years to the hardware trade and owns up that his highest ambition is to die in the harness. During all of these years the welfare and advancement of the business have ever been his first thought. There is no task so great, no burden so heavy that he is not at all times glad to assume it, if, by so doing, he can further its interests, and his associates well knew how largely its success has been due to his unfailing efforts. Of striking presence and pleasant address, great analytical powers, deliberate in his conclusions, of unswerving integrity, and of great courtesy of manner, he embodies in himself all the characteristics of a great merchant.

E. A. Stowe.

## The Lumberjack Now Superseded By the Tourist.

Written for the Tradesman.

Michigan was once famed for its forests and an army of lumberjacks, from shore to shore of the inland seas, laboring slowly Northward to roll the toll of logs to the swift currents of commerce.

An army of mechanics near the Southeastern border now sends forth phalanx after phalanx of our swift motor cars.

Changes indeed have marked the course of time and now each summer a vast array of autos from states far and near roll Northward with their eager, expectant thousands to all points of our great peninsulas. Their swift approach presents an intense idea of change from the toilsome advance of the timber cruisers and lumberjacks.

The lumberjacks surged out in stronger rushes in the winter months, while now the tourist traffic is a tide of summer time toward the vacation land.

The lumberjacks leveled our stately forests, but now the summer tide looks to see where the forests are coming on to a better growth.

This year near the dead of winter there comes from the Northland

strange tales concerning pre-advance agents of the summer throng—that, indeed, snowmobiles and snow shoes are the means whereby diligent search takes careful note of summer playground beaches and other enchanting regions of enticing summer time beauty. Just a line is what they want or just a few—optional—you understand.

And other facts we learn from the dusty ledgers of the land offices: that valleys, riversides, ranges of hills, lakes and wide sweeping areas are being conveyed to men or associations that conceive them as private recreational estates.

From just cut-over land having no very definite use they now get their place on the map as some chosen site of diversified activities that will build more rugged health, a broader outlook on nature and a keener interest in the development of natural resources.

Changes indeed we can now visualize, and as the season of vernal outgrowth comes on we can feel the surge of renewed vigor that marks an upward swing in Michigan's stride—up the hill of progress we surely go.

And then comes again recollection of a hill in the Northland rounded and domelike with a gradual approach to the summit. To the Southwest nestles a tiny lake surrounded by trees or tree tops when looked at from the summit and thence Westward tree tops and tree tops—more and more on a gradual rise until they merge into a wide sweep of the horizon South and Southwest and topped in the distance by an occasional hazy hill that hardly rises above the general level of that far, far landscape.

To the West we see ranges of hill tops and the glint of rippling water and soon discover that there are two arms of a great bay between those ranges of hills.

On toward the North we see a shore line and massive headland that ends the peninsula separating the two arms of the bay and next is a wide view of Lake Michigan with its shoreline sweeping far to the hazy North.

Then we see the blue, blue waters of Elk Lake and Round Lake and hill after hill to the far limits of our sight in a wide, glorious amphitheater Northeast of us. And we take note of tree dotted pastures and cornfields, graceful meadows, rippling grain fields, tree embowered homes, huge barns and rows of trees along the many roads that are in view. And we look and look until we have in the storehouse of our memory many treasured pictures of that Northland scenic beauty.

And then homeward and at quiet evening time the dainty, delightful shadows paint the skies we see, marvelous tints that slowly fade and we linger with memory's pages open for the last entrancing view.

Frederick Wheeler.

The gate to opportunity won't open for the man who is too lazy to lift the latch.

Many a man sits around wondering why he doesn't get his pay raised when that is the reason.



## SHOE MARKET

### Solution of the Summerweight Shoe Plan.

When a movement or a business triples itself in a year it is doing very well indeed. There must be fundamental merit to bring about such an advance.

It is estimated that three times as many summerweight shoes for men will be sold the coming season than last year. Many authorities believe that this estimate is too low.

Practically every retail merchant who adopted the idea last year will this year show more patterns and lasts in footwear of this type, and will push their sales more energetically and comprehensively, with the reasonable certainty of increased business in this department.

Literally thousands of retail merchants who did nothing at all with these shoes last summer will make the plunge this year.

Shoe manufacturers felt their way gingerly into this new field in 1925, and some not at all. This year we know of no manufacturer of men's shoes who is not hooking up to the movement at the present time. More thought, study and experimentation have entered into the design and construction of this type of footwear, which has been advanced in consequence from a minor place in most makers' lines to the major place in the current offerings. They are fully co-operating.

These are "signs and wonders" that we have every right to interpret in the light of expectation of greatly increased business, compared with the preceding year.

Our grandfathers wore leg boots. Our fathers discarded these and wore ankle-height boots. The oxford gradually forced its way into the picture.

Twenty years ago there was a fair division of favor between high and low types, with steadily decreasing preponderance on the high variety.

In those days, the industry thus had a sharply defined seasonal change in men's shoe style, as far as the differentiation between high and low cuts was concerned.

Steadily the oxford mounted in favor steadily the army men who would wear low cut footwear the year around increased. It is probably true to say that to-day not over fifteen per cent. of the entire production of men's footwear is in high cut patterns.

This transition from high to low, while having some advantages, almost completely wiped out the line of demarcation between the spring and summer and the summer and fall seasons in the men's shoe business. The industry thus lost the very thing of which we nowadays hear so much talk—shoe consciousness, as far as the type for the season was concerned. That this has been a serious loss, no one can attempt to deny.

Here, in the summerweight shoe movement, we have what amounts to a restoration of seasonal types in men's footwear—a tremendous asset to any business catering to the personal requirements and wants of the public.

While it is true that many, if not indeed most, of the shoe merchants and manufacturers would like to see restored the older order of affairs in the

matter of seasonal types, that is, the high and low cut standards, it is the practically universal opinion that this can never be and that the high cut shoe for men, on anywhere near a fifty-fifty proposition, has gone, and forever.

Facing this fact and fully realizing the advisability and the necessity for the creation of another line of clear separation between seasons, the summerweight shoe meets the situation, not only admirably, but in complete accordance with the unwritten laws of fashion, of good taste, of common sense and of human psychology.

From a great multitude of opinions and a comprehensive volume of experience, we find just exactly one element of fear, or criticism or doubt, on the feasibility of adoption of the summerweight shoe plan and its rapid development into a settled merchandising institution: The element of wearing quality. This deserves fullest consideration and judgment.

In passing judgment on this point, and in full appreciation of its importance, we have a right to look for comparison and analogy in related lines of men's merchandise and the experience therein. It is best expressed in a familiar article—the straw hat. No man expects the ordinary straw hat that he purchases on or before May 15 to wear as long as the soft hat or derby that he buys for other seasons. In preponderating measure this is fully true of practically everything that forms the basis of demand and consumption in the summer season. There is a lightness, brightness and airiness about the whole season that inevitably suggests the lighter effect in apparel, in food, in amusements, in reading. In this season, people universally forego as much heavy thinking as they possibly can—many social and other organizations cease to function in that period.

Why, then, need our industry, alone, consider for a moment that its particular and essential contribution to the needs and wants of society, shall be exempt from the operation of the psychology of the season? There is no need for such consideration.

Nevertheless, we are compelled to estimate the practical aspects of the situation and to recognize that the conditions prevailing for several years cannot lightly be cast aside without explanation or comment.

The fact of course is this: for several seasons the prevailing type of men's shoe has been heavy, broguey, solid, with great emphasis on wear. This has unquestionably been a real contributing factor in the really terrific slump in the per capita consumption of men's footwear, especially in the middle grades.

Creatures of habit, experience teaches us to expect a continuation of what appears to be an established phenomenon. Yet, in every other line of personal utility, the summer season has brought to the American man the article appropriate to the season.

The practical solution to this aspect of the summerweight shoe movement is held largely in one place—in the hands of the retail shoe salesman. He is the one who meets every man face to face. Provide the retail salesman with the fullest information bearing on this matter. Do not expect that he is

to get this essential data out of the air. He is your personal customer-contact. The best advertising in the world cannot help being impersonal. The salesman completes the process that your buying, your store management, your publicity, institute. Equip him for his work. Take time to do this thing—for it is the one element of the movement where there is the slightest chance for it to fail. "Sell" your retail salespeople on summerweight shoes for men and they will handle the public intelligently.

Summerweight shoes provide a definite means to increase per capita demand for men's shoes. Moreover, they create separation of seasons, not only between summer and spring, but between summer and fall—a double asset.—Shoe Retailer.

### MAIL US YOUR ORDER TODAY

*Our Stock Is Complete*

Polish  
Laces  
Insoles  
Fixtures

Leather  
Rubber Heel  
Nails  
Tools

**WE CAN SUPPLY  
YOUR EVERY WANT**

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Company**

GRAND RAPIDS, MICHIGAN

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

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SERVICE  
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General Mercantile Business



For Information Write to

**L. H. Baker, Secretary-Treasurer**

**LANSING, MICHIGAN**

## Are You Making this Mistake?

A survey of shoe retailers in Michigan last week shows some merchants:

Try to guess styles 3 to 6 months ahead  
Buy more than they need of a number  
Buy "abroad" when they might buy "at home".

**As a Means to Greater Profit in 1926,  
We offer YOU:**

The last word in style for Immediate Delivery  
"Over-night Service" on Fill-Ins

A chance to buy right at home a line of Quality dress and work shoes that is making profits and giving satisfaction from New York to California.

**HEROLD-BERTSCH SHOE CO.**  
GRAND RAPIDS, MICH. U.S.A.



## REPRESENTATIVE RETAILERS.

## O. H. Bailey, Vice-President State Grocers' Association.

Orla H. Bailey was born in Lansing April 27, 1879, the second of a family of eight children. He was a newsboy at the age of six years. He attended the Lansing public schools and night school at the Lansing Business University. At the age of fourteen years he went to work for C. B. Leonard in the retail grocery business and remained in Mr. Leonard's employ until 1901, when he entered this line of business for himself.

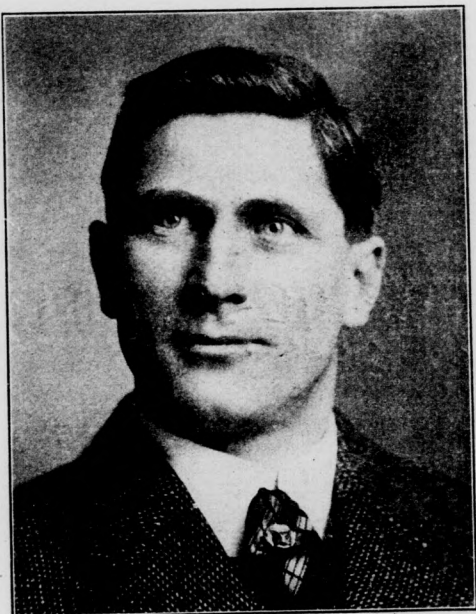
In 1903 he was united in marriage to Katherine B. Trierweiler. To them have been born three children—Ruby, Orla H., Jr., and Robert.

The grocery business seems to be a favored family occupation, as a sister, Ruth Bailey (Millard) and a brother, Jay Bailey, who had worked for their

last meeting he was elected Vice-President, the promotion being made with the idea of electing him President at the next annual convention, which will be held in Muskegon in April. It was commonly supposed that Paul Gezon would wish to succeed President Christenson when he relinquishes the office at the next meeting, but Mr. Gezon feels that he can do the organization yeoman service as Secretary and is, therefore, disposed to continue in his present position for a year or so longer, subject, of course, to the approval of the membership. This places Mr. Bailey in direct line for immediate promotion to the position of the executive office. That he will discharge the duties of the office with credit to himself and with satisfaction to the membership goes without saying.

## Retailers Fight For Oleo.

Quite naturally and appropriately



Orla H. Bailey.

brother, were engaged in the retail grocery business in Lansing from 1914 until their death; and H. D. Bailey, the youngest brother, was employed by Orla H. Bailey some time prior to his enlisting in the kaiser's war.

Mr. Bailey is a member of the Blue Lodge, No. 33; Capitol Chapter, No. 9, of the Royal Arch Masons; Lansing Commandery, No. 25, Knights Templar and B. P. O. E. He is also Treasurer of the Lansing Association for the Blind.

Mr. Bailey has been a member of the Lansing Grocers and Meat Dealers Association for twenty-five years. He has served as Secretary, Treasurer, Vice-President and President of the Lansing Association, also as director and on the Legislative Committee. He was recently elected a director of the Retail Grocers and General Merchants Association of Michigan and at the

the New York State Retail Grocers' Association has taken up the cudgel against the "Beck bill," now pending in Congress, proposing to double the tax on oleomargarine. Secretary Myers in a letter to members says:

"In view of the fact that the associated grocers have repeatedly urged that the 10 per cent. tax was unfair, we think that this Beck bill will practically wipe out an important industry which produces a poor man substitute for high priced butter. It appears to us to be a high handed piece of dairy interest legislation which seeks to destroy the legal industry of oleo production. Write your Senator or Congressman at once demanding that this bill be not enacted, since butter is well protected now by the 10 per cent. tax on oleo, while an additional 10 per cent. tax on oleo will practically kill it."

## Sand Lime Brick

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

*Brick is Everlasting*

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All kinds of machinery set and installed. Power plant maintenance. Boilers and Engines set.

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Under both State  
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We are as near as your mail box. As easy to bank with us as mailing a letter.

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No one but the bank's officers and yourself need know of your account here.

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## Watson-Higgins Milling Co.

GRAND RAPIDS, MICH.

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The best all purpose flour.

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The best bread flour.

Look for the Perfection label on Pancake flour, Graham flour, Granulated meal, Buckwheat flour and Poultry feeds.

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## I. VAN WESTENBRUGGE

Grand Rapids - Muskegon  
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The Food of the Future  
CHEESE of All Kinds  
ALPHA BUTTER  
SAR-A-LEE  
BEST FOODS Mayonaisse  
Shortning  
HONEY—Horse Radish  
OTHER SPECIALTIES  
Quality-Service-Cooperation

## King Bee

Butter Milk

Egg Mash  
18% Protein

The Mash you have been looking for. A Buttermilk Mash at a reasonable price.

Manufactured by

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COMPANY

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"The reliable firm."

You Make  
Satisfied Customers  
when you sell

"SUNSHINE"  
FLOUR

Blended For Family Use  
The Quality is Standard and the Price Reasonable

Genuine Buckwheat Flour  
Graham and Corn Meal

J. F. Eesley Milling Co.  
The Sunshine Mills  
PLAINWELL, MICHIGAN



## FINANCIAL

### World's Broadest Bear Market on Record.

What only a short time ago was the world's greatest bull market has turned dramatically into the broadest bear movement recorded in our financial annals.

Bullish statements on general trade conditions by leading Cabinet members usually make pleasant reading, but bulls in the stock market get little satisfaction from information of that character when forced to watch profits painstakingly built up in the Coolidge market now suddenly vanish. That the ordeal has been a painful one to persons in all walks of life is a feature of the present market for in previous bear movements the selling has usually been somewhat more concentrated than at present. Liquidation last week began in the public utility list but it has spread in violent fashion to the industrials and finally to the railroad shares.

Persons who do not follow such matters regularly, not to mention many that do, must be dumfounded by the appearance of a bear market in the face of business conditions admitted to be good. Does it all mean that the tide in trade affairs has turned and that the stock market is discounting something very unfavorable to business in the future?

Unquestionably the time will come and perhaps this year when business will cease to make new high records each month but when the smoke is all cleared away explanation for the recent orgy of liquidation will be found not so much in what is coming as in what now is history. The stock market reflects future conditions in a general way but reasons enough may be found in the present instance to show that certain artificial stimulants had been applied last year. If these were what forced prices to levels not warranted by conditions their removal would not necessarily bring on a prolonged bear movement so long as trade conditions remain sound.

Do not forget that the stock market helps to create business confidence just as it in another sense reflects future trends in trade, however, and that raises another question. Granted that business to date has been running along sound lines, will its recent performance throw fears into the hearts of our business leaders?

The question is not one to cause alarm at present. Most of our executives understand how inflated dozens of issues had become late last year when enormous volumes of credit were pumped onto the market. The more reasonable leaders understand too that the effects of the Federal Reserve rate increases are being felt now as spring demands for funds arise. Last year the market was given about all the money it wanted and unreasonably high prices were attained in speculative favorites by the help of strong arms in the market: now a slight pinch for funds has caused general unloading by giving the market a good scare.

Certainly the Nickel Plate decision has not been pleasant news for the speculative community. It has given

the bears precisely the weapon that they wanted, unfortunately, and at precisely the moment most precious to them. Paul Willard Garrett.

[Copyrighted, 1926]

### No Serious Reaction in Business Seems Likely.

In the distinguished economic bulletin edited by George E. Roberts and published monthly by the National City Bank may be found no grounds for pessimism. Whether the stock market has adjusted itself to actual conditions or whether still further liquidation will follow are, of course, questions that the bank does not attempt to answer but in the general outlook for business in this country it finds basis for "restrained optimism."

As is pointed out in the March study just issued the volume of trade and industry, if we can judge by bank debits outside of New York City, are running larger than ever before at this season of year, railway shipments of factory products are heavier than usual and factory employment is high.

On the future outlook for business the bulletin says:

"With the different branches of industry thus in better adjustment than they have been for years, the outlook justifies restrained optimism. The danger of course lies in over-confidence leading to overproduction and disturbances of the normal balance of industry. In view of the exceptionally heavy output in 1925, conservative business men will not be taken by surprise if the volume of business this year fails to constantly overtop all previous records or should even fall somewhat short of its recent level.

"In some localities, at least, there are indications that building operations and speculation in real estate have been overdone, and it is not impossible in certain other industries where unusual optimism now prevails production may be pushed too hard. Should this prove to be the case some slowing may occur during the latter part of the year, but there seems to be little likelihood of anything in the way of a serious reaction."

Satisfaction in the month-end requirements for funds brought relaxation in the prevailing money rates, call money having dropped yesterday from  $5\frac{1}{2}$  to 5 per cent., but from a general survey of the situation the future trend is more likely to be upward than downward, unless ease is brought on through such movements as the present liquidation of stocks.

In the opinion of Mr. Roberts the major credit requirements of the spring may bring somewhat firmer rates for money. The general tendency has been forward since last September, he points out, and "with business still in large volume the time does not yet appear to be at hand for an alteration of this trend."

Paul Willard Garrett.  
[Copyrighted, 1926]

The possession of wealth, earned or inherited, does not make any one independent, does not lessen but increases his obligations. Moral claims cannot be paid in money.

Mussolini is dictator by unanimous consent. And it is ten years in prison not to consent.

## But a Step to Safety—

Off the  
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Our First  
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Is Located  
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EASY OF ACCESS to those who have the right to enter, but with the highest degree of safety for the property entrusted to its care.

Few can afford to be without the protection offered by our Safety Deposit Vaults, when it can be secured at a

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*The first Trust Company in Michigan*

## Investment Securities

### E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit  
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## Fourth National Bank

GRAND RAPIDS  
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United States Depositary

Established 1868

The accumulated experience of over 56 years, which has brought stability and soundness to this bank, is at your service.

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### Price Standardization Bill Should Become a Law.

The Kelly bill is intended to remedy an evil condition in American business life which has existed for a great many years and is becoming more aggravated every day. Under the provisions of the Kelly bill, it is the aim to permit the manufacturers, originator or producer of a trade marked article to fix a minimum resale price below which it cannot be sold. Provisions are made for bankrupt and damaged goods sales.

The bill should become a law for the following reasons:

It will prevent defrauding the public. Every sale of a cut priced article carries the germ of fraud and misrepresentation. The advertisement of the article at a price lower than what is deemed fair by the producer is done to draw the public into the store of the advertiser, and then to sell the customer either something entirely different on which an exorbitant charge is made, or selling additional merchandise of unknown values at a large profit. In either case the duped public is at a disadvantage.

The sale or offer to sell priced marked proprietary article at a cut price causes constant injury to the legitimate business of its manufacturer. It conveys the impression to the public that the manufacturer's price is unfair and that it really is not worth the value claimed. It cheapens the article in the eyes of the public.

All investigations made by independent authorities have proven that the manufacturer of a price marked article is allowing only a bare profit for the retail dealer. Every authoritative investigation such as the Harvard Bureau of Business Research has proven that if the dealer fails to get the price marked on the merchandise, then he is selling such merchandise at a loss. To make up this loss the cut rate dealer must sell other merchandise upon which he makes a larger profit. The sale of ivory soap at 4c or the sale of castoria at 27c or less means that you must pay more for your other groceries, dry goods and drugs upon which there is no stated price.

The fraud, misrepresentation and swindle which underlies the cut price sale of standard articles has been so covered up that some of the public is led to believe that such cutters are benefactors, while in fact they are not.

The question is so involved and has been given such an untrue aspect through misrepresentation that it is the duty of legislative bodies to study and devise suitable legislation to correct this evil and thereby protect the public.

### Sobering Up After the Party.

The party is over. The stock market's big drunk lasted nearly two years. In that time it stepped high, wide and handsome. America has been speculation-crazy. "Florida fever" was a symptom. Tall talk of gigantic rail and industrial mergers raised the national blood pressure. The country began playing poker, switched to seven-card piquet and wound up praying to Lady Luck and whirling the galloping dice.

Comes now the cold gray dawn of the morning after. In two short

weeks billions of dollars melted from stock values. The lambs have been shorn and shaken out. It is a day of financial headaches and remorse for the gambler. His golden world is now without form and void, and darkness is on the face of the deep.

But—a working, trading and developing America will not take it too seriously. There still are upward of 110,000,000 people in the United States. Millions of wealth producers are producing real, not speculative, wealth. A crazy stock market, whether on the up-take or the down-swing, cannot rob America of a single one of her great resources.

Business is sound. Steel and other great commodity orders are normal. In industry, both orders and production are increasing. Crude oil output is gaining. Car-loadings to-day are greater than in the same periods of 1924 and 1925. The anthracite strike is over. The country at last has a sound Federal tax policy. There is little unemployment. Money, at moderate rates, is plentiful.

Nowhere in the economic situation is there either rhyme or reason justifying the stock market's insanity. The explanation is in the mass psychology of a prosperous people. The gambler, hunting easy money, crawled far out on a limb. Stock-market history repeated itself. The limb broke.

In the long run, the results should be good. The froth and foam and spume have been blown from the market waters. Deflation hurts, but it is the only cure for inflation. Business has been cautious. It will be even more so. The brakes are going on in Wall Street. They should have gone on months ago.

It would be foolish to "sell" the United States "short." It has everything now it had a year or a month ago. The country will be all the better for the cooling of this speculative fever that has been in its blood.—N. Y. Evening Post.

The National conference on street and highway safety, meeting in Washington, reports that although the number of automobile traffic fatalities grows year by year, the rate increase, which mounted rapidly from 1917 to 1923, went down sharply in 1924 and 1925. The increase was 20 per cent. in 1923, dropped to less than 7 per cent. in the following year and to about 2½ per cent. in 1925. This must mean a better understanding between motorist and pedestrian, in the realization that neither enjoys a monopoly of the highway. Mutual hostility and recrimination never help to solve the problem, and since the pedestrian of to-day may be the motorist of tomorrow it ill becomes him to revile the occupant of a vehicle. A further reduction in the absolute and comparative figures of casualties can only be reached by co-operation on the part of those who walk and those who ride.

It is a good thing to save trade journals with the idea of referring to them later for ideas, but it is a better thing to clip the matter in them of value and file it where it can easily be found when wanted.

## Rolling Snow Balls

A small boy takes great pleasure in rolling snow balls. The size of the ball, the rapidity of its growth and its shape all depend upon the snow, the condition of the weather and the strength of the boy.

A right thinking man takes the same pleasure in rolling up his estate. The size of the estate, the rapidity of its growth and its condition all depend upon the man's ability, the opportunity presented and the man's endurance. The difference in the pleasure is that the man has a more far-reaching purpose. When the boy has finished he cares not what becomes of his effort; the man does.

Prevent the melting away of your estate by safeguarding it. Make your Will and appoint as your executor and trustee the

## GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

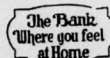


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OLDEST SAVINGS BANK IN WESTERN MICHIGAN

## SERVICE

—according to the dictionary means "working for."

In this strong Bank we prefer a broader definition. To us it means working with as well as for our customers.

We believe that an account in any one of our departments will make you like our point of view.

### GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel at Home."

15 Convenient Offices.

## Grand Rapids Savings Bank

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### Keeping Posted on Retail Prices.

Written for the Tradesman.

A recent Christmas incident may illustrate a point in successful merchandising that should be remembered all the year round. A customer in a drug store held up a little packet of "From—to—" tickets in red and green, the sort used with Christmas presents.

"How much are these cards?" he asked the nearest clerk.

The clerk passed the query on to another clerk. "Say, Joe how much are these little tickets?" Joe didn't know. "Just wait a minute and I'll find out," he said. He made a trip to the business office. "Say, Mr. Jones, are these cards 5 cents or 10 cents a package?"

And, meanwhile, the customer waited.

This isn't the kind of service a store should give. Such running about, such time wasting, is calculated to make the 5 cent and 10 cent sales decidedly expensive. The 10 cent store, with its goods displayed in little compartments and its prices plainly ticketed on each compartment, is better equipped to handle customers than the more pretentious drug or stationery store where the clerk has to interrupt anywhere from 35 to 65 per cent. of his sales in order to find out what price he should ask.

Salesmanship is merely one mind working on another. To be effective, the mental influence must be continuous. Remove the mental pressure on the customer, even for a moment, and the salesman in many instances has to commence all over again. Nor, after such an interruption, can the salesman's first influence be regained in full. Consciously or unconsciously, the customer is bound to regard the salesman's ignorance of prices as an indication of fallibility in other respects. The recommendation of the clerk who has to guess the price can never carry the same weight as the recommendation of the clerk who knows.

To have retail prices right at his finger-tips is part of the equipment of every salesman.

Yet, with prices of raw materials constantly fluctuating, with new lines being constantly put on the market, it is hard for even the best memory to keep tab on the ever-changing figures and the ever-growing list of items.

"Price-mark everything," is the remedy that first suggests itself. "Put the mark right on the carton or package." This is good where the prices don't fluctuate; but it means a lot of work and a lot of sadly scarred packages when prices change every week or so. Then, many merchants don't like the policy of price-tagging everything in plain sight of the customer.

Here's how one merchant met the need. He secured a few small, ruled, indexed books with stiff black covers, the sort that can be purchased for a dime, or two and slip easily into an inside coat pocket. For his purposes, he picked on a book sufficiently large to give four or five pages for each letter of the index. In his own copy he entered the correct retail prices of everything in stock. The duplicates were for his salespeople. Each carried at every moment of the working day his private price book.

The preparation of the original was the biggest item. With five pages for the more frequently recurring letters, indexing could be carried to a fine point. Thus, one page in the D portion was given to names commencing Da—another De—and so on, not forgetting Dr and Dy names. This sub-indexing facilitated the speedy finding of any required price, and made corrections much easier.

Each new salesman prepared his own price book. The very task was an education in regard to the stock and prices. The posting of new articles and price changes was easy. The proprietor simply made a practice each evening of jotting down a list of price changes, if any; and from this list the clerks posted their own books immediately.

In the result, one store at least knew its prices.

The value of any such system depends, of course, on the efficiency with which it is kept up. Properly kept up, it saves a lot of time and, more than that, helps the clerk in making sales. The novice can quote prices with the facility of a veteran clerk; and can save his memory for the more important matter of keeping track of the names of his customers and the selling points of his goods.

Victor Lauriston.

### Steady Market in Rayon.

The market in rayon continues to pursue more or less of an even course. Leading producers are sold well ahead and little or no actual influence of increased production has yet made itself felt with respect to prices or possibly oversupply. Increased supplies of imported rayon are being made available and have led to talk of some concessions being made in prices for the next quarter. Domestic producers so far, however, have given no indication that any change will be made for that period, and it has been unofficially said for them that present prices will very likely be maintained.

### Cape Itself Not Favored.

It is expected that the cape vogue in Spring ready-to-wear will be confined more to cape effects rather than the exploitation of the cape itself. Some houses, however, are showing the cape as an individual garment, but the reaction has not been favorable. It is as an application to the coat, as in the cape back style, that the cape vogue is held to be finding its best and most pleasing expression. Retailers have bought this style with confidence, and the wholesale trade is inclined to anticipate excellent re-ordering of it.

### New Barpins and Brooches.

Barpins and brooches are being shown in varied styles to meet the demand for accessories to the new Spring styles for evening, sport and formal wear. Shoulder brooches, lace pins and small pins for wrist and neck ribbons are popular, as are little round gem-studded brooches for garters. Sets of barpins, including scarfpins, small brooch to decorate the pocket, a hat dart and cuffpins are shown, many of them with brilliant modernistic motifs in mosaics of opaque stones.

## YOUR BANK and YOU

Our customers make profitable use of their connection with this bank. They find our facilities, our organization, our acquaintance and our connections of great value. So will you.

We believe in the human element in banking. That is why we give personal attention to every customer and have a personal interest in every account.

## The OLD NATIONAL BANK

GRAND RAPIDS

## Kent State Bank

"The Home for Savings"

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

### \$20,000 Akron, Ohio

#### 5% Improvement Bonds

Dated April 1, 1922.

Den. \$1,000.

Due April 1, 1934.

Interest Payable April and October 1st at National Park Bank, New York.

#### FINANCIAL STATEMENT

Assessed Valuation	-----	\$318,365.050
Net Debt	-----	22,315,784
Population (1920 Census)	-----	208,435

Opinion: Squire, Sanders & Dempsey, Cleveland, Ohio.

Price to net 4.35%

### VANDERSALL & COMPANY

410-416 Home Bank Building, Toledo, Ohio  
29 So. LaSalle St.  
Chicago, Ill.

1654 Penobscot Bldg.,  
Detroit, Mich.

## Grand Rapids National Bank

The convenient bank for out of town people. Located on Campau Square at the very center of the city. Handy to the street cars—the interurbans—the hotels—the shopping district.

On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institution must be the ultimate choice of out of town bankers and individuals.

Combined Capital, Surplus and Undivided Profits over

**\$1,500,000**

**GRAND RAPIDS NATIONAL BANK**  
GRAND RAPIDS, MICH.

**Due To Carelessness or Arson?**

A short time ago a motorist on a country road in Central New Hampshire saw a rider in a machine ahead of him toss a cigar stub into the grass at the roadside. It is a little used road. At that particular spot there is not a house for two miles in either direction. There are cellars of former houses. There has not been much rain this year and the district of which we are speaking is sandy, and accordingly the grass parches quickly, and there is a lot of whitey-green moss which holds fire almost as long as punk does.

The man in the second machine was a native. The identity of the man who tossed out the cigar stub is unknown. The native leaped out to make sure that the cigar stub was extinguished. But the grass and moss were afire before he could get there. He fought the fire unavailingly for a few minutes rode to the next house, which had no telephone, to a second and third house before he was able to call up the nearest village, five miles away, and get out the fire department.

A considerable area of scrub was burned over and forty acres of fine pines that were to have been cut this coming winter were destroyed.

A newspaper report of the occurrence spoke of it as "carelessness."

"It was arson," says the Manchester (N. H.) Union, and the editor of this paper turns to old English law to prove his assertion. He says, "If a few persons who are responsible for such deplorable damage as this are held criminally liable, fires of this sort will cease to occur."

"That man could have tossed his stub into the road itself, on the bare earth. He could have held it until assured it was out. If the forty acres of pine had been his own, and he had been assured that a lighted stub would deprive him of his property, he would have even alighted from his machine and spent some time in extinguishing the stub. Then why should he not show the same care in the case of other people's property? And if he will not, why should the law keep its hands off him?"

"At one period in the development of English law, certain jurists held that criminal responsibility did not necessarily begin with the commission of crime, but in the commission of any antecedent act which, even innocent, if it did not result in harm, might result in harm."

"The simplest and most common case to which this principle was applied was drunkenness. Under the working of this principle the accused was not permitted to offer in extenuation the fact that he was drunk. It was held that if because he was drunk he would commit a crime, he had in effect committed a crime in getting himself into the condition of drunkenness. If the cigar stub had gone out there would not have been a fire which caused a loss of several thousand dollars' worth of pine timber. The responsible person who set the fire was a guilty man the moment he tossed the stub from his hand."

"If the public knew that failure to extinguish camp fires, cigar and cigarette stubs, and matches made those

responsible liable to arrest and punishment, forest fires would be reduced to a minimum. You are morally guilty of arson when you toss a cigar into the grass at a roadside. If the courts so wish to rule, you are legally guilty, too, for there is an abundance of precedent for such ruling in the past of the body of English law which is our inheritance."

**Old and New Dances Bring Dangers**

The Charleston and the square dances may be all right in their places, but State Fire Marshal Charles V. Lane of Michigan believes they are endangering lives in some instances.

He has asked building inspectors in all cities to join with the State in seeing to it that the lives of the dancers as well as of others in the building in which the dances are held are protected fully.

The square dance is the latest to cause the fire marshal a lot of extra work. First it was the Charleston, which gave off such vibrations several buildings in which the dances were held threatened to collapse. But with the square dance it is different. In many localities especially in the rural districts, garages are being used for the square dances in direct violation of the law.

Numerous complaints have come to the fire marshal that scores of persons were crowding the second floors of garages, which are not protected with proper fire escapes. It is charged the dancers are creating a big fire hazard, as smoking is permitted. In some instances greasy rags have been found in corners where they were thrown by garage workmen. In other buildings large numbers of automobiles are stored, and thrown cigarette stubs are a great danger.

Marshal Lane has appealed to the building inspectors to assist in checking up on the dance halls in the cities and has issued a warning to the garage owners that they must obtain a permit from the State before staging any more square dances in their buildings.

The State will furnish inspectors to look over the garages in which dances are to be held and if the proper safety precautions are taken and adequate exits are provided the dances can go on. Otherwise they, with the Charleston, will have to find some other floor.

Universities are trying to lessen the part played in teaching by lectures. Princeton has her preceptors. Harvard has her tutors. But these intensive methods of instruction are much more costly than the system of wholesale lectures. To meet the added expense and to provide other needed funds the university at Cambridge has devised an arrangement which may be considered by its sister institutions. It is asking its graduates to make a moderate contribution every year, in the same way as many graduates give regularly to the alumni association of their college. These annual contributions are to be unrestricted. That is, the university may apply them wherever in its judgment they are most needed. It will be interesting to see the result of this novel appeal.

**Merchants Life Insurance Company**

WILLIAM A. WATTS  
President



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Chairman of Board

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

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Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg.

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**OUR FIRE INSURANCE POLICIES ARE CONCURRENT**  
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We classify our risks and pay dividends according to the Loss Ratio of each class written: Hardware and Implement Stores, 40% to 50%; Garages, Furniture and Drug Stores, 40%; General Stores and other Mercantile Risks 30%.

**WRITE FOR FURTHER PARTICULARS.**





## MEN OF MARK.

## Frank Theodore Hulswit, the Public Utility Leader.

During the forty-three years I have edited the Tradesman I have written no less than 5,000 biographical sketches, but none of them have brought me more genuine pleasure than the subject I have selected for this week's addition to my galaxy of noted men and women. My reason for this preference is that I am in love with my subject. I like his frankness and manliness. I admire his commanding genius as a genuine captain of industry. I glory in his achievements and commend the pure and simple life he has led in the presence of great temptations and opportunities to deviate from the straight and narrow path which alone leads to true greatness.

The paternal great grandfather of Frank T. Hulswit was one of the most famous Dutch painters of the eighteenth century. His name was John Hulswit and he figures largely in a book entitled the History of Dutch Artists, which I have read (by proxy) in the original Dutch tongue. Many of his paintings are preserved in the National Art Gallery of Holland in the Hague, where they are regarded with all the veneration which Holland bestows on her great masters of the brush.

Mr. Hulswit's grandfather, who was also named John Hulswit, was a painter of some note, but died quite young and left no pictures which approached his father's canvases in merit and originality.

Mr. Hulswit's father was born in Amsterdam Sept. 30, 1836. He was carefully educated in the schools of his native city and served the regulation term of years in the army of the Netherlands. He rose to the rank of captain. On the completion of his term of service he came to America, locating in Grand Rapids in 1871. His first employment was in the grocery store of Mike Caulfield on Canal street. His next engagement was in the book store of D. J. Doornink, located in a little store where P. Stekette & Sons retail store now occupies so commanding a frontage. In a few years he engaged in the book and stationery business on his own account just North of the Daane & Witters grocery store, handling both Dutch and American books, calendars and school supplies. For many years he was agent for the American Bible Society. He joined the Second Dutch Reformed church on coming to Grand Rapids and remained a member until his death. He was deacon of the church for many years. He married Johanna U. Louis, who was also a native of Holland, although her birthplace was near the Belgian line. Four sons were born to this couple—Frank T. (Sept. 10, 1875), John A., who is Treasurer of the Grand Rapids Gas Light Co., William H., who is connected with the United Light & Power Co. office in Chicago, and C. Fred., who was killed in an automobile accident near Seattle about five years ago. All of these boys attended the public schools of Grand Rapids.

Frank Hulswit completed the eleventh grade in school and apprenticed himself to learn the trade of

watch making and repairing in Vandermeulen's jewelry store, which occupied one side of his father's book store. He soon abandoned the idea of pursuing the occupation of jeweler and took up the work of sub clerk in the local postoffice. A year later found him in the employ of the Michigan Trust Co. as office boy. He was soon promoted to the teller's cage. A year later found him on the road, selling bonds for McDonald, McCoy & Co., of Chicago. A year or so later he became connected with the promotion house of Ed. M. Deane & Co. Here he formed the acquaintance of Ralph Child and in 1904 they engaged in the stock and bond business on their own account under the style of Child, Hulswit & Co. The business grew so rapidly that they soon merged the co-partnership into a stock company, taking in as stockholders Richard Schadelee, Claude Hamilton, Howard Thornton, G. W. Rouse and E. A. Stowe. The capital stock, which was originally \$50,000, was increased from time to time until it amounted to \$250,000. The first property purchased by the company was the Cheboygan Gas Co. This was followed by the Cadillac Gas Co., La Porte (Ind.) Gas Co., Mattoon (Ill.) Gas Co., Ft. Dodge and Muscatine Gas and Electric Cos. and the Chattanooga Gas Co. In July, 1910, the business was merged into the United Light & Railways Co., followed from time to time by the purchase of other gas, electric light and street railway properties to the number of thirty-four. A year or so ago the name of the company was changed to United Light & Power Co. with assets which aggregate \$235,000,000. In the meantime Mr. Hulswit has purchased a dominant interest in the American Light & Traction Co. and has recently launched a new holding company under the name of the American States Securities Corporation. Mr. Hulswit maintains executive offices in Grand Rapids, Chicago and New York. He continues his residence in Grand Rapids, but spends most of his time at the New York office in the Equitable building at 120 Broadway.

Mr. Hulswit was married June 20, 1900, to Miss Cornelia Marie Hoebeke, of Grand Rapids. They have had two children—Charles Louis, 24, and Robert Marius, 21. The former recently graduated from the Electrical department of the University of Michigan and is now located at Rock Island, Ill., working out important problems for his father's company. Robert graduated from the Grand Rapids high school in 1924 and has not yet decided upon his future career. He resides with the family in their beautiful home at the corner of Crescent street and Union avenue.

Mr. Hulswit, in addition to being President of the United Light & Power Co., is a director of the American Hide & Leather Co.; President of United Motors Products Co.; Vice-President and Treasurer of the Tri-City Railway & Light Co.; Director and Chairman of the Executive Committee, of the American Superpower Corporation and Director of the American Light and Traction Co.; Director of the American States Securities Corporation.

Mr. Hulswit is a member of the National Guard of Michigan; the Metropolitan Club of New York; the Union League Club of Chicago; the Union League of Cleveland; the Westchester-Biltmore Country Club, Rye, N. Y.; the Peninsular Club of Grand Rapids; the Highlands Country Club, Grand Rapids; the Congressional Country Club, Washington, D. C.; the Rotary Club of Grand Rapids; the Central Reformed church of Grand Rapids.

He recently joined a Grand Rapids friend in presenting Hope College (Holland) with \$60,000 to establish and maintain a Chair of Theology at that institution.

Like most successful men Mr. Hulswit has a hobby. In his case the spirit and artistic ability of his great grandfather has reappeared after a period of more than a hundred years. His home and offices are crammed full of beautiful oil paintings, illustrating the best examples of Dutch and Flemish masters. New York art authorities tell me that there is no higher authority on the work of the great masters who made Holland famous than Mr. Hulswit. I shall not be at all surprised to see him create a museum of Dutch art in Grand Rapids, enrich it with the best specimens of the old masters it is possible to procure and endow it so generously that it will be unique among the foremost art galleries of America. He could do this any time now, because the financial wise men of the East estimate his accumulation at \$15,000,000 and insist that at the rate he is now going he will easily double this figure during the next ten years.

To me the most remarkable feature which commends Frank Hulswit is the simplicity of his every day life. There is nothing of the spectacular about him. Notwithstanding the fact that his associates are mostly millionaires who live in lordly style and spend money prodigally, Mr. Hulswit lives the simple life, whether he is in New York or in his home in Grand Rapids, deriving his greatest enjoyment from close contact with his family and friends. I am told that he never permits an evening to pass without writing to his family when he is away from home.

One quality which I am glad to record to his credit is his absolute fairness in all business transactions, his refusal to avail himself of any technicality which will work a hardship to the man at the other end of the transaction and his invariable practice to make good on every promise, either express or implied. In this I speak from personal experience as well as common knowledge. In the fall of 1910 I was taken to the hospital with typhoid fever. I remained there four months, when I was carried to Bermuda to recover my strength. I was away from home seven months. In the meantime Mr. Hulswit had made an exchange proposition to his stockholders in the United Light and Railways Co. which was greatly to their advantage. Of course, there had to be a time limit on the transaction. When I returned from Bermuda the limit had expired, but Mr. Hulswit scorned legal limitations in a case like that and promptly placed me on the same basis I would have been if I had

complied with the conditions of the original proposition.

Mr. Hulswit owns a dominant interest in the United Motor Truck & Equipment Co. I met him on the street one day some years ago and he remarked: "Do you want to do United Truck and yourself a good turn? If so, pick up the 500 shares in the hands of Thurman at \$8 per share. The stock is owned by a former employee of ours and is matter of much embarrassment to me. I will see to it that you never regret your action." I promptly acted on his suggestion, because I know that when he gets around to it he will see to it that his promise is made good. He has never failed a friend in the past and he is now too old to reverse the policy of a lifetime. Much of his success is due, in my opinion, to the fact that he has never proved untrue to any business obligation he voluntarily assumed; that he has always kept his word good; that he has never betrayed either friend or foe, so that his standing among public utility leaders of the country is away above par. I am told that no one can borrow more money of the banks in New York City, in proportion to his financial rating, than Mr. Hulswit.

From his youth Mr. Hulswit has been an energetic worker and very early developed mental qualities that made his emergence into the front ranks of those who do things, inevitable. He has achieved a systematic success in his chosen line of business which has carried him to the head of one of the largest of the public service holding organizations in the country.

The things he does for others really reap by far the greater harvest and must be known in some degree in order to understand his real value as a man and as a citizen. He is constantly going to the aid of his fellow men. His hand constantly goes into his pocket for those who are in need of assistance to tide them over rough places. He is always ready to give expert and saving counsel to others in the world of business and finance who need advice to steer them right and save them from shipwreck. Nobody will ever know how many prosperous enterprises owe their very existence to a word in season uttered by Frank Hulswit. Men who are worthy of aid never go to him without getting it. There is nothing calculating about this helpfulness which is so freely distributed. It is the product of heart and conscience. Mr. Hulswit is devout in spiritual matters. He believes in and practices the religion of his fathers. He has also a genuine love for his fellow men. He is a charming associate, a genuine friend, a man of broad sympathies and an American of the highest type. E. A. Stowe.

If you don't make money on one dollar—if you do not coax one dollar to work hard for you, you won't know how to make money out of one hundred thousand dollars.

When a newcomer in town goes out to look for places to do business, does yours look well enough on the outside so it will probably be one of the chosen few?



## DRY GOODS

Michigan Retail Dry Goods Association.  
President—Geo. T. Bullen, Albion.  
First Vice-President—H. G. Wesener, Albion.  
Second Vice-President—F. E. Mills, Lansing.  
Secretary-Treasurer—H. J. Mulrine, Battle Creek.  
Manager—Jason E. Hammond, Lansing.

### Nearness of Easter Aids Sales.

The fact that Easter will be due in three weeks has had a generally stimulating effect on the buying of shoes by retailers. Reports from the jobbers indicate that not only has there been an improvement in house buying during the last week, but that mail and road orders have also increased in volume. Despite the improvement, however, sales from the beginning of the Spring season to date show little, if any, increase over those of a year ago. "At once" business is said to be larger this year than last, but the smaller advance business received has kept the season's volume down. This difference is expected to be made up during the current month, however, with a resultant gain over the total business taken last Spring. In the business passing in women's footwear, colors and patent leather are doing best, the so-called blond shade in calf and kid being especially favored. In men's shoes light tans and black are sharing the demand.

### Silk Gloves With Cotton Lining.

Silk gloves with cotton lining to give warmth, are being shown for the first time in six years by one leading manufacturer who reports a large demand for these items. Many women who prefer silk to kid in Spring and Fall are asking for gloves sufficiently heavy for these seasons. For the first time, it is said gloves of this type are being made in fancy effects. The models already shown are principally with short cuffs, and with embroidery and cut-out effects, many in two-toned coloring. Some have shirred and ruffled cuffs, many of them with cuffs made entirely of ribbon. They come also in the two-clasp and slip-on styles. In suede fabric the selection is of greater variety than ever before, it is said. German manufacturers of this type are rapidly becoming leaders in style creation as well as copiers of French styles. Silk is, however, well in the lead, fabric gloves showing a slight decline.

### May Have To Hold Two Shows.

The possibility that the toy trade may have to hold two fairs a year, one for jobbing and mail-order buyers and the other for retailers, is said not to be so remote as might be thought in some quarters. The reason for this, it was further said, is the change in retail buying methods that has marked these events in the last two years. This year, in particular, the larger retailers have refrained from actually covering the greater part of their needs laying down, instead, memorandum orders for the bulk of the playthings they will require during 1926. This method of buying is not relished to any extent either by them or the manufacturers, from all accounts, and the feeling is growing that retailers would not object very strongly to a chance to do their bulk buying later in the year. It is contended that a sec-

ond fair in July, preferably under a single roof, would aid them materially in this.

### Glove Buying Is Changing.

Along with short skirts and other apparel emancipation of women there has come an absence of glove wearing in Summer that has made considerable difference in consumers' time of buying silk gloves. Until a few years ago Easter marked the line of demarcation between kid and silk gloves but now consumer buying of the latter merchandise is said to extend almost all the year through. In other words, there is no longer a definite season in which silk gloves are worn. In different parts of the country the factor of temperature may act to vary the period in which they are purchased most freely, but there is no longer any regular season for them. The change has brought about efforts on the part of manufacturers to stimulate year-around buying by a steady production of novelties.

### Good Business in Ribbons.

Business in ribbons has shown in some quarters an increase of 25 per cent. over that in January and February of last year. There is a growing demand from consumers for the better qualities, it is said, with the wide, soft styles in pastel colors leading. There is practically no call for novelties, one leading manufacturer says. Ribbons are always popular, it has been said, when there is a wave of economy sweeping the country. This is the situation to-day, it is pointed out, and ribbons are being utilized by the home dressmakers and milliners who in more prosperous years have bought all clothing ready-made. The period of stock reducing among retailers as regards ribbons appears to be pretty well over, it is said, and ribbon manufacturers are in a better position than for five years past.

### Toy Buying Tapering Off.

Buying of toys at the various trade "fairs" now going on in New York gives unmistakable evidence of tapering off. The mail order and jobbing buyers have covered the bulk of their needs in most lines, and the preponderance of the business that is being placed by the retail trade is coming via the memorandum route. It was said yesterday that fully 65 per cent. of the retail buying so far has been done in this way, for confirmation in July. Counting orders of this kind, the general buying done to date was said to be substantially ahead of that of last year. A number of retail buyers are now in this city, having come here both to look over the new lines and to attend the recent annual dinner of the Toy Fair Chamber of Commerce at the Hotel Astor.

### Leather Belt With Silk Insert.

The popularity of the striped silk sport belt for men is reflected in a new belt just put out by one leading manufacturer. It comes in all shades of leather, with an insert of heavy corded silk in Roman stripes running the entire length of the belt. The silk belts, the manufacturer points out, are prone to wrinkle or knot, while the combination leather and silk effect has none of these disadvantages. Special buckles

and beltograms have been designed for these belts. The retail price, not including buckle, is from \$1 to \$2. Eighty per cent. of present business, says the manufacturer, is for 1¾ inch widths, in all styles. The cocoa shade is the most popular, with blue a close second, the latter color largely supplanting black for Summer wear.

### Novelty Tweeds Have Sold Well.

While the demand for woolen and worsted piece goods by retailers has been rather quiet, the belief is expressed that the first spell of balmy weather will bring many buyers into the market to cover their requirements. Of the business placed thus far, tweeds of a novelty nature are said to have had the best call, and the indications are that these cloths will also figure strongly in reorders. Flannels have met with fair buying interest, although the business placed in them does not nearly approach that of a year or so ago. Jersey cloths are also important fabrics for the Spring. Rose, gray, tan and blues are the main color preferences.

### Stores Buying More Belts.

A noticeable increase in the call for women's belts by department stores during the last week or so is reported by manufacturers represented in the membership of the United Belt League of America. Three out of four prominent local department stores are reliably reported to be doing an excellent women's belt business, among them being stores that specialize in moderate price merchandise as well as those which handle more expensive goods. According to the manufacturers in question, the current demand includes belts from the narrowest up to two inches in width, and practically all the colors in the Spring list are represented.

### Pouch Styles Hold Favor.

In popular-priced handbags the pouch style continues to hold its share of the demand of retailers. It has sold well for early delivery in various kinds of leather. For the later Spring the style will find expression in bags of silk, particularly moires and satins to match the popular silk coats. Pouch bags of printed silks are also being prepared. Medium-sized frame bags of leather, featuring novel applique work, are also having a good turnover according to wholesalers. The flat or underarm bag is selling, but the indications are said to be that it will not have its previous popularity during the coming Spring.

### Call For Silk Underwear.

Despite the rise in the price of raw silk, prices in silk underwear have not as yet reflected this advance. It is probable, however, says one manufacturer, that it will be found necessary to increase prices in the near future, and dealers recognizing this, are now replenishing stocks. There is an especially brisk demand for the sets of stockings and bloomers in matching colors, it is said, with a marked scarcity of merchandise. Light pink and orchid tones in the tans and nudes prevail. Silk hosiery is now an essential part of the costume, it is said, and perfect, all-silk styles are in greatest demand.

### Knitted Shirts Taking Well.

Retailers are said to be doing well with the new knitted shirts for men. These garments are made of flat knit fabric and are finding a vogue for both business and sports wear. They are available in both white and colors with the latter outselling the solid white. Patterns in the colored shirts are of the mottled or random variety, which is very effective against the knitted cloth. The shirts wholesale at \$27 per dozen.

## "Bearskin"

The most popular boys' three pound heavy cotton ribbed hose on the market today, the kind of hose that brings customers back to your store for more—a real repeater.

One of the numbers  
of the

"BEAR BRAND  
FAMILY"

Either  
Black or Brown

\$2.25 a dozen Size 8

Rise and Fall of 7½c  
each size.

SEND FOR SAMPLES

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan

TRIM AND  
ALSVL

Ask  
Your  
Jobber



CRESCENT GARTER CO.  
515 Broadway, New York City

For Quality, Price and Style

Weiner Cap Company

Grand Rapids, Michigan

### Some Peculiar Business Methods of George Morse.

Written for the Tradesman.

Milton M. Morse opened a small stock of miscellaneous merchandise, on Pearl street, near Monroe, fifty or more years ago. In the operation of the store he was assisted by a son, George M., and later by another son, Edward. The store was managed efficiently and a few years later more floor space and better conveniences were needed. Morse leased a double store owned by Frederick Immen, on Monroe avenue, opposite Market, and remained in that location a decade. Morse died and George M. Morse undertook the management of the establishment, as the representative of his mother, a sister and a brother, as well as himself, heirs of M. M. Morse. Later when the business had grown to an extent that much larger quarters and additional conveniences were needed, the firm leased the ground, and several sections of upper floors of the Gilbert building, for a long term of years and after the firm had taken possession of the structure the business was developed amazingly. The ground floor of the Godfrey building, on Ionia avenue, was acquired and a grocery department added. William H. Stowe, a brother-in-law of George M. Morse, managed the grocery successfully.

About ten years ago, following the deaths of Edward Morse and his mother, George M. Morse decided to retire from active business, and the establishment was sold to Ira M. Smith and several of his friends, who lived at Sparta. Smith had been a traveling salesman and knew merchandise thoroughly, but he had had no previous managerial experience and made several mistakes which proved to be very costly. Among other things he reduced the amount of insurance carried and when fire came it cost him \$30,000 more than he could recover from the insurance companies. The usual result followed. Soon after the receiver in bankruptcy had finished his work Smith's career was closed by death.

George M. Morse was a shrewd merchant, a judicious buyer and never lacked the money needed to take advantage of the extra discounts he obtained on purchases of merchandise. He never discounted a bill, but bought all his goods 30 or 60 days net cash terms. He frequently displayed certificates of deposit aggregating \$100,000 to \$200,000 to demonstrate his ability to meet any obligation which he might enter into. He borrowed money only twice in his life. He made two loans in Chicago at 4 per cent., but the banks compelled him to keep the money six months, which was so irksome to him that he never repeated the experience. Now he divides his time with friends at the Peninsular Club, the brokers with whom he makes investments and his family in a delightful home on Morris avenue. A friend remarked one day: "George, are you not dissatisfied and unhappy while idling away your time?" "No," Mr. Morse replied, "I am a very busy man—I never had more work to do than now." "What does your work consist of?" the friend continued.

"Turning down good things," Morse answered.

George W. Nichols was a druggist. His store was in the Fremont block, near Market avenue. He was a capable chemist and enjoyed especially the patronage of eight or ten doctors whose offices were on the upper floors of the same building. Nichols did not have a restaurant, a news counter nor any of the many departments the owners of drug stores of the present consider necessary to attain success in their occupation.

A. Tyroler was a dealer in toys and fancy goods, with a store on Monroe avenue, adjoining the old Rathbun house. An opportunity for employment in a larger mercantile field induced him to discontinue his business in Grand Rapids and move to Chicago.

William McConnell learned the business of selling dry goods successfully while in the employ of A. T. Stewart, a famous merchant of fifty years ago, in New York. His store was on Monroe avenue, near Market. The site is now occupied by Woolworth. The business was discontinued following the death of the owner a score or more years ago. Mrs. R. W. Corson, of Grand Rapids, was a daughter of deceased.

Kellogg & Bunn were dealers in dry goods. They succeeded James Lyman a pioneer merchant, upon the death of the latter.

E. B. Preston & Brother, of Chicago, leased a store on Monroe avenue, adjoining the old Morton house in 1876. They sold factory supplies, sporting goods and kindred merchandise. George A. Preston was the manager. In 1878 the business was purchased by E. G. Studley who continued in trade many years. From the old site he moved his stock to a store on Campau Square, adjoining the Fourth National Bank.

Perkins & Richmond were dealers in bicycles, sporting goods and supplies for photographers, on Monroe avenue, adjoining the Grand Rapids National Bank. Richmond was the first dealer in automobiles in the city. The store was closed when the debts of the firm had become larger than they could pay.

Arthur Scott White.

### Novelties Featured in Shirts.

In Spring lines of men's shirts novelties patterns are playing a leading role. Retailers have found this trend conducive to a larger turnover, although a bigger stock than is the case with the more staple shirts has to be carried to meet the consumer tastes. The patterns run mainly to large and small checks, wide and narrow stripes and all-over effects on white or colored grounds. Both collar-attached and collar-to-match models are stressed in the novelty merchandise. Broadcloth continues one of the favored materials. White shirts of the Oxford type for sports wear are counted on to do well for later season wear.

When you are so insistent about a customer buying that it becomes unpleasant, you send that customer to another store next time.

A merchant must stand on his own feet. He cannot expect anything from anyone else.

## Georgette for Immediate Delivery.



Georgettes and Printed Crepes are the Most Favored Dress Materials for Spring and Summer

### GEORGETTE CREPE

Georgette crepe is scarce on the market today and is hard to get in wanted colors.

We have a complete line of all new and staple shades, and can give immediate delivery.

Our quality 2400 is meeting with the buyers approval, as the weight is correct for dresses and trimmings. You can make no mistake in carrying this cloth in your department.

Richardson's qualities are pure dye, free from imperfections and guaranteed as to wearing qualities. The color lines include all new and staple shades, and are very beautiful.

Sample swatches and color cards sent on request.

### PRINTED CREPES

"Jazzing Dots" is one of our designs which comes in several colors. The craze for dots is as popular as ever. They are wearable, easy to make up, dressy and yet suitable for an every day dress. This design will be good for ensemble suits, as well as for entire dresses and tunic blouses.

"My Rose Garden" we should have called another one of our prints, for the flowers are treated in such an up-to-date way. You will notice how smart the petals of the roses look—not at all like our old fashioned rose.



A spool silk shade to match all colors

## RICHARDSON SILK COMPANY

207 West Monroe Street

Chicago, Illinois



## RETAIL GROCER

Retail Grocers and General Merchants Association.

President—C. G. Christensen.  
Vice-President—Oria Bailey, Lansing.  
Secretary—Paul Gezon, Wyoming Park.  
Treasurer—F. H. Albrecht, Detroit.

### Improved Canning For Fruits.

An important step toward reducing swell claims and bringing to an end the trouble with red fruits in cans that has worried the grocery trade for years was taken by the Northwest Canners' Association recently.

By unanimous vote canners of Oregon and Washington decided that in 1926 all strawberries, loganberries, red raspberries, black raspberries and pitted red sour cherries would be canned in charcoal plate. This means that hereafter these fruits may be counted on to remain in the can four or five months longer.

Charcoal plate is a trade name for better tin plate. It means that the sheet of steel has had another bath in the molten tin and is thereby made as free from defects as tin plate can be manufactured. On the present market this should mean an added cost of about 10c a dozen for No. 2 tins, and 30c a dozen for No. 10 tins. That differential must ultimately prevail, but the American Can Company has tentatively agreed with canners to absorb part of the increased cost during 1926.

The enamel lining of a can is an inside varnish applied to protect the color of the fruit. Like all varnishes this enamel must be applied stiff to be heavy enough to be of value. That means little bubbles and imperfections where the contents of the cans are able to reach through to the tin plate.

Also there are little imperfections in the plating of the tin over the steel. If these could be avoided tin cans would probably hold their contents forever. Charcoal means reducing tin plate imperfections to a minimum.

### Canned Food Consumption Index.

A glance at the rubbish carts collecting refuse from the residential disclose that empty tin cans are more numerous than ever before. That is the real barometer of canned food consumption. Even when the canner sells to the wholesaler or the latter to the grocer, it does not mean that the pack has been marketed. It may be sold, but not consumed. An empty can is the only real indicator of ultimate distribution. The empty can also tells other interesting stories. To the well posted, the brand is an indication of the popularity of the pack and of its aggressive distribution. Many a moral can be learned from the mute testimony of the container. The can also tells the products which are in demand and the rubbish man, if he were to testify, would undoubtedly say that he marveled that there were so many foods in tin containers.

Without doubt, consumption was never better for the whole broad line, with only a few exceptions. However widespread the policy of hand-to-mouth buying may be among wholesalers, it is not that way in the retail field. The demand for all staples for factory shipment is moderate. There are a great many pickups taken and a steady flow of buying orders is booked. The market ranges from

firmness among fruits to steadiness in the better class of vegetables. Sub-standard vegetables are weak and irregular.

### What Well Cured Cheese Will Do.

Well cured cheese, according to a statement of the College of Agriculture of the University of Wisconsin, is more than a relish—it is a muscle-building food in concentrated form. It contains protein in the form of casein, as well as plenty of fat, minerals and vitamin A. In fact, it contains about half of the weight of the solid ingredients present in the milk from which it is made.

Speaking of its muscle building qualities, the same statement calls attention to cheese as being rich in both protein and fat—fulfilling not alone the requirements of a muscle building food, but being useful as a garnish to the menu already rich in vegetable proteins. Its presence makes the vegetable proteins adequate for muscle building. In addition to these qualities, it is also a heat giver.

There is no reason why a well-cured cheese should be hard to digest if it is given the right place in the meal, that is, if it is eaten with the more bulky vegetables and the coarser foods necessary in the diet to promote normal digestive action. Well cured cheese is much more easily digested than new or partially cured cheese and may even aid in the digestion of other foods.

### Heavy Storage Apple Holdings.

Cold storage holdings of apples on February 1 were 26 per cent. heavier on barrels, 36 per cent. on boxes and 80 per cent. on baskets than a year ago. The combined holdings were about a third heavier than on February 1, 1924. With many of the apples not keeping as well as expected there has been a tendency to move rapidly the questionable stock and keep the best fruit for later market. Dealers in general are still hopeful concerning Spring prices and many feel that the market must improve. From total cold storage supplies the equivalent of more than 1,500,000 barrels apparently moved into consumption during January, leaving the February 1 holdings equal to 7,001,000 barrels, divided as follows: 3,157,000 barrels, 9,850,000 boxes, and 1,674,000 bushel baskets.

One of the things that helps keep the deadbeats from trying to take advantage of you is to acquire a reputation for being a persistent and determined collector.

The trouble with young America is that he wants to step on the gas and side-step everything else.

### COFFEE SALESMEN WANTED

We are in the market for four experienced coffee salesmen for Saginaw, Bay City, Battle Creek and Kalamazoo. None need apply unless he is prepared to make good. Personal interview by appointment only.

DELBERT F. HELMER  
337-39 Summer Ave., N. E.  
Grand Rapids

## M. J. DARK & SONS

GRAND RAPIDS, MICH.

*Receivers and Shippers of All*

## Seasonable Fruits and Vegetables

### A NEW YORK GROCER SAYS

"When I was suffering from indigestion I ate Fleischmann's Yeast-for-Health with remarkable benefit. I work as hard as ever now but my health is perfect. Likewise, the health of my business is excellent and to Fleischmann's Yeast must go more than a little of the credit."

Build your health and your business too. Ask the Fleischmann man.

**FLEISCHMANN'S YEAST**  
**The Fleischmann Company**  
**SERVICE**



## HEKMAN'S

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

Delicious cookie-cakes and crisp appetizing crackers — There is a Hekman food-confection for every meal and for every taste.



*Hekman Biscuit Co.*  
Grand Rapids, Mich.

### EAT SPRING VEGETABLES

This is the season when fresh green Vegetables such as Spinach, Carrots, Beets, Cabbage, etc. are in greatest demand. Take advantage of this demand and order liberally. Prices are within reach of all.

Grapefruit and Oranges are at their best now.

**The Vinkemulder Company**  
GRAND RAPIDS, MICHIGAN

## MEAT DEALER

### Good Corn Crop and Quality Pork.

It may not be generally known by consumers, but last year was one of corn scarcity, almost comparable to potato scarcity this year. The result of the shorter corn crop was higher corn, much higher, and with around 85 per cent. of the normal corn crop being fed to livestock, production costs were increased with higher corn value. Not only that, but with about 20 per cent. less in the country there was less to feed to livestock, and as corn is the best quality-producing medium we have the general quality of meats during 1925 was lowered somewhat proportionally. This year we are happy to say we have a crop that is about normal, and the quality of the corn itself better than last year. This means more and better corn to be fed to livestock and better general quality of meat in the homes. Corn is already much lower than last year, and this price reduction is favorable to consumers. The combination of conditions in their favor makes for both better meat and better quality at a reasonable price. To those who are looking for cheap meat we have little to offer in the way of encouragement—that is, the kind of meat fed on grass, hay and other feeds of a similar nature will not, in all probability, be lowered, for since more livestock will be fed on corn, and fed for a longer average period, there will be correspondingly less of the kind fed off corn. We are pretty well convinced, however, that most consumers would rather pay a reasonable price for real good meat than a little less for tough, watery flavorless kinds. Hogs are already showing a marked quality improvement, and bright, finely marbled pork cuts are becoming more in evidence all the time. While pork may not be regarded as sharply affected by feed as other meat, such as beef, for instance, as a matter of fact the difference is just as real, and tough, hard pork, due to lack of corn, finds little favor, unless it comes from exercise given to the teeth. Packers and other distributors of pork cuts are concerned especially at this time, because they believe that longer feeding of hogs on corn will result in hogs materially heavier and fewer and fewer lightweight hogs and pork cuts. While it is expected that hogs will average somewhat heavier the difference will not, in all human probability, be great enough to embarrass the sensible housewife who prefers quality to weight of cuts.

### Why Meat Juices Should Be Saved When Cooking.

When girls or women are learning to cook under the direction of competent teachers they are taught at the beginning to prevent, as far as possible, loss of meat juices. So much emphasis is placed upon this and so much instruction with regard to searing, hot ovens at the beginning of roasting, use of gravies, utility of liquor meat is cooked in, etc., that the learner sometimes wonders if it is all worth the bother, since in many cases flavor is not materially affected. The reason for saving the meat juices is far more

important to the human system than any flavor improvement, and to lose them is a loss to health. The human body must have elements restored to it that are worn out through exercise, heat and growth, and these elements are found in meat extractives or juices. Many of them are contained in the form of solutions in water of protein, non-protein-nitrogenous extractives and salts. Salts, as most of you know are the result of the chemical reaction of an acid and a base and are various in regard to essential elements and physical properties. Since these juices are fluid they readily pass into the water in which meat is cooked or ooze out when the meat is pan broiled, oven roasted or pot roasted, unless effort is made to prevent it, and are lost unless consumed by other than direct meat consumption. Because these extractives are essential to health and available in gravies and soups, the free use of gravies and soups is recommended by dieticians and others who are authorities on health and food utility. Excellent cooks have lived and died and carried out most of the beneficial practices because the essentials of cooking were handed down to them by their mothers. Perhaps in many instances results were as satisfactory as if they had made a study of science with regard to cooking, for in effect they were the true scientists, being practical and true to their teachers. It is a satisfaction in this age, however, to know why things are done and knowledge that things are done a certain way because it is the right way, the economical way and the healthful way assures its continuity. The best of the modern cook books tell the things a good cook should know and help her to enjoy cooking. A good cook book is a good investment.

### Egg and Poultry Outlook For 1926.

Present conditions indicate that production of eggs will be somewhat larger and prices lower during the first half of 1926 than in 1925. The poultry crop marketed during 1926 will probably be as large as, if not larger, than that of 1925, due to a larger number of chickens on farms which, with probable lower egg prices, will influence producers to market more of their poultry rather than to keep it for egg production. Production of eggs in 1925 was slightly above that of 1924. Receipts at the leading terminal markets in January were about 50 per cent. heavier than for January, 1925, and 17 per cent. above the five-year average. This heavy increase indicates a very material increase in egg production over that of a year ago. Mild weather for the season, increased number of hens on farms, and cheap feeds are factors influencing this heavier present production. During the remainder of the year egg production will be influenced by the relation of egg prices to feed prices and the marketing of old stock which is not so profitable in the laying flock.

Included in the U. S. Government's program to enforce Prohibition is an educational campaign against drinking poison bootleg liquor. We contribute this slogan: "Eventually, but why die now?"

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236

Phones

Automatic  
4451

WHOLESALE FIELD

# SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

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GRAND RAPIDS, MICHIGAN

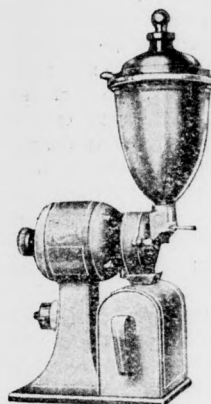
Sold From Coast to Coast

*Putnam's*

MALTY  MILKIES

Originated and Made Only by  
NATIONAL CANDY CO., INC.  
PUTNAM FACTORY

## Holwick Electric Coffee Mills



No. 4

HOLWICK Electric Coffee Mills have put new life in the Coffee Department of retail stores everywhere. No finer, better, or more handsomely finished machines have been seen at any price, and if this is true you ought to know it.

It's not simply steel and copper, it's brains, thought, research and experience. The one mill in America that can be bought **WORTH THE MONEY.** \$65 on time; 10% discount for cash. We handle a full line of Butchers Supplies.

**Boot & Co.**

Salesroom—5 Ionia Ave., N. W.

Grand Rapids, Michigan



A good seller  
A splendid repeater

## HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today  
All jobbers

HOLLAND RUSK CO., Inc.  
Holland, Michigan



## HARDWARE

Michigan Retail Hardware Association.  
President—George W. McCabe, Petoskey.  
Vice-President—C. L. Glasgow, Nashville.  
Secretary—A. J. Scott, Marine City.  
Treasurer—William Moore, Detroit.

### Getting Extra Business For the Paint Department.

Written for the Tradesman.

A small town hardware dealer—Waghorne was his name—one day overheard a complaint voiced by his head clerk, Kerry:

"It seems utterly impossible to find a really cosy, attractive house to rent in this town. And the houses for sale are just the same—the worst looking lot of shacks, inside and out, you could imagine. If you find a house that has any style to it, the next thing you hear it has been snatched up. And as for the rare houses that are otherwise fit to live in, they are sure to be unattractive."

Waghorne understood the condition which led to the complaint. Kerry was house-hunting. Kerry was about to be married. That, for one thing, meant that Waghorne would have to dip into his pocket for a wedding present; and since Kerry was a good man and had been with him a long time, the wedding gift must be a substantial one.

But Waghorne, being an alert business man, glimpsed a possibility of offsetting the cost of the prospective gift by some profits he would not otherwise have thought to pick up.

He had a chat with his house-hunting salesman. The upshot of their talk was that Kerry visited the various real estate dealers of that community, one after another; and, shortly afterward, turned over to Waghorne a pretty complete list of properties for sale and to rent. Waghorne called on the owners, one after another and said, in effect:

"Would you like me to help you rent or sell your property?"

Naturally, the owner welcomed help. "You would sell it a great deal easier, or rent it a great deal quicker, and the property would last a great deal longer, if it was made more attractive with a coat of paint." And Waghorne added, "If you want the best kind of paint service, I'm here to help you. I've just had a practical experience of the influence of outward attractiveness on rentals and sales," and he went on to give the property-owner a clear idea of how the prospective tenant or purchaser, as illustrated by Kerry, looked at the unattractive house.

The majority of the property owners turned Waghorne down flat—at the moment. A number of them, however gave him a fair hearing. To these he was able, as a result of his preliminary survey, to point out nearby houses that were freshly painted and constantly rented. Quite a few owners grasped the business aspect of the proposition. Paint as a real estate agent appealed to them. They had regarded painting heretofore as a necessary evil, to be put off as long as possible; Waghorne's talk showed them the necessity of considering paint as a regular item of maintenance to be calculated upon and provided for, and which would be paid

for by the added rentability or saleability of the property. The outcome was a considerable boom in the paint department of Waghorne's business.

The hardware dealer who desires to make the paint department really worth while has to go out and hustle for business. He must be aggressive. Paint customers will now and then come into the store uninvited to dump their orders in his lap; but this is hardly likely to happen when more aggressive competitors are clamoring to attract their attention. The dealer, to land the majority of the customers he need to make his business profitable, must reach out after them and draw them in.

The dealer isn't obliged, however, to fight his battle single-handed. He finds the manufacturer at all times helpful; and helpful, too, in a variety of ways. The manufacturer's general advertising is educating the public far and wide regarding the advantages of paint in general, and of his own especial brand in particular. More than that, the manufacturer is usually glad to furnish the retailer with selling hints, and supplies him liberally with advertising matter, artistic hangers, color plates and other prerequisites.

The dealer should make the most of this deluge of paint ammunition. Shoot over your counter these circulars and booklets each accompanied by an appropriate word to the customer; wrap up the same class of material in parcels; enclose it with your monthly circular letters, in your special letters on the subject of painting and even with your monthly statements of account. Display the color cards prominently and dangle the hangers where they can't help but be seen.

Then, in your window display, in your newspaper advertising and in your personal chats with your customers, talk paint.

Some dealers stock their paints away back in the rear of the store, often in an obscure corner where the light is poor. In the old oil-and-white-lead days such a course might be justified. To-day, the increased attractiveness of the neat cans of ready-mixed paint leaves no excuse for relegating the department to obscurity. Push the paint department right up to the front. Call the customer's attention to it. Better still, so arrange the department that the customer can't help looking at it.

And talk paint in your windows. Give paint a fair share of your display space. The ready-mixed containers lend themselves to display. Colored labels, pyramided paint tins, advertising matter—all these things are bound to hit with a bang the optics of the passer-by.

And, having talked paint personally, in your newspaper advertising, in your circular letters, in your window displays, in your store itself, bring your talk directly home to the individual customer at every opportunity.

One day a farm wagon pulled up in front of a small-town hardware store. The hardware dealer knew paint. He was there to sell paint. With a quick eye he sized up the needs of the case.

"Higgins," he said, "for less than three dollars you can add years to the life of that wagon and make it look better than new."

## Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting  
Goods and  
Fishing Tackle

## BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes

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Blanket - Lined Coats

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## New and used Store Fixtures

We call your especial attention to our  
lines of scales, coffee grinders and cash  
registers. If you are in need of anything  
in this line we can save you money.

G. R. STORE FIXTURE CO.

7 Ionia Avenue N. W.

## Foster, Stevens & Co. WHOLESALE HARDWARE



157-159 Monroe Ave. - 151-161 Louis Ave., N. W.  
GRAND - RAPIDS - MICHIGAN

"How d'you mean?" challenged the farmer.

"By painting it with our special brand of implement paint. We have the very thing here for wagons and other implements. You can do the job yourself, and when it is done, your neighbors will ask you where you bought the new wagon."

The talk interested the farmer. The dealer went on to tell of the saving effected in wear and tear on farm implements through repainting them regularly. The upshot was that the farmer painted pretty nearly everything he had in the implement line. The result so pleased him that he couldn't keep it to himself. The upshot was that within a few days a couple of similar orders came unasked to the same dealer—just as the result of prompt action in taking advantage of a chance opening.

Another merchant grasped the opportunity afforded by a local City Beautiful campaign inaugurated by the board of trade in his community. He commenced a widespread paint campaign. In his newspaper advertising he talked City Beautiful—and paint. He sent out to hundreds of prospects convincing letters discussing paint from the City Beautiful point of view. He seized the tide that led on to business—grasped the opportune moment when the public mind was attuned to the talk he had to offer. Incidentally his campaign in turn helped to direct public attention to an important phase of the City Beautiful movement which, otherwise, might have been restricted to the usual lines of tree planting, caring for lawns and leveling of boulevards.

Another merchant has adopted the simple yet useful expedient of carrying notebook and pencil. Whenever, driving or walking about his town, he notices a house which requires paint, he jots down the street and number. A paint circular, usually accompanied by a personally signed letter from the merchant himself, goes by an early mail to the property owner, as the beginning of a follow-up campaign.

Victor Lauriston.

#### The Clerk Who Is Just Beginning. Written for the Tradesman.

A new job always looks hard—at the beginning. Quite often the very act of setting the wheels in motion is titanic in its difficulty. For this very reason the young chap just taking his first cold plunge into retailing and its mysteries needs a word of cheer.

The word of cheer is just this:

"Plunge right in. Every minute you'll find the water warmer."

The normal man does not crave a soft snap. He couldn't enjoy absolute indolence. Activity of some sort he demands; if too well fixed financially to require healthy, work-a-day activity, he'll unconsciously ferret out activities of a less healthy sort. Work is the normal expression of the healthy man.

But work need not mean hateful, abhorrent drudgery.

I knew young Wallace quite well. His parents had him apprenticed to a druggist. Every day Wallace dragged himself unwillingly to his work; every night, closing the shop door behind him, he heaved his first glad sigh. "I

hate this business!" he time and again declared. "I'd throw the infernal job overboard—if I dared. Wasn't I the fool to tangle myself in such a mess as this?"

A year or two later I met Druggist Wilkins while he was on a trip.

"By the way," I ventured, "what's our friend Wallace doing now? I suppose he's quit you long ago."

"Quit!" yelled Wilkins. "Not if I know it. He's costing me more in cold, hard cash than any apprentice I ever had before, but I'd lose more by letting him go. I can't afford to do without him. It isn't every day that you run across an apprentice who takes right hold and does things as well as you can do them yourself."

Next time I was in Carisford I dropped into Wilkins' Drug Store. My estimates allowed for just one 5 cent cigar; but Wallace sold me three for a quarter. Meanwhile I angled for information. Presently Wallace grinned sheepishly:

"Hate the business? I guess I did. But one day right in the middle of a blue spell I just took myself by the collar and turned myself around so that I faced the actual situation. I stared the business square in the face and looked at it from this angle and that, and started to study it—not just the text books, but the commercial and selling end, too. I got so interested in a little while that instead of blue I felt perfectly rosy."

"I made bets with myself as to how many combs I could sell in a day by introducing them to people who came to buy other stuff. I studied the window displays the other dealers put on, picked out weak spots in them and tacked on little improvements of my own. And just about then I woke to the fact that I couldn't be kicked out of business—no, not if someone was to invent an automatic kicking machine for that especial purpose. And why? It was just the difference between hating and fearing a thing I did not understand, and, on the other hand, understanding it and hugging it tight."

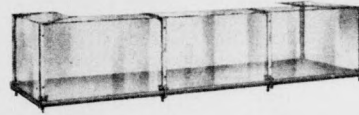
That's the story of young Wallace.

Are you—a beginner—hating your work?

If, at the beginning, you regard this store as a prison cell—turn yourself around, and take a good, square look at things. The business isn't hard or unfriendly to the chap who looks at it right. If it's your real life work, you'll find that every minute counts in making it a life-work worth while—even the minutes when the Northern woods or the ball game renew your young enthusiasm. And if it isn't your real life work, you'll discover the fact after a fair and honest test; and in the meantime you will learn a lot of things that will help you in the real tussle. Among them, the knack of keeping your eyes and ears wide open, and using your mouth discreetly, the knack of staying awake to the duties and opportunities, the knack of starting things moving and keeping them moving. These attainments all help, no matter into what arena you ultimately tumble or with what Roman lions you have to do battle.

Turn yourself around, look the business in the face and give it a whole-souled hug. Victor Lauriston.

## Glass Counter Guards



Practical counter protection can be had at very low

prices. Let us quote you on your requirements.

We also build SHOW CASES and STORE FIXTURES • • Write for our catalogue.

**SAGINAW SHOW CASE COMPANY, Ltd.**  
SAGINAW, W.S. MICHIGAN

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**MICHIGAN MILLERS MUTUAL  
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*Our Collection and Bill of Lading Service is satisfactory  
Capital, Surplus and Undivided Profits over \$750,000*

**"OLDEST BANK IN LANSING"**



## COMMERCIAL TRAVELER

### News and Gossip About Michigan Hotels.

Detroit, March 9—A visit to the Warm Friend Tavern, at Holland, last week, elicited the fact that under the management of M. L. Tyson, that institution is prospering. Just at this season of the year the hotel is taxed to its capacity in entertaining the representatives of one of the furnace companies of that city. They are brought to Holland in groups of say 100 at a time, for a week's session, and as there are 1,500 of such representatives, it will easily be seen that, coming at a season of the year when hotel business is at a low ebb, this is velvet.

Mr. Tyson, a very pleasant and most efficient individual, is responsible to a large degree for the success of the Tavern at all seasons of the year. It is a most complete modern institution, built at a most reasonable outlay, and has established a very creditable reputation. Commercial men particularly speak well of it.

In Holland two other hotels, the Asselton and Kraker, cater to the general public. They are both excellent and well patronized.

It is reported that C. L. Holden, formerly manager of the Rowe Hotel, at Grand Rapids, will operate the new hotel, now under construction, at Niles. Mr. Holden is a man of wide experience, having been an extensive operator in Iowa, before he came to the Rowe, and he ought to know the requirements of the new proposition at Niles. As I understand it, the new hotel will be ready for business about June 1. It is still nameless.

Dave Reid's Reid House, at South Haven, is still passing through the improvement stage. When Dave finds time hanging heavily on his hands and his bank account at high tide, he proceeds to "improve." It is the dividend he returns to his customers. Soon he will have a new coffee shop in addition to the dining room which he equipped a short time ago, and he is also talking about more rooms, which he could find much use for, especially during the tourist season.

South Haven is soon to have a new, modern hotel, the Janice. It is now under roof and is expected to be ready for business early this season.

The Schroaders have their Hotel Lawton, at Lawton, open for business. During the winter many improvements have been made, and it is certainly very attractive, the dining room, with its new decorations and furnishings being especially so. George Schroader, well-known Pere Marquette passenger conductor, owns the property, but it will be entirely under the supervision of Mrs. S., who is efficient and active enough to make the institution a success. Special attention will be paid to meal service.

There is much talk of a fifty-five room addition to the Columbia Hotel at Kalamazoo; also a considerable addition to the dining room there, which, owing to the popularity of the service, is crowded at all times. Frank Ehrman is certainly a successful hotel man. When, three years ago, he added sixty odd rooms to his equipment, his friends predicted that he had bitten off a large mouthful. But his friends were not so wonderfully smart after all. He made a most profitable move, but he still needs more room for his increasing patronage, and the chances are he will have it before fall. Especially does he require increased dining room facilities.

The Ehrmans seems to be establishing themselves in numerous hotel enterprises. The latest is that Carl, a younger brother of Frank and John, has acquired Felix Schmidt's excellent European hotel at Kalamazoo and will take charge of same. Carl has been operating the Lavoy Hotel, at Detroit, for his brother John, but will now enter the field on his own hook. He possesses the business acumen of the family, is affable, and will succeed.

Rumor had it that the Ehrmans had bought out Earl Greene's Crystal Hotel, at Flint, but this was untrue. A deal was under consideration, but never came to a head, so Mr. Greene will continue at the Crystal and the Ehrmans will remain much in evidence at Kalamazoo.

The Hotel Dalton, at Jackson, is being much improved. New toilets are being added and the halls and rooms are being freshened up with paint and paper. Ed. Dalton is getting back pretty close to the old American plan idea of \$2 per day. You can now secure three excellent meals a day there at 50 cents each. The service is becoming very popular.

Warning notices are being received by the Secretary of the Michigan Hotel Association, relative to hotel crooks and their operation, and these in turn will be broadcasted through the hotel department of the Tradesman:

E. J. Sanger, worthless check operator, age 46 to 47; height 5 feet, 8 inches; weight 190 to 200 pounds, smooth shaven and dark complexion. Dresses neatly with large black overcoat. Prominent nose, Jewish appearance. Claims to be booking vaudeville attractions, but is an imposter.

Paul D. Sheridan, also a worthless check operator; short and slim in stature; about 25 years old; wears glasses most of the time; receding chin; light to medium complexion; brown hair and smooth shaven. Neat personal appearance, but not very intelligent. Wears a fraternity pin and claims to be a graduate of the University of Chicago. This man, as a rule, succeeds in establishing himself in the confidence of hotel credit men and then puts over a check without allowing sufficient time for his references to clear.

Bankers Trust Travelers checks, drawn on the First National Bank, of Chicago, of \$100 denomination, have been stolen. Look out for them.

Miss Faye Stearns, of Chicago, began a suit against the Hotel Whitcomb, at St. Joseph, a short time ago, claiming \$5,000 damages as the result of a cut on her foot, which she claimed was sustained while she was taking a mineral bath there. She claimed that the cut had resulted in neuritis, but the jury evidently thought otherwise, for in Grand Rapids last week, they brought in a verdict of "no cause of action."

I have been accused of "knocking" the business of the vegetable canners, but have done nothing of the kind. In my operation of my own hotel, a summer resort, I use absolutely nothing but canned tomatoes, and there is no reason for any summer hotel using anything else. Canned vegetables are, no doubt, healthy and probably nutritious, but resorters expect something else when they go away from home in the summer.

But canned vegetables have a place in the culinary department, at seasons of the year when fresh vegetables are hard to obtain, and they will prove acceptable if they are properly prepared.

Canned vegetables naturally represent the best of the season's growth. Crops these days are raised especially for canning and modern methods of handling make it possible to can the vegetable while it is still perfectly fresh. The result is that the canned article is sometimes preferable to the so-called "fresh" vegetable, which becomes stale before it reaches the table. Partly due to this and partly to the fact that vegetables in the canning plant are cooked under steam pressure in tightly covered kettles that permit little loss, scientists have actually discovered that canned vegetables are higher in vitamin content than when cooked fresh.

This being true carelessness in preparing same for the table is responsible in many cases for the disgust manifested when they are then tasted. If necessity compels you to use the canned article, be sure and procure the very best grade, but remember that

## CODY HOTEL

GRAND RAPIDS

RATES { \$1.50 up without bath  
\$2.50 up with bath  
CAFETERIA IN CONNECTION

## HOTEL CHIPPEWA

MANISTEE, MICH.

HENRY M. NELSON, Manager  
European Plan, Dining Room Service  
150 Outside Rooms \$1.50 and up  
60 Rooms with Bath \$2.50 and \$3.00

## HOTEL DOHERTY

CLARE, MICHIGAN

Absolutely Fire Proof Sixty Rooms  
All Modern Conveniences  
RATES from \$1.50, Excellent Coffee Shop  
"ASK THE BOYS WHO STOP HERE"

## HOTEL KERNS

Largest Hotel in Lansing

30 Rooms With or Without Bath  
Popular Priced Cafeteria in Connection  
Rates \$1.50 up  
E. S. RICHARDSON, Proprietor

## Columbia Hotel

KALAMAZOO

Good Place To Tie To



Hotel  
Whitcomb  
AND  
Mineral Baths

THE LEADING COMMERCIAL  
AND RESORT HOTEL OF  
SOUTHWEST MICHIGAN  
Open the Year Around  
Natural Saline-Sulphur Waters. Best  
for Rheumatism, Nervousness, Skin  
Diseases and Run Down Condition.  
J. T. Townsend, Mgr.  
ST. JOSEPH MICHIGAN

## CODY CAFETERIA

Open at 7 A. M.

TRY OUR BREAKFAST  
Eat at the Cafeteria it is Cheaper  
FLOYD MATHER, Mgr.

## 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.

## CUSHMAN HOTEL

PETOSKEY, MICHIGAN

The best is none too good for a tired  
Commercial Traveler.  
Try the CUSHMAN on your next trip  
and you will feel right at home.

## OCCIDENTAL HOTEL

FIRE PROOF  
CENTRALLY LOCATED

Rates \$1.50 and up  
EDWARD R. SWETT, Mgr.  
Muskegon Mich.

## HOTEL RICKMAN

KALAMAZOO, MICH.

One Block from Union Station  
Rates, \$1.50 per day up.  
JOHN EHRMAN, Manager

## HOTEL HERMITAGE

European

Room and Bath \$1.50 & \$2  
JOHN MORAN, Mgr.

## Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

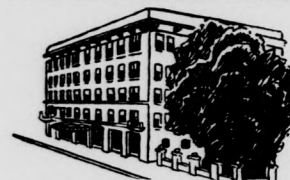
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## In KALAMAZOO, MICHIGAN is the famous NEW BURDICK

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.



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine Turkish Baths Luxurious Rooms  
ERNEST McLEAN, Mgr.

## HOTEL BROWNING

GRAND RAPIDS

150 Fireproof  
Rooms

Corner Sheldon and Oakes;  
Facing Union Depot;  
Three Blocks Away.

Rooms with bath, single \$2 to \$2.50  
Rooms with bath, double \$3 to \$3.50  
None Higher.

## MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

Rates \$1.50, \$2, \$2.50 and up per day

The Center of Social and Business Activities

## THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.



only the primary cooking has been done at the factory. Many cooks seem to think that all they need to do is to open the can, heat the contents, pour into a dish and place on the table, which results in a tasteless, useless product.

Proper seasoning and the plentiful use of butter and cream are as necessary to the canned vegetable as the fresh. Serving them in the liquid in which they are canned is not appetizing and while this liquid or juice may be perfectly edible, vegetables served in it are flat and watery. Serve it for soup, or, if the vegetable is to be served with a sauce (as like mushrooms) incorporate it therein.

It is also well to remember that you must use discretion in the selection of vegetables, for no matter how particular you are as to their preparation, no one wants the same thing continually, even if it has been properly prepared.

I am not opposed to canned vegetables and I am prepared to make the statement that they are useful and healthful, but they have been largely overdone—especially in the cheaper grades—and one no longer gets a thrill from their use.

The consolidation of two bus lines between Grand Rapids and Chicago has not injured the service in any way, but has made it possible to make a little profit out of same and enable the operators to improve such service. Some hotels are inclined to inveigh against bus operations, but it is doubtful if their claim that it injures hotel business will hold good. True, it takes the traveling man away from your hotel, but it brings another to take his place.

When a commercial man gets through making your town and wants to go to the next, he becomes discontented and it is much better to have someone come in to take his place who wants to work there. Better encourage the bus operators to give good and dependable service, and depend on your own ability to retard the guest's departure.

Posting room rates continues to be a debatable question with some hotel men. I have always favored this action because it was very little for the traveling men to ask for, but that does not prevent it from becoming a question for discussion.

One of the arguments advanced is that a guest very properly should have an understanding before being assigned to a room, just what he expected to pay for same; that the merchant does not always mark his goods in plain figures and that the commercial man deals largely in hieroglyphics when he displays cost prices on his wares.

Also that the merchant always exercises the right to change the cost marks on his goods without considering the ideas of his customers.

All of this is very true, and the hotel man who fails to publicly disclose his rates is clearly within his rights; that is in Michigan.

But there is a strong tendency to ask the law makers to step in and regulate hotels, and in many, states this has been done at the behest of the traveling men, and when the bars once come down there is no limit to what might happen.

So that even if the hotel operator is clearly within his rights when he neglects to post his rates, he shows himself a good diplomat when he does.

At almost every gathering of hotel men something has been discussed about the growing need of common labor hands for hotel work, and what is said always has some reference to immigration laws, past, present and future. This question has been on the tongues of industrial leaders for some time now. The need for common labor is steadily increasing, but organized labor will continue to oppose its importation, not withstanding the fact that they will do absolutely nothing to provide it. It would be foolish to let the bars down on im-

migration restrictions, unless a labor qualification is included in the accepted restrictions, but what can be done? It is a problem that should receive the attention of associated executives.

George L. Crocker has resigned as manager of Hotel Nicolle, Minneapolis, and will enter some other field. George was manager of Hotel Durant, Flint, prior to going to Minneapolis, but Minnesota was his home state—at least his early hotel experience had been up there—and he was ambitious to go back. The Nicolle was one of the "too many" hotels in that city, and is not doing so well, and George, having no desire to be connected with a rank failure, naturally quit. It is to be hoped he will come back to Michigan. He is perfectly capable and will be heard of soon in a responsible capacity.

Lewis Mallette, proprietor of the Hotel Ossawinamakee, at Manistique, has been spending several weeks at Hot Springs, Arkansas, enjoying a vacation which has been coming to him for several years. For eleven years Mr. Mallette has been owner and operator of the Ossawinamakee, and previously to that time ran the Cheboygan, at Cheboygan. Nearly forty years ago he operated the Bennett House, at Mt. Pleasant.

In a symposium given in the Hotel World, on the question: "Do we keep our dining room open on Sunday?" Robert E. Lawless, of the Clintonian, at Clinton, Michigan, answers emphatically in the affirmative. It is an accepted fact that the Lawlesses run one of the most attractive small hotels in this State, and they have proven to me time and again, that they are making a profit off of their dining room.

In speaking of this Mr. Lawless has this to say:

"We have sold our place to the local people—that is very important—and they give us a good patronage and splendid moral support. The bulk of our business comes from the larger towns up to sixty miles away, and we keep in touch with these people through the medium of advertising."

Mr. Lawless has advance bills of fare printed on postal cards and mails them to his friends, and they, in turn, give him a fine patronage, on a profitable basis.

There are many methods by which hotel men may procure patronage for their cafes. The first essential is to furnish good food and service, but advertising judiciously is an important factor.

For instance I visit some hotels where you will find an attractive breakfast menu on the dresser. At your leisure you may look it over and quite likely discover that the prices as well are attractive.

At one hotel will be found in each room an attractively printed card in which you are invited to investigate and see whether the bill and prices are not as attractive as at the Greek restaurant next door.

Many caterers are advertising an extra cup of coffee without charge. This is a good stunt. Even if you have not advertised this fact, it makes a hit with the patron if you invite him to have an extra cup "on the house."

Of more importance than this even is the judicious advertising of the hotel itself. On nearly every hotel reading table in the State will usually be found the current issue of the Tradesman. In some cases they aim to keep in sight four or five of the most recent numbers of that publication. What better channel for reaching the commercial trade than to place your card before them in such a manner as will be interesting? One will notice that the hotels which have been trying it still stick to the practice.

Also it is well to have your hotel listed in the annual roster of the Michigan Hotel Association. For a nominal investment you can secure a membership in the Association itself, and this listing in the roster is without further charge. This roster is framed and hangs in the lobby of 450 of

Michigan's best hotels, being corrected each year. This reminds me that of all Michigan Association members less than thirty have failed to pay their dues for 1926. Every one of the thirty is perfectly able to pay these dues. That they are not already paid is the result of pure carelessness. The treasurer has sent out his final appeal and the officers of the Association will be in no wise to blame if these delinquent hotels are left off the 1926 roster, which will be out shortly.

Frank S. Verbeck.

#### Items From the Cloverland of Michigan.

Sault Ste. Marie, March 9—The snow storm put the railroads out of business, with no trains leaving on Sunday. This was the first time during the winter that we have had no daily train service. The city snow plows have been at it day and night, but many of our streets are covered with from one to four feet of snow, making it an ideal time to stay at home.

The James Raefale Grocery Co. suffered a severe loss by fire in the main store on Ashmun street. The stock was almost a total loss, partly covered by insurance, so that the Raefale business will be conducted from their new cash and carry market which was recently opened.

Percy Bennett, who for a year has been with the Soo Hardware Co., has accepted a position with the Tapert Specialty Co. He will have charge of the shipping and delivery.

H. T. Dwyer, well-known lumberman of the firm of Van Syckle & Dwyer, at Hulbert, died at the war memorial hospital Feb. 27 after an illness of three years, due to anemia. He is survived by a widow and three children and two brothers at Hulbert, and a mother and two sisters at the Soo.

Mrs. R. J. Stuart, millinery buyer for the Cowan & Hunt department store, has returned from a buying trip to Chicago and Milwaukee.

H. E. Fletcher, Cashier of the Sault Savings Bank, returned last week from Ann Arbor, where he received medical attention. He is much improved in health and expects to be able to return to the bank within the next few days.

Our City Commission opens its meetings now with prayer. Rev. Ver Stratte, of the Presbyterian church, officiated last Monday. This is a move in the right direction and meets with favor in our community.

Most of us realize things are not as bad as we think they are.

Oscar Ecklund, traveling salesman for Swift & Co., was taken with a slight attack of appendicitis last week and left the territory for his home here. He is feeling better now and expects to make his territory again next week.

C. S. Holt, of the Sault Ste. Marie Gas and Electric Co., left last week for Battle Creek on business. He expects to be away about two weeks.

You can build a house quickly, but homes grow slowly like trees.

Ham Hamilton, of the Pickford Grocery Co., at Pickford, brought in a load of fresh eggs last week, which were sold at a premium over the fresh eggs brought in from other quarters. Ham is a good salesman and talks quality instead of price.

Radios that use no antenna and no batteries are on the market. We want one that uses no static.

William G. Tapert.

Detroit—The American Smelting Works, 2695 East Grand Boulevard, collecting refuse brass, refining brass, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which amount \$5,100 has been subscribed and paid in, \$100 in cash and \$5,000 in property.

#### Hides, Pelts and Furs.

Green, No. 1	08
Green, No. 2	07
Cured, No. 1	09
Cured, No. 2	08
Calfskin, Green, No. 1	15
Calfskin, Green, No. 2	13 1/2
Calfskin, Cured, No. 1	16
Calfskin, Cured, No. 2	14 1/2
Horse, No. 1	4 00
Horse, No. 2	3 00

Old Wool	1 00@2 50
Lambs	1 00@2 00
Shearlings	50@1 00

Prime	08
No. 1	07
No. 2	06

Unwashed, medium	@40
Unwashed, rejects	@32
Unwashed, fine	@40

No. 1 Skunk	2 75
No. 2 Skunk	1 75
No. 3 Skunk	1 25
No. 4 Skunk	75
No. 1 Large Raccoon	8 50
No. 1 Medium Raccoon	6 50
No. 1 Small Raccoon	4 00
No. 1 Large Red Fox	15 00
No. 1 Medium Red Fox	12 00
No. 1 Small Red Fox	10 00
Unlawful to trap any muskrats or mink.	
Unlawful to have any skins of these animals in your possession.	

#### Rhode Island Red First Produced By Sailor.

Adamstown, R. I., March 8—Three score and eleven years ago a Rhode Island sailor brought to his home at this point a Chittagong cockerel, a bird he had secured at a port in the Orient, where the bird had a reputation for fighting. Chicken fighting was not so popular at his home, so he used the bird with his flock and the Rhode Island Red fowl was produced, a bird that has won prominence and made much money for the breeders through the years. Hence the movement at Adamstown for the erection of a lofty monument of granite and bronze in memory of the particular member of the Adam family that brought the Rhode Island Red to this country.



**Springtex**  
UNDERWEAR

**Lambsdown**

**VELLASTIC**  
UNDERWEAR

**Althere**  
**Rock Run**  
**Van Dyke**

For Men, Women and Children.

Lines now showing.

**VAN LEEUWEN DRY GOODS CO.**  
237-239 Fulton St. W. Exclusively Wholesale



### Much Needed Reform Should Now Be Enacted.

Grandville, March 9.—The incoming March reminds one of the fact that this month has had its place in American history as well as other months on the calendar of time.

How well old people recall the time when the four months of waiting after the election of 1860 bred a feeling of discontent and real alarm to the loyal men and women of the North, because of the long interval between the election of President and his assumption of that office.

For four months after the people at a general election had declared their adherence to the Union, the enemies of that proposition were working night and day plotting that Union's dissolution. The Buchanan administration had declared its inability to coerce a state, hence there was no lawful method of preserving the union of the states.

What a relief it would have been had Abraham Lincoln been inaugurated President immediately following his election. There can be little doubt but had this been done the Civil War might have been averted and billions of money and thousands of innocent lives spared to the country.

Nor did Congress assemble (the new Congress) until months after election. Time enough for the working of no end of mischief where secession and disunion were concerned. It was a time that tried men's souls all right and it seems strange that after that woeful experience with the laws of procrastination our people did not immediately amend the method of the seating of a President and the assembling of Congress.

On the contrary, we have permitted that old-time nonsense to continue down to date. Discredited Congresses enacting laws long after, through the vote of the people, they have been ordered down and out.

Strange we have been so blind to the best interests of the country. Strange that we have let such injustice and danger go on unrelieved through proper legislation.

In January, 1861, had Lincoln and the newly elected Congress taken their seats, in all probability the incipient rebellion, which started in South Carolina, would have been nipped in the bud and the civil war averted.

In that case, you say, slavery would have been saved to the South and the question of universal freedom would have had to be fought at a later day. Undoubtedly it was through the workings of an overruling providence that the secessionists were permitted to have their way, fetching to a head the long discussed slavery agitation, which many believe could be only wiped out in blood.

There was a way better than war for the destruction of slavery, that by a purchase of the slaves, and the cost would have been far less, and without loss of human life. This is of the past, however, and it boots little perhaps to argue the point at this time.

Men and measures make for good or ill all down through our country's history. At the close of the battle of Gettysburg, when Lee's whole army was on its retreat to the Potomac, the commander of the victorious Union army remained surprisingly inactive.

Heavy rains flooded the country, the Potomac overflowed its banks, holding back the rebel retreat for several days. That was the time when the fate of the Confederacy hung in the balance.

Had the Union commander taken advantage of his position, with his army flushed with victory, he might have pursued the fleeing veterans of Lee and completely annihilated them on the North shore of the Potomac.

This he failed to do. The Southern army recrossed the river at its leisure, intrenching itself on Virginia soil ready to meet the Northern enemy at a future day.

Undoubtedly had General Grant been in command after Gettysburg, the civil war would have been brought to

an end at that time by the capture or destruction of Lee's army. We find many such instances in history. We might come down to later times and imagine what would have been the course of events had Roosevelt instead of Wilson been President at the time of the European war. Would the kaiser have pursued his undersea warfare on neutral nations, knowing, as he did, the fiery nature of Roosevelt?

We may surmise what we choose on that point, but it is a fact that the long interim between our National elections and the seating of President and Congress works ill for the country and has ever done so. This being true, what reasonable excuse can there be for longer neglecting to do the right thing, bringing elections and assumption of power closer together?

The Senate has started the effort for reform. Now let the House do its part and the whole subject may soon be settled in favor of an early seating of newly elected officials of Government.

January 1 might be selected as the day for the new Congress and President to assume their roles of office.

It has been suggested that it will necessitate a constitutional amendment to bring about this reform. Even so, then the sooner the ball is started rolling the better.

Many old things in customs and government have passed since the beginning of our Government. Such needlessly foolish customs as have prevailed with governmental officialdom smacks of the worst kind of imbecility and should not be permitted to come to another congressional election unrectified.

Luckily this change has nothing in it of partyism, so that it needs not await the thrashing out of partisan bias before it is carried into effect in the Nation. Old Timer.

### Celery City Council To Hold Annual Event.

Kalamazoo, March 9.—Kalamazoo Council, United Commercial Travelers will hold an important meeting Saturday afternoon and evening, March 13, electing and installing officers for the ensuing year and enjoying a dinner and dance. The meeting will be held at the Odd Fellows' temple in West South street during the afternoon. The dinner dance will take place at the New Burdick Hotel.

The business meeting will open at 2 and the election and installation will be the principal order of business. Annual reports will be submitted. Dinner will be served at 6:30 and the dance will start about 8.

D. L. Goodrich will officiate as toastmaster and Dr. William Halnon will speak. His subject will be "Things Worth While."

### Poultry Trade Asked To Observe National Egg Day.

Providence, March 8.—Poultry producers and allied industries throughout the United States are asked, in a proclamation issued by the National Poultry Council, through Pres. Harry L. Lewis of East Greenwich, R. I., who has designated May 1 as National Egg Day, to "unite in a National program to pay homage to the American hen." The day will be observed in the various states as the several state committees may see fit. The program will stress the egg's "great distinction, peculiar merit and usefulness in the diet of our people," as well as the importance of the poultry industry. The value of products produced by the American hen is estimated to be approximately a billion and a quarter dollars yearly.



### SIDNEY ELEVATORS

Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind of machine and size of platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, Ohio

## "Business Opportunity"

THE most modern and beautiful store and office building in Northern Michigan now complete and ready for occupancy. Located on the busiest street in hub city of the North. Will lease stores or offices one or three years term. Heat and water furnished.

### THE NEW MAGNUS BUILDING

PETOSKEY, MICHIGAN

Galster Insurance Agency, Agents

## Mr. Stowe Says

I have not yet found anything in their service subject to criticism.

Our Collection Service must make good to you or we will.

DEBTORS PAY DIRECT TO YOU AND ITS ALL YOURS.

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

References: Any Bank or Chamber of Commerce of Battle Creek, Mich., or this paper.

## Merchants' Creditors Association of U. S.

208-210 McCamley Bldg., Battle Creek, Michigan

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

## By The Way, When On Your Way, SEE ONAWAY

Are you looking for a good home location; a place to build your business? You will find it at Onaway.

Are you longing for the freedom of "The Great Open Spaces", and yet with civilization at your door? Onaway is the center of just that region.

Do you want a "Close To Mother Nature", summer resort? Glorious summer relaxation, with hearty good fellowship, without the clamour of the crowd, awaits you here.

Onaway is full of pep. We love our town; our farming country. We love our trout streams and our lakes; our waterfalls and our hills.

We are surrounded by good dairy country, and fine fruit land. Poultry does well here. Our summers are delightfully cool; our winters are not severe.

We Onaway folks think a lot of our community. We believe you will, too.

We invite you to write to

Secretary of the Onaway

BOOSTER'S CLUB,

Onaway, Michigan.



# Sell 5¢ ZIPPER

the candy  
bar hit  
of the year

**A.R.WALKER  
CANDY CORP.**

OWOSSO  
MUSKEGON  
GRAND RAPIDS  
KALAMAZOO  
DETROIT



**Decorations losing freshness**  
**KEEP THE COLD, SOOT AND DUST OUT**  
 Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. **Storm-proof. Dirt-proof. Leak-proof. Rattle-proof.**

Made and Installed Only by  
**AMERICAN METAL WEATHER STRIP CO.**  
144 Division Ave., North  
Citz. Telephone 51-916      Grand Rapids, Mich.

**GRAND RAPIDS LABEL CO.**

Manufacturers of  
GUMMED LABELS OF ALL KINDS  
ADDRESS, ADVERTISING, EMBOSSED SEALS, ETC.  
Write us for Quotations and Samples

## GRAND RAPIDS

## MICHIGAN

**THE TOLEDO PLATE & WINDOW GLASS COMPANY**

Mirrors—Art Glass—Dresser Tops—Automobile  
and Show Case Glass

**All kinds of Glass for Building Purposes**  
501-511 IONIA AVE., S. W. GRAND RAPIDS, MICHIGAN

## FILM PRICE LIST

**EASTMAN N. C. FILM CARTRIDGES**  
**Non-Autographic**

No.	Size	Net Doz.	Ret. Roll	Exp.
127	1½ x 2½	\$2.25	.25	8
117	2¼ x 2¼	1.80	.20	6
120	2¼ x 3¼	2.25	.25	6
105	2¼ x 3¼	2.25	.25	3
116	2½ x 4¼	2.70	.30	6
101	3½ x 3½	5.40	.60	12
118	3½ x 3½	3.15	.35	3
124	3¼ x 4¼	4.05	.45	6
120	3¼ x 4¼	4.05	.45	6
124	3¼ x 4¼	8.10	.90	12
120	2½ x 4½	4.05	.45	6
122	3¼ x 5½	4.95	.55	6
125	3¼ x 5½	4.95	.55	6
123	4 x 5	4.95	.55	6
103	4 x 5	4.95	.55	2



**KODAK FILM PACKS**  
12 Exposures Only

	Inches	Net Doz.	Ret. Pack
No. 500	1 $\frac{1}{4}$ x 2 $\frac{3}{8}$	\$3.15	\$ .35
No. 520	2 $\frac{1}{4}$ x 3 $\frac{1}{4}$	4.50	.50
No. 516	2 $\frac{1}{2}$ x 4 $\frac{1}{4}$	5.40	.60
No. 518	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	8.10	.90
No. 542	3 x 5 $\frac{1}{4}$	9.00	1.00
No. 522	3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	9.90	1.10
No. 523	4 x 5	9.90	1.10
No. 515	5 x 7	17.10	1.90

## CARTRIDGE FILM

### Autographic Film Cartridges for Auto-

Graphic or Non-Autographic		Kodaks		
No.	Size	Net Drog.	Ret. Roll	Exp.
A127	1½ x 2½	\$2.25	\$ .25	8
A120	2¼ x 3¼	2.25	.25	6
A116	2¼ x 3¼	2.70	.60	6
A118	2¼ x 4¼	5.00	.60	12
A119	2¼ x 4¼	4.05	.45	6
A113	3¼ x 4¼	8.10	.90	12
A130	2¼ x 4¼	4.05	.45	6
A130	2¼ x 4¼	6.75	.75	10
A122	3¼ x 5½	4.95	.55	6
A122	3¼ x 5½	8.10	.90	10
A123	4 x 5	4.95	.55	6
A126	4¼ x 6½	6.75	.75	6

**SPECIAL DISTRIBUTORS OF  
EASTMAN KODAKS  
and Supplies**

Complete Stock of all items listed  
always in stock.

**HAZELTINE & PERKINS DRUG CO.**  
Wholesale Only

**Manistee :- Michigan :- Grand Rapids**

## WHOLESALE DRUG PRICE CURRENT

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

[illegible]



# GROCERY PRICE CURRENT

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

## ADVANCED

Canned Bacon  
Canned Beef

## DECLINED

Kingnut Margarine  
Canned Tomatoes  
Some Cheese  
Horse Radish  
Rolled Oats

## AMMONIA

Arctic, 16 oz. ----- 2 00  
Arctic, 32 oz. ----- 3 25  
Quaker, 36, 12 oz. case 3 85



## AXLE GREASE

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

## BAKING POWDERS

Arctic, 7 oz. tumbler 1 35  
Queen Flake, 16 oz., dz 2 25  
Royal, 10c. doz. ----- 2 70  
Royal, 6 oz., doz. ----- 5 20  
Royal, 12 oz., doz. ----- 31 20  
Rocket, 16 oz., doz. 1 25

## 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. ----- 8 85  
10 lb. size, 1/2 doz. ----- 6 75  
Freight prepaid to jobbing point on case goods.  
Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

## BEECH-NUT BRANDS.



Mints, all flavors ----- 60  
Gum ----- 70  
Fruit Drops ----- 70  
Caramels ----- 70  
Sliced bacon, large ----- 5 40  
Sliced bacon, medium ----- 3 30  
Sliced beef, medium ----- 2 80  
Grape Jelly, large ----- 4 50  
Sliced beef, large ----- 4 50  
Grape Jelly, medium ----- 2 70  
Peanut buttes, 16 oz. 4 25  
Peanut butter, 10 1/2 oz. 2 90  
Peanut butter, 6 1/2 oz. 1 85  
Peanut butter, 3 1/2 oz. 1 20  
Prepared Spaghetti ----- 1 40  
Baked beans, 16 oz. ----- 1 40

## Original

condensed Pearl

Crown Capped

4 doz., 10c dz. 85

3 dz. 15c, dz. 1 25



## BREAKFAST FOODS

Cracked Wheat, 24-2 3 85  
Cream of Wheat, 18s 3 90  
Cream of Wheat, 24, 14 oz. ----- 3 05  
Pillsbury's Best Cer'l ----- 2 20  
Quaker Puffed Rice ----- 5 60  
Quaker Puffed Wheat ----- 4 30  
Quaker Brfst Biscuit ----- 1 90  
Ralston Branzen ----- 3 20  
Ralston Food, large ----- 4 00  
Saxon Wheat Food ----- 3 90  
Vita Wheat, 12s ----- 1 80

## Post's Brands.

Grape-Nuts, 24s ----- 3 80  
Grape-Nuts, 100s ----- 2 75  
Instant Postum, No. 8 5 40

Instant Postum, No. 9 5 00  
Instant Postum, No. 10 4 60  
Postum Cereal, No. 0 2 25  
Postum Cereal, No. 1 2 70  
Post Toasties, 36s ----- 3 45  
Post Toasties, 24s ----- 3 45  
Post's Bran, 24s ----- 2 70

## BROOMS

Jewell, doz ----- 5 75  
Standard Parlor, 23 lb. 8 25  
ancy Parlor, 23 lb. ----- 9 25  
Ex. Fancy Parlor 25 lb. 9 75  
Ex. Fcy. Parlor 26 lb. 10 50  
Toy ----- 2 25  
Whisk, No. 3 ----- 2 75

## BRUSHES

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

## Stove

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

## Shoe

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

## BUTTER COLOR

Dandelion, ----- 3 85

## CANDLES

Electric Light, 40 lbs. 12.1  
Plumber, 40 lbs. ----- 12.3  
Paraffine, 6s ----- 14 1/2  
Paraffine, 12s ----- 14 1/2  
Wicking ----- 40  
Tudor, 6s, per box ----- 30

## CANNED FRUIT

Apples, 3 lb. Standard 1 50  
Apples, No. 10 ----- 4 50  
Apple Sauce, No. 10 ----- 7 75  
Apples, No. 1 1 75  
Apricots, No. 2 ----- 3 00  
Apricots, No. 2 1/2 3 00  
Apricots, No. 10 ----- 8 25  
Apricots, No. 10 ----- 10 10  
Blueberries, No. 2 3 00  
Blueberries, No. 10 ----- 14 00  
Cherries, No. 2 ----- 3 50  
Cherries, No. 2 1/2 ----- 4 00  
Cherries, No. 10 ----- 14 00  
Loganberries, No. 2 ----- 3 00  
Loganberries, No. 10 ----- 10 10  
Peaches, No. 1 1 50  
Peaches, No. 2 ----- 3 75  
Peaches, No. 2 1/2 ----- 3 25  
Peaches, 2 1/2 Cal. 3 25  
Peaches, 10, Mich. ----- 8 50  
Pineapple, 1, sl. ----- 1 65  
Pineapple, 2 sl. ----- 2 60  
Papple, 2 br. sl. ----- 2 40  
Papple, 2 1/2, sl. ----- 2 80  
Papple, 2, cru. ----- 2 60  
Pineapple, 10 cru. ----- 9 00  
Pears, No. 2 ----- 4 00  
Pears, No. 2 1/2 ----- 4 65  
Plums, No. 2 ----- 2 40  
Plums, No. 2 1/2 ----- 2 90  
Raspberries, No. 2, blk ----- 2 90  
Raspb's, Red, No. 10 ----- 16 00  
Raspb's, Black, No. 10 ----- 14 00  
Rhubarb, No. 10 4 75  
Strawberries, No. 10 ----- 12 00

## CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Ch., No. 3 ----- 3 50  
Clams, Steamed, No. 1 ----- 2 00  
Clams, Minc'd, No. 2 ----- 3 25  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. ----- 2 50  
Chicken Haddie, No. 1 ----- 2 75  
Fish Flakes, small ----- 1 35  
Cod Fish Cake, 10 oz. 1 35  
Cove Oysters, 5 oz. ----- 1 90  
Lobster, No. 1/4, Star ----- 2 90  
Shrimp, 1, wet ----- 1 85  
Sard's, 1/4 Oil, Ky ----- 6 10  
Sardines, 1/4 Oil, k'less ----- 5 25  
Sardines, 1/4 Smoked ----- 6 75  
Salmon, Warrens, 1/2s ----- 2 75  
Salmon, Red Alaska ----- 4 25  
Salmon, Med. Alaska ----- 3 40  
Salmon, Pink Alaska ----- 1 90  
Sardines, Im. 1/4, ea. 10@23  
Sardines, Im. 1/2, ea. ----- 25  
Sardines, Cal. ----- 1 65  
Tuna, 1/2, Albocore ----- 95  
Tuna, 1/4s, Curtis, doz. 2 20  
Tuna, 1/2s, Curtis, doz. 3 50  
Tuna, 1s, Curtis, doz. 7 00

## CANNED MEAT

Bacon, Med. Beechnut 3 30  
Bacon, Lge Beechnut 5 40  
Beef, No. 1, Corned ----- 3 10  
Beef, No. 1, Roast ----- 3 10  
Beef, No. 2 1/2, Qua. sil. 1 35

Beef, 3 1/2 oz. Qua. sil. 1 75  
Beef, 5 oz., Qua. sil. 2 35  
Beef, No. 1, B'nut, sil. 4 50  
Beefsteak & Onions, s 3 45  
Chili Con Ca., 1s 1 35  
Deviled Ham, 1/4s ----- 2 20  
Deviled Ham, 1/2s ----- 3 60  
Hamburg Steak & Onions, No. 1 ----- 3 15  
Potted Beef, 4 oz. ----- 1 10  
Potted Meat, 1/4 Libby 52 1/2  
Potted Meat, 1/2 Libby 92 1/2  
Potted Meat, 1/4 Qua. ----- 90  
Potted Ham, Gen. 1/4 ----- 1 85  
Vienna Saus., No. 1/2 ----- 1 45  
Vienna Sausage, Qua. ----- 95  
Veal Loaf, Medium ----- 2 65

## Baked Beans

Campbells ----- 1 15  
Quaker, 18 oz. ----- 90  
Freemont, No. 2 ----- 1 20  
Snider, No. 1 ----- 95  
Snider, No. 2 ----- 1 25  
Van Camp, small ----- 85  
Van Camp, med. ----- 1 15

## CANNED VEGETABLES.

Asparagus, No. 1, Green tips 4 10@4 25  
No. 1, Green tips 4 10@4 25  
No. 2 1/2, Lge. Green 4 50  
W. Beans, cut 2 1 45@1 75  
W. Beans, 10 ----- 8 00  
Green Beans, 2s 1 45@2 25  
Green Beans, 10s ----- 7 50  
L. Beans, 2 gr. 1 35@2 65  
Lima Beans, 2s, Soaked 95  
Red Kid. No. 2 ----- 1 25  
Beets, No. 2, wh. 1 75@2 40  
Beets, No. 2, cut ----- 1 20  
Beets, No. 3, cut ----- 1 60  
Corn, No. 2, Ex. stan. 1 65  
Corn, No. 2, Fan. 1 80@2 35  
Corn, No. 2, Fy. glass 3 25  
Corn, No. 10 ----- 8 00@12 00  
Hominy, No. 3 1 00@1 15  
Okra, No. 2, whole ----- 2 00  
Okra, No. 2, cut ----- 1 75  
Dehydrated Veg. Soup ----- 90  
Dehydrated Potatoes, lb. ----- 35  
Mushrooms, Hotels ----- 35  
Mushrooms, Choice 8 oz. ----- 55  
Mushrooms, Sur Extra ----- 55  
Peas, No. 2, E. J. ----- 1 65  
Peas, No. 2, Sift. ----- 1 85  
Peas, No. 2, Ex. Sift. ----- 1 85  
E. J. ----- 2 25  
Peas, Ex. Fine, French 25  
Pumpkin, No. 3 1 45@1 75  
Pumpkin, No. 10 4 75@6 00  
Pimentos, 1/4, each ----- 12 14  
Pimentos, 1/2, each ----- 27  
Sw't Potatoes, No. 2 1/2 3 00  
Sauerkraut, No. 3 1 40@1 50  
Succotash, No. 2 1 65@2 50  
Succotash, No. 2, glass 2 50  
Spinach, No. 1 ----- 1 25  
Spinach, No. 2 ----- 1 60@1 90  
Spinach, No. 3 ----- 2 10@2 50  
Spinach, No. 10 ----- 6 00@7 00  
Tomatoes, No. 2 ----- 95@1 25  
Tomatoes, No. 2 glass 2 60  
Tomatoes, No. 3, 1 60@1 80  
Tomatoes, No. 10 ----- 6 00

## CATSUP.

B-nut, Small ----- 1 90  
Lily of Valley, 14 oz. ----- 2 60  
Lily of Valley, 1/2 pint 1 75  
Paramount, 24, 8s ----- 1 45  
Paramount, 24, 16s ----- 2 40  
Paramount, 6, 10s ----- 10 00  
Sniders, 8 oz. ----- 1 75  
Sniders, 16 oz. ----- 2 55  
Quaker, 8 1/2 oz. ----- 1 30  
Quaker, 10 1/2 oz. ----- 1 40  
Quaker, 14 oz. ----- 1 90  
Quaker, Gallon Glass 12 00

## CHILI SAUCE

Snider, 16 oz. ----- 3 30  
Snider, 8 oz. ----- 2 30  
Lilly Valley, 8 oz. ----- 2 25  
Lilly Valley, 14 oz. ----- 3 50

## OYSTER COCKTAIL.

Sniders, 16 oz. ----- 3 50  
Sniders, 8 oz. ----- 2 50

## CHEESE

Roquefort ----- 55  
Kraft, Small tins ----- 1 65  
Kraft, American ----- 1 65  
Chili, small tins ----- 1 65  
Pimento, small tins ----- 1 65  
Roquefort, small tins ----- 2 25  
Camenbert, small tins ----- 2 25  
Wisconsin New ----- 26  
Longhorn ----- 26  
Michigan Full Cream ----- 28  
New York Full Cream ----- 33  
Sap Sago ----- 40  
Brick ----- 28

## CHEWING GUM.

Adams Black Jack ----- 65  
Adams Bloodberry ----- 65  
Adams Dentyne ----- 65  
Adams Calif. Fruit ----- 65  
Adams Sen Sen ----- 65  
Beeman's Pepsin ----- 65  
Beechnut Wintergreen ----- 70  
Beechnut Peppermint ----- 75  
Beechnut Spearmint ----- 70  
Doublemint ----- 65  
Peppermint, Wrigleys ----- 65  
Spearmint, Wrigleys ----- 65  
Juicy Fruit ----- 65  
Wrigley's P-K ----- 65  
Zeno ----- 65  
Teaberry ----- 65

## COCOA.

Droste's Dutch, 1 lb. ----- 8 50  
Droste's Dutch, 1/2 lb. 4 50  
Droste's Dutch, 1/4 lb. 2 25  
Droste's Dutch, 5 lb. ----- 60  
Chocolate Apples ----- 4 50  
Pastilles No. 1 ----- 12 60  
Pastilles, 1/2 lb. ----- 6 60  
Pains De Cafe ----- 3 00  
Droste's Bars, 1 doz. 2 00  
Delft Pastilles ----- 2 15  
1 lb. Rose Tin Bon ----- 18 00  
7 oz. Rose Tin Bon ----- 9 00  
13 oz. Creme De Cara-que ----- 13 20  
12 oz. Rosaces ----- 10 80  
1/2 lb. Rosaces ----- 7 80  
1/4 lb. Pastilles ----- 3 40  
Langues De Chats ----- 4 80

## CHOCOLATE.

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

## COCOANUT

Dunham's ----- 49  
15 lb. case, 1/4s and 1/2s ----- 48  
15 lb. case, 1/2s ----- 47

## CLOTHES LINE.

Hemp, 50 ft. ----- 2 25  
Twisted Cotton, 50 ft. 1 75  
Braided, 50 ft. ----- 2 75  
Sash Cord ----- 4 25



## COFFE ROASTED BULK

Rio ----- 28  
Santos ----- 35@37  
Maracaibo ----- 41  
Gautemala ----- 43  
Java and Mocha ----- 62  
Bogota ----- 45  
Peaberry ----- 37

McLaughlin's Kept-Fresh Vacuum packed. Always fresh. Complete line of high-grade bulk coffees. W. F. McLaughlin & Co., Chicago.

Maxwell House Brand. 1 lb. tins ----- 61  
3 lb. tins ----- 1 50

Teller Coffee Co. Brand Bokay ----- 42

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

CONDENSED MILK Leader, 4 doz. ----- 6 75  
Eagle, 4 doz. ----- 9 00

MILK COMPOUND Hebe, Tall, 4 doz. ----- 4 50  
Hebe, Baby, 8 doz. ----- 4 40  
Caroline, Tall, 4 doz. 3 80  
Caroline, Baby ----- 3 50

EVAPORATED MILK



Quaker, Tall, 4 doz. ----- 4 80  
Quaker, Baby, 8 doz. 4 70  
Quaker, Gallon, 1/2 dz. 4 65  
Blue Grass, Tall 48 ----- 4 65

Blue Grass, Baby, 96 4 65  
Blue Grass, No. 10 ----- 4 75  
Carnation, Tall, 4 doz. 5 00  
Carnation, Baby, 8 dz. 4 90  
Every Day, Tall ----- 4 90  
Every Day, Baby ----- 4 90  
Pet, Tall ----- 4 90  
Pet, Baby, 8 oz. ----- 4 90  
Borden's Tall ----- 5 00  
Borden's Baby ----- 4 90  
Van Camp, Tall ----- 4 90  
Van Camp, Baby ----- 3 75

## CIGARS

G. J. Johnson's Brand G. J. Johnson Cigar, 10c ----- 75 00  
Tunis Johnson Cigar Co. Van Dam, 10c ----- 75 00  
Little Van Dam, 5c ----- 37 50

Worden Grocer Co. Brands Master Piece, 50 Tin. 37 50  
Canadian Club ----- 37 50  
Tom Moore Monarch 75 00  
Tom Moore Panatella 75 00  
Tom Moore Cabinet 95 00  
Tom M. Invincible 115 00  
Webster's ----- 37 50  
Webster Savoy ----- 75 00  
Webster Plaza ----- 95 00  
Webster Belmont ----- 110 00  
Webster St. Reges ----- 125 00  
Starlight Rouse ----- 90 00  
Starlight P-Club ----- 1 35 00  
Tiona ----- 30 00  
Clint Ford ----- 35 00  
Benedicts ----- 37 50

## CONFECTIONERY

Stick Candy Falls Standard ----- 17  
Jumbo Wrapped ----- 19  
Pure Sugar Sticks 600s 4 20  
Big Stick, 20 lb. case 20  
Mixed Candy Kindergarten ----- 17  
Leader ----- 16  
X. L. O. ----- 12  
French Creams ----- 16  
Cameo ----- 19  
Grocers ----- 11

## Fancy Chocolates

5 lb. Boxes Bittersweets, Ass'ted 1 70  
Choc Marshmallow Dp 1 70  
Milk Chocolate A A 1 70  
Nibble Sticks ----- 1 85  
Primrose Choc. ----- 1 10  
No. 12, Choc., Light ----- 1 65  
Chocolate Nut Rolls ----- 1 80

Gum Drops Pails Anise ----- 16  
Citron Gums ----- 16  
Challenge Gums ----- 14  
Favorite ----- 20  
Superior, Boxes ----- 22

Lozenges Pails A. A. Pep. Lozenges 20  
A. A. Pink Lozenges 16  
A. A. Choc. Lozenges 16  
Motto Hearts ----- 19  
Malted Milk Lozenges 21

Hard Goods. Pails Lemon Drops ----- 19  
O. F. Horehound dps. 19  
Anise Squares ----- 19  
Peanut Squares ----- 18  
Horehound Tablets ----- 19

Cough Drops Bxs. Putnam's ----- 1 35  
Smith Bros. ----- 1 50

Package Goods Creamery Marshmallows 4 oz. pkg., 12s, cart. 95  
4 oz. pkg., 48s, case 3 90

Specialties Walnut Fudge ----- 23  
Pineapple Fudge ----- 21  
Italian Bon Bons ----- 17  
Atlantic Cream Mints. 31  
Silver King M. Mallows 1 60  
Walnut Sundae, 24, 5c ----- 80  
Neapolitan, 24, 5c ----- 80  
Yankee Jack, 24, 5c ----- 80  
Mich. Sugar Ca., 24, 5c ----- 80  
Pal O Mine, 24, 5c ----- 80

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

CREAM OF TARTAR 6 lb. boxes ----- 23

## DRIED FRUITS

Apples N. Y. Fcy., 50 lb. box 15 1/2  
N. Y. Fcy., 14 oz. pkg. 16  
Apricots Evaporated, Choice ----- 30  
Evaporated, Fancy ----- 31  
Evaporated, Slabs ----- 23  
Citron 10 lb. box ----- 48

## Currents

Packages, 14 oz. ----- 16  
Greek, Bulk, lb. ----- 15

## Dates

Dromedary, 36s ----- 6 75

## Peaches

Evap. Choice, un. ----- 24  
Evap. Ex. Fancy, P. P. 27

## Peel

Lemon, American ----- 24  
Orange, American ----- 24

## Raisins.

Seeded, bulk ----- 12 1/2  
Thompson's s'dles blk 9 1/2  
Thompson's seedless, 15 oz. ----- 12  
Seeded, 15 oz. ----- 15

## California Prunes

90@100, 25 lb. boxes ----- 08 1/2  
60@70, 25 lb. boxes ----- 11  
50@60, 25 lb. boxes ----- 12  
40@50, 25 lb. boxes ----- 13  
30@40, 25 lb. boxes ----- 17  
20@30, 25 lb. boxes ----- 26

## FARINACEOUS GOODS

Beans Med. Hand Picked ----- 05 1/2  
Cal. Limas ----- 15  
Brown, Swedish ----- 07 1/2  
Red Kidney ----- 12

## Farina

24 packages ----- 2 50  
Bulk, per 100 lbs. ----- 06 1/2

## Hominy

Pearl, 100 lb. sacks ----- 4 00

## Macaroni

Mueller's Brands 9 oz. package, per doz. 1 30  
9 oz. package, per case 2 60  
Elbow, 12 lb., bulk ----- 2 40  
Egg Nood., 12 lbs., bu. 2 22  
Trisom Noodles, 12 lbs., bulk ----- 1 62  
Quaker, 2 doz. ----- 2 00

## Pearl Barley

Chester ----- 4 75  
0000 ----- 7 00  
Barley Grits ----- 5 00

## Peas

Scotch, lb. ----- 05 1/2  
Split, lb. yellow ----- 08  
Split green ----- 09

## Sage

East India ----- 10

## Tapioca

Pearl, 100 lb. sacks ----- 09  
Minute, 8 oz., 3 doz. 4 05  
Dromedary Instant ----- 3 50

## FLAVORING EXTRACTS



Doz. Vanilla PURE Doz. Lemon 1 50 ----- 1/4 ounce ----- 1 50  
1 80 ----- 1 1/4 ounce ----- 1 80  
3 20 ----- 3 1/4 ounce ----- 3 20  
3 00 ----- 2 ounce ----- 3 00  
5 50 ----- 4 ounce ----- 5 50

## UNITED FLAVOR</





26 oz., 1 doz. case 6 00  
 3 1/4 oz., 4 doz. case 3 60  
 One doz. free with 5 cases.  
 Jello-O, 3 doz. 3 45  
 Minute, 3 doz. 4 05  
 Plymouth, White 1 55  
 Quaker, 3 doz. 2 55

**HORSE RADISH**  
 Per doz., 5 oz. 90

**JELLY AND PRESERVES**  
 Pure, 30 lb. pails 3 30  
 Imitation, 30 lb. pails 1 75  
 Pure, 6 oz. Asst., doz. 1 20  
 Buckeye, 18 oz., doz. 2 20

**JELLY GLASSES**  
 8 oz., per doz. 37

**OLEOMARGARINE**



Kingnut, 1 lb. 26 1/2  
 Kingnut, 2 & 5 lb. 26  
 Van Westenbrugge Brands  
 Carload Distributor



Nucoa, 1 lb. 27  
 Nucoa, 2 and 5 lb. 26 1/2  
 Wilson & Co.'s Brands  
 Certified 25 1/2  
 Nut 20  
 Special Roll 25 1/2

**MATCHES**

Swan, 144 5 00  
 Diamond, 144 box 6 60  
 Searchlight, 144 box 6 60  
 Ohio Red Label, 144 bx 5 00  
 Ohio Blue Tip, 144 box 6 60  
 Ohio Blue Tip, 720-1c 4 75  
**Safety Matches**  
 Quaker, 5 gro. case 4 25  
**MINCE MEAT**  
 None Such, 4 doz. 6 47  
 Quaker, 3 doz. case 3 60  
 Libby, Kegs, wet, lb. 22

**MOLASSES**



**Gold Brer Rabbit**

No. 10, 6 cans to case 5 70  
 No. 5, 12 cans to case 5 95  
 No. 2 1/2, 24 cans to case 6 20  
 No. 1 1/2, 36 cans to case 5 15  
**Green Brer Rabbit**  
 No. 10, 6 cans to case 4 45  
 No. 5, 12 cans to case 4 70  
 No. 2 1/2, 24 cans to case 4 95  
 No. 1 1/2, 36 cans to case 4 20  
**Aunt Dinah Brand**  
 No. 10, 6 cans to case 3 00  
 No. 5, 12 cans to case 3 25  
 No. 2 1/2, 24 cans to case 3 50  
 No. 1 1/2, 36 cans to case 3 00  
**New Orleans**  
 Fancy Open Kettle 74  
 Choice 62  
 Fat 41  
 Half barrels 5c extra  
 Molasses in Cans

Dove, 30, 2 lb. Wn L. 5 60  
 Dove, 24, 2 1/2 lb. Wn L. 5 20  
 Dove, 36, 2 lb. Black 4 30  
 Dove, 24, 2 1/2 lb. Black 3 90  
 Dove, 6, 10 lb. Blue L. 4 45  
 Palmetto, 24, 2 1/2 lb. 5 25

**NUTS.**

Almonds, Terregona 30  
 Brazil, New 25  
 Fancy mixed 22  
 Filberts, Sicily 28  
 Filberts, Sicily 10  
 Filberts, Virginia Raw 11 1/2  
 Filberts, Vir. roasted 11  
 Filberts, Jumbo, raw 12 1/2  
 Filberts, Jumbo, rstd 12 1/2  
 Pecans, 3 star 24  
 Pecans, Jumbo 40  
 Pecans, Mammoth 50  
 Walnuts, California 25  
**Salted Peanuts.**  
 Fancy, No. 1 14  
 Jumbo Shelled 17  
 Almonds 20

Peanuts, Spanish, 125 lb. baggs 11 1/4  
 Filberts 32  
 Pecans 1 10  
 Walnuts 55

**OLIVES.**

Bulk, 5 gal. keg 8 50  
 Quart Jars, dozen 6 50  
 Bulk, 2 gal. keg 3 60  
 Bulk, 3 gal. keg 5 25  
 Pint, Jars, dozen 3 50  
 4 oz. Jar, plain, doz. 1 35  
 5 1/2 oz. Jar, pl., doz. 1 60  
 9 oz. Jar, plain, doz. 2 35  
 20 oz. Jar, Pl. doz. 4 25  
 3 oz. Jar, Stu., doz. 1 35  
 6 oz. Jar, stuffed, doz. 2 50  
 9 oz. Jar, stuffed, doz. 3 50  
 12 oz. Jar, Stuffed, doz. 4 50 @ 4 75  
 20 oz. Jar, stuffed dz. 7 00

**PARIS GREEN**

1/4 s 31  
 1 s 29  
 2 s and 5 s 27

**PEANUT BUTTER**



**Bel Car-Mo Brand**  
 24 1 lb. pails 31  
 8 oz., 2 doz. in case 5 lb. pails, 6 in crate 12 2 lb. pails 14 lb. pails 50 lb. tins 25 lb. pails

**Iron Barrels**

**PETROLEUM PRODUCTS**  
 Perfection Kerosine 12.1  
 Red Crown Gasoline, Tank Wagon 17.7  
 Solite Gasoline 20.7  
 Gas Machine Gasoline 31.6  
 V. M. & P. Naphtha 28.4  
 Capitol Cylinder 39.2  
 Atlantic Red Engine 21.2  
 Winter Black 12.3



**Iron Barrels.**

Light 62.2  
 Medium 64.2  
 Heavy 66.2  
 Extra heavy 68.2  
 Special heavy 70.2  
 Transmission Oil 62.2  
 Finol, 4 oz. cans, doz. 1 50  
 Finol, 8 oz. cans, doz. 2 25  
 Parowax, 100 lb. 9.3  
 Parowax, 40, 1 lb. 9.5  
 Parowax, 20, 1 lb. 9.7



Semsdac, 12 pt. cans 2 75  
 Semsdac, 12 qt. cans 4 60

**PICKLES**

Medium Sour  
 Barrel, 1600 count 17 00  
 Half bbls., 800 count 9 00  
 50 gallon kegs 5 00

**Sweet Small**

30 Gallon, 3000 42 00  
 5 gallon, 500 8 25

**Dill Pickles.**

800 Size, 15 gal. 10 00

**PIPES.**

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

**PLAYING CARDS**

Derby, per doz. 2 75  
 Bicycle 4 75

**POTASH**

Babbitt's, 2 doz. 2 75

**FRESH MEATS**

Beef.  
 Top Steers & Heif. @ 18  
 Good Steers & H'f. 15 @ 17  
 Med. Steers & H'f. 13 1/2 @ 15  
 Com. Steers & H'f. 10 @ 12 1/2

**Cows**

Top 14  
 Good 12 1/2  
 Medium 11  
 Common 10

**Veal.**

Top 19  
 Good 17  
 Medium 14

**Lamb.**

Spring Lamb 25  
 Good 23  
 Medium 20  
 Poor 15

**Mutton.**

Good 14

Medium 12 1/2  
 Poor 10

**Pork.**

Light hogs 16  
 Medium hogs 16 1/2  
 Heavy hogs 15  
 Loins 25  
 Butts 23  
 Shoulders 19  
 Spareribs 18  
 Neck bones 06

**PROVISIONS**

Barreled Pork  
 Clear Back 34 50 @ 35 00  
 Short Cut Clear 34 50 @ 35 00  
 Dry Salt Meats  
 S P Bellies 28 00 @ 30 00

**Lard**

Pure in tierces 16 1/2  
 60 lb. tubs 14  
 50 lb. tubs 14  
 20 lb. pails 14  
 10 lb. pails 14  
 5 lb. pails 14  
 3 lb. pails 14  
 Compound tierces 14  
 Compound, tubs 14 1/2

**Sausages**

Bologna 12 1/2  
 Liver 12  
 Frankfort 17  
 Pork 18 @ 20  
 Veal 19  
 Tongue, Jellied 32  
 Headcheese 18

**Smoked Meats**

Hams, Cert., 14-16 lb. 31  
 Hams, Cert., 16-18 lb. 31  
 Ham, dried beef sets @ 32  
 California Hams @ 20  
 Picnic Boiled Hams 30 @ 32  
 Boiled Hams 40 @ 42  
 Minced Hams 14 @ 17  
 Bacon 33 @ 42

**Beef**

Boneless, rump 26 00 @ 28 00  
 Rump, new 27 00 @ 30 00

**Mince Meat.**

Condensed No. 1 car. 2 00  
 Condensed Bakers brick 31  
 Moist in glass 8 00

**Pig's Feet**

Cooked in Vinegar  
 1/4 bbls. 2 15  
 1/2 bbls., 35 lbs. 3 10  
 1/2 bbls. 8 25  
 1 bbl. 18 00  
 Kits, 15 lbs. 90  
 1/4 bbls., 40 lbs. 1 60  
 1/2 bbls., 80 lbs. 3 00

**Casings**

Hogs, per lb. @ 63  
 Beef, round set 20 @ 30  
 Beef, middles, set @ 17 1/2  
 Sheep, a skinn. 2 00 @ 2 25

**RICE**

Fancy Blue Rose 09 1/2  
 Fancy Head 10 1/2  
 Broken 06

**ROLLED OATS**

Silver Flake, 12 Fam. 2 25  
 Quaker, 18 Regular 1 80  
 Quaker, 12s Family 2 70  
 Mothers, 12s, M'nun 3 35  
 Silver Flake, 18 Reg. 1 40  
 Sacks, 90 lb. Jute 2 80  
 Sacks, 90 lb. Cotton 2 90  
 Steel Cut, 100 lb. sks. 3 25

**RUSKS.**

Holland Rusk Co.  
 Brand  
 18 roll packages 2 30  
 36 roll packages 4 50  
 36 carton packages 5 20  
 18 carton packages 2 65

**SALERATUS**

Arm and Hammer 3 75

**SAL SODA**

Granulated, bbls. 1 80  
 Granulated, 60 lbs. cs. 1 35  
 Granulated, 36 1/2 lb. packages 2 30

**COD FISH**

Middles 15 1/2  
 Tablets, 1/2 lb. Pure 19 1/2  
 Tablets, 1 lb. Pure 1 40  
 doz. 29 1/2  
 Wood boxes, Pure 11 1/2  
 Whole Cod

**Herring**

Holland Herring  
 Mixed, Kegs 1 10  
 Mixed, half bbls. 9 25  
 Queen, bbls. 18 60  
 Milk, Kegs 1 20  
 Milk, half bbls. 10 25  
 Milk, bbls. 20 00  
 K K K K, Norway 1 40  
 Cut Lunch 1 60  
 Boned, 10 lb. boxes 15

**Lake Herring**

1/2 bbl., 100 lbs. 6 50

**Mackerel**

Tubs, 100 lb. fine fat 24 50  
 Tubs, 60 count 7 00

**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  
 Bixby, Doz. 1 35  
 Shinola, doz. 90

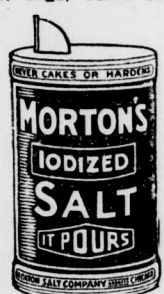
**STOVE POLISH**

Blackline, per doz. 1 35  
 Black Silk Liquid, dz. 1 40  
 Black Silk Paste, doz. 1 25

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

**SALT.**

Colonial, 24, 2 lb. 98  
 Colonial, Iodized, 24-2 2 40  
 Med. No. 1 Bbls. 2 85  
 Med. No. 1, 100 lb. bg. 88  
 Farmer Spec., 70 lb. 90  
 Packers Meat, 56 lb. 57  
 Crushed Rock for ice cream, 100 lb., each 75  
 Butter Salt, 280 lb. bbl. 4 24  
 Block, 50 lb. 40  
 Baker Salt, 280 lb. bbl. 4 10  
 100-3 lb. Table 5 75  
 70, 4 lb. Table 5 25  
 28, 10 lb. Table 5 00  
 28 lb. bags, Table 42



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

**Worcester**



Bbls. 30-10 sks. 5 40  
 Bbls. 60-5 sks. 5 55  
 Bbls. 120-2 1/2 sks. 6 05  
 100-3 lb. sks. 6 05  
 Bbls. 280 lb. bulk: 4 00  
 A-Butter 4 00  
 AA-Butter 4 00  
 Plain 50 lb. bbls. 4 45  
 No. 1 Medium, Bbl. 2 47  
 Tecumseh, 70 lb. farm sk 85  
 Cases Ivory, 24-2 cart 1 85  
 Iodized 24-2 cart. 2 40  
 Bags 25 lb. No. 1 med. 26  
 Wool, 100 box 4 25  
 Bags 50 lb. Cloth dairy 76  
 Rock "C" 100 lb. sack 80

**SOAP**

Am. Family, 100 box 6 30  
 Export 120 box 4 90  
 Big Four Wh. Na. 100s 3 75  
 Flake White, 100 box 4 25  
 Fels Naptha, 100 box 5 60  
 Grdma White Na. 10s 4 10  
 Rub No More White  
 Naptha, 100 box 4 00  
 Rub-No-More, yellow 5 00  
 Swift Classic, 100 box 4 40  
 20 Mule Borax, 100 bx 7 55  
 Wool, 100 box 6 50  
 Fairy, 100 box 5 75  
 Jap Rose, 100 box 7 85  
 Palm Olive, 144 box 11 00  
 Lava, 100 box 4 90  
 Octagon 6 35  
 Luma, 100 box 4 85  
 Sweetheart, 100 box 5 70  
 Grandpa Tar, 50 sm. 2 00  
 Grandpa Tar, 50 lge. 3 45  
 Quaker Hardwater  
 Cocoa, 72s, box 2 85  
 Fairbank Tar, 100 bx 4 00  
 Trilby Soap, 100, 10c, 10 cakes free 8 00  
 Williams Barber Bar, 9s 50  
 Williams Mug, per doz. 48

**CLEANSERS**



50 can cases, \$4.80 per case

**WASHING POWDERS.**

Bon Ami Pd, 3 dz. bx 3 75  
 Bon Ami Cake, 3 dz. 3 25  
 Climoline, 4 doz. 4 20  
 Grandma, 100, 5c 4 00  
 Grandma, 24 Large 4 00  
 Gold Dust, 100s 3 20  
 Gold Dust, 12 Large 4 20  
 Golden Rod, 24 4 25  
 Jinx, 3 doz. 3 50  
 La France Laun., 4 dz. 3 75  
 Luster Box, 54 3 75  
 Miracle C., 12 oz., 1 dz. 2 25  
 Old Dutch Clean, 4 dz. 2 40  
 Queen Ann, 60 oz. 5 75  
 Rinso, 100 oz. 5 75  
 Rub No More, 100, 10 oz. 3 85  
 Rub No More, 18 Lg. 4 00  
 Spotless Cleanser, 48, 20 oz. 3 85  
 Sanl Flush, 1 doz. 2 25  
 Sapollo, 3 Joz. 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 @ 16  
 Cloves, Zanzibar @ 40  
 Cassia, Canton @ 25  
 Cassia, 5c pkg., doz. @ 40  
 Ginger, African @ 15  
 Ginger, Cochinchina @ 30  
 Mace, Penang 1 10  
 Mixed, No. 1 @ 22  
 Mixed, 5c pkgs., doz. @ 45  
 Nutmegs, 70 @ 90 @ 78  
 Nutmegs, 105-110 @ 70  
 Pepper, Black @ 45

**Pure Ground in Bulk**

Allspice, Jamaica @ 18  
 Cloves, Zanzibar @ 46  
 Cassia, Canton @ 26  
 Ginger, Corkin @ 38  
 Mustard @ 32  
 Mace, Penang 1 30  
 Pepper, Black @ 50  
 Nutmegs @ 75  
 Pepper, White @ 60  
 Pepper, Cayenne @ 32  
 Paprika, Spanish @ 42

**Seasoning**

Chili Powder, 15c 1 35  
 Celery Salt, 3 oz. 95  
 Sage, 2 oz. 90  
 Onion Salt 1 35  
 Garlic 1 35  
 Ponelty, 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  
 Turmeric, 2 1/2 oz. 90

**STARCH**

Corn  
 Kingsford, 40 lbs. 11 1/4  
 Powdered, bags 4 00  
 Argo, 48, 1 lb. pkgs. 4 05  
 Cream, 48-1 4 80  
 Quaker, 40-1 7 1/2

**Gloss**

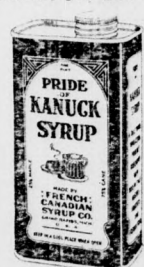
Argo, 48, 1 lb. pkgs. 4 05  
 Argo, 12, 3 lb. pkgs. 2 96  
 Argo, 8, 5 lb. pkgs. 3 35  
 Silver Gloss, 48, 1s 11 1/4  
 Elastic, 64 pkgs. 5 35  
 Tiger, 48-1 3 50  
 Tiger, 50 lbs. 06

**CORN SYRUP.**

Corn  
 Blue Karo, No. 1 1/2 2 27  
 Blue Karo, No. 5, 1 dz. 3 11  
 Blue Karo, No. 10 2 91  
 Red Karo, No. 1 1/2 2 57  
 Red Karo, No. 5, 1 dz. 3 49  
 Red Karo, No. 10 3 29  
 Imit. Maple Flavor  
 Orange, No. 1 1/2, 2 dz. 3 00  
 Orange, No. 5, 1 doz. 4 19  
 Orange, No. 10 3 99

**Maple.**

Green Label Karo, 5 19  
 Green Label Karo 5 19  
 Maple and Cane  
 Mayflower, per gal. 1 55



**PRIDE OF KANUCK SYRUP**

1 Case, 24 Pints 6 25  
 1 Case, 12 Quarts 5 50  
 1 Case 6 1/2 Gallons 5 00  
 1 Case, 3-1 Gallons 4 50  
 1 5-Gallon Jacket Can 7 00

**Maple.**

Michigan, per gal. 2 50  
 Welch, per gal. 2 80

**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 70  
 A-1, large 5 20  
 A-1, small 3 15  
 Capers, 2 oz. 2 30

**TEA.**

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



## PRODUCER AND CONSUMER.

### How Florida Methods Bring Them Together.

Written for the Tradesman.

It is always a matter of interest to me to watch the trend of sentiment with any of the productive classes in a community when their occupation or industry is at ebb tide. It seems so natural to turn to legislation to rectify things in their behalf as if there was some virtue in "Be it enacted" that would become a panacea. I have little sympathy with this method of righting things but it seems to me generally the remedy is in freedom of trade and the removal of barriers to a free exchange of commodities.

From my first connection with horticulture in Michigan I have had a peculiar interest in the movements toward bringing the producer and consumer in direct touch with each other. I have no objection to the middle man, only I don't want too many of him. There came before the State Horticultural Society a gentleman from Ionia in the early history of the association and told about Kellogg's plan of marketing strawberries directly to the consumer. He first grew an elegant berry and then asked a price for it that would reimburse him for his expense and give him a fair margin of profit. He had an attractive marketing wagon and it became a delight to the citizens who were his customers to see his rig drawing up to the door. He had a fine line of good customers and the venture was a mild success, but, of course, it had its limitation, owing to the size of the town. Later on Kellogg's name became a watchword in horticulture for pedigree strawberry plants and his successors are still "carrying on" in his name.

Yesterday I ran across another example of direct dealing between the purchaser and the consumer in citrus products which interested me and which I think may not be an unattractive lesson to the readers of the Tradesman.

There is an institution here in DeLand known as the Jasper fruit store. I have frequented it because of the unique way of handling citrus packages attractively made up to be sent directly to the ultimate consumer. I thought that Jasper was the name of the people who were engaged in the enterprise and in my ignorance spoke to one of the proprietors and called him Mr. Jasper. I was corrected and told that Jasper was the trade name. For the life of me I cannot see why they chose Jasper, rather than Mister or Misses, but in any event that is what they call themselves and the real corporation that is behind it is known as the Winnemissett Park Co. Mr. Kepler, in charge of the store that I frequented, invited me to visit the ranch.

They don't call it a ranch here in Florida. They call it a park and I recall the winters in which I sojourned in California when everybody was talking about ranches. In my boyhood I thought a ranch was necessarily a very extensive area and only great wealth would be warranted in ownership, but I learned that even a single acre tilled was called a ranch.

I like the name "park" as connected with a fruit farm because even in ordinary phases of business the fields become parkways with something of a landscape effect which renders them attractive to the eye. The first thing that riveted my attention was the fact that everybody worked, from Grandpa to Pa and Ma, and I don't know but girls and boys. Evidently during the season the business is prosecuted by all of the members of the family and the distinguishing feature, as I entered the establishment, was the good nature and smiles which greeted one, indicating the fondness for the occupation.

I was introduced to a very intelligent member of the corporation as the one who looked after the outside interest of growing the groves and I became at once an interrogation point. In answer to questions, he said: "The same problems face us here as you have to deal with in Northern fruit growing. The matter of adaptation of land surfaces and texture of soil and the idiosyncrasies of the weather and the people engaged in the enterprise are

all important factors." For instance, there was an area in sight of the packing house upon which they were going to plant rows of King oranges and the superintendent said that that area was a little too low for common oranges and tangerines, but the King variety could stand wet feet and still thrive and produce.

I asked him with regard to fertilizers and he said: "Of course, we feed well. This is a great feature in growing successful citrus crops, but it requires a wide knowledge and adaptability to circumstances in the application of chemical fertilizers. In this we are aided materially by the expert agents of the producers of the fertilizers. It is to their interest, of course, that the best results obtain from the applications, because they are in the field for a long time and if the results are not satisfactory to the grower the trade will be reduced; so these firms have experts that are on call who, like the physician, treat the orchards as the patient and recommend with wisdom the amount and type of fertilizer which

will produce the most favorable results."

He also said that the citrus growers were greatly indebted to the State Experiment Station which had been performing for many years very careful experiments, the results of which had given them important facts which are the basis of successful culture and through the county agents the best of counsel is disseminated among the growers. He said further that the large growers who were foremost in the successful administration of their business took advantage for themselves and their employees of the short courses in summer given to students, old or young, who were willing to avail themselves of the opportunity.

As we entered the packing house, after having passed through the administration department, we saw the oranges as they were brought in from the field and I was told that the earlier pickings were in the hands of people who had become very expert in selecting from the trees the fruits that were ready for the market. Later, after

**\$5,000,000**

## Roman Catholic Church in Bavaria

### 6 1/2 % 20-Year Sinking Fund Gold Bonds Series A

These bonds are the direct obligation of the "General Union of the Eight Bavarian Dioceses."

Proceeds to be reloaned to Catholic Dioceses, institutions, etc., in Bavaria, against First Mortgages on property having a tax value at least four times the amount of the reloan, or against other security of an equal collateral value satisfactory to the Committee administering the reloans.

Also specifically secured by first charge upon taxes collected for the "General Union of the Eight Bavarian Dioceses." These taxes are now 4% of the amount of Federal and State direct taxes, and in each of the years 1924 and 1925 totaled about \$600,000. The Church may, without State permission, increase this percentage from 4% to 10%.

No Roman Catholic Church organization in Germany has ever defaulted on its obligations.

## HOWE, SNOW & BERTLES

(INCORPORATED)

Investment Securities

GRAND RAPIDS

NEW YORK

CHICAGO

DETROIT



the first of January, the trees were picked clean and, of course, did not require the acumen that was necessary for the early gatherings.

The open boxes of fruit as they come from the groves were one by one dumped upon an incline and then were carried along a line of spray in which every fruit was thoroughly drenched with a chemical mixture. This I was told, was the product of some scientific brain and the application of it with the growers was really in the hands of the promulgators of the method and the establishments taking advantage of it paid a reasonable sum per box for the use of the device. The object of it is to so affect the covering of the orange as to render subsequent washings and cleanings more effective.

After passing on from the chemical douche the fruits are scrubbed by very interesting devices in motion and come out at the end of this ordeal wonderfully clean and beautiful and pass on then to the drier where they are subjected to a warm air blast that takes away all of the outside moisture. Then we came to the grading arrangements and in this I was greatly interested. The machinery can arrange mechanically the size, but it requires human intelligence and experts to pick out, as the fruit moves along, the culls and then the russets and so on down the line and then we have, after various eliminations, the product that is ready to be put in attractive packages for the retail trade.

I was told that anywhere from thirty to sixty per cent. of the orchard product came into this last division of the best fruit. During this preparation and elimination process, the fruit going into the fancy packages is subjected twice to a paraffin treatment which gives the fruit a protective covering, so that passing germs of decay cannot find a lodgment in some slight abrasion or puncture of the epidermis. This also gives the fruit a burnished appearance attractive to the eye.

The unique feature to me of this plant was in the beauty of art put into the manner of packing and rendering the package as attractive as possible. A few orange leaves in connection with the golden fruit sets off the package and then the addition of a few tangerines and kumquats faces the box so that when it is opened there must always result an explosion of appreciation.

These boxes, after they are finished and labeled, go direct by express to the consumer upon orders received by the company. This part of the business, started as an experiment, has grown into large proportions, so that the demand is as great as the supply and the result is simply an appreciation of the type of fruit, the style of the package and the perfection of the delivery. Of course, to the ultimate consumers these citrus products are more expensive than the average run of the packing houses because more expense and care and thought are put into this type of trade, but the consumer is perfectly willing to pay for what he knows is the best product of the orange grove. The company guarantees the safe delivery in perfect condition.

As I said in the outset I am deeply interested in a successful venture which brings purchaser and consumer in direct contact and this to me is one of the best illustrations in my horticultural career.

I learned from the office that there was a rapidly developing demand for these packages of selected oranges by corporations which make holiday gifts to employees to take the place of boxes of cigars. Half and quarter boxes with appropriate legends and attractive exteriors make the gift winsome and more valued because every member of the family is a sharer in the gift.

A natural question of mine to these people was, "Do you grow all of the products you handle in this method of direct trade with the consumer?" and the answer was, "We grow everything we ship except possibly a little of the grapefruit which we secure in such sizes as will fit into our packages and we are gradually acquiring greater area of orcharding to meet the rapidly developing demand." In answer to further questions, I learned the following facts: "Outside of our method of direct trade we take the balance of our product and put into market in common with other packers, making the same eliminations that they do of culls and fruit that ought not to go into any type of successful marketing. Our culls are used in various ways. There is a demand at small prices for everything that we have and with these sales there go the largest oranges which we have. These do not meet the demands of the Northern trade, but because of size and beauty are attractive to hotels and small trade people at remunerative prices. The size most attractive to the dealers and brokers in the Northern country are what we call 150s or 176s."

I naturally wanted to know whether there wasn't some feeling that the Florida citrus industry might not be overdone. There seems to be a tremendous lot of planting going on all over the State. To this came the reply quite promptly, "Is there any chance of your overdoing the growing of peaches in Michigan or the growing of the best quality of apples in the Middle West? We have the same natural limitations that you have in successful citrus culture and it cannot be carried on everywhere in Florida. The lands best adapted to this purpose are not co-extensive with the State. The areas are really limited upon which citrus culture can be successfully prosecuted." Then the gentleman who gave me most of my facts humorously said, "There is a process of limitation going on or rather elimination that may affect the growers favorably. You notice that we are plating most everything in Florida in proximity to our towns and most of our citrus fruit has been planted in these areas, but plating goes merrily on, taking in great acreage of these orchards. If enough of you Northern people come down here who want to buy a division of land with a few orange trees on it, this will naturally take from the avenues of trade a considerable area of our productive groves." Then he said, "You can take this for what it is worth, there seems to be a great number of people in Florida this winter who are investing in these plats of

land and if you can only produce enough people to cover the plats, Florida will consume a considerable portion of her orchard products, so that there will be no probability of a glut in the Northern markets.

I am impressed by the same facts connected with citrus culture that have been important factors in successful orcharding in Michigan. The men who are students of the requirements for the successful growing of oranges and grape fruit and who are willing to learn the most approved methods, the result of scientific investigations, when given an opportunity and who are willing to adapt themselves to forwarding conditions, not forgetting the most approved types of marketing, are the ones who will make the successes in a business of vital importance to the lovers of the most attractive productions in horticulture.

Charles W. Garfield.

**CASH For Your Merchandise!**  
Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc.  
LOUIS LEVINSON, Saginaw, Mich.

### TO-DOT COW SPRAY

Deadly to Flies, Mosquitoes and Lice on Livestock

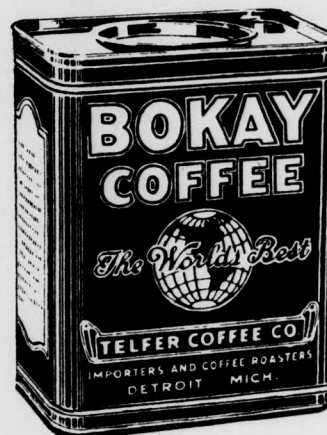
"Light"—Odorless, colorless does not stain, kills and repels instantly. For fancy breeders and particular dairymen.

"Dark"—Keeps them off longer while in pasture, has an odor and stains slightly. Price \$1.25 per gallon can.

**Insecticide Salesmen**—Here is a desirable side line—apply at once. Name territory you cover—line you carry and class of trade you call on.

**R. C. PARSONS CHEMICAL WORKS**  
Grand Ledge, Mich.

## DELICIOUS



A COMPLETE LINE OF

# Good Brooms

AT ATTRACTIVE PRICES

**Michigan Employment Institution for the Blind**  
SAGINAW W. S. MICHIGAN

## 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.

**INVESTORS**—If interested in a speculative security guaranteed against loss of amount invested, write M. L. Smith, Hope, New Mexico. 187

**FOR SALE**—Three shares of Grand Rapids Wholesale Grocery stock. Address No. 188, c/o Michigan Tradesman. 188

**FOR SALE**—Small department store in thrifty manufacturing city of 3,500. Good farming country. Doing a paying business, all strictly cash. Best corner in city, cheap rent. Stock \$5,000 to \$8,000. To suit buyer. Right party can buy on part terms. Good reason for selling. Will bear investigation. A fine opportunity. Address No. 189, c/o Michigan Tradesman. 189

**For Rent**—Meat market. Good location, good summer business. Winner for live wire meat man. Box 238, Manistee, Mich. 190

**Wanted**—Position. Over 20 years' experience selling dry goods, groceries, and shoes. Best of references. Address No. 191, c/o Michigan Tradesman. 191

**FOR SALE**—SHOE STORE in Central Michigan county seat. Good clean stock. Invoice, with fixtures, \$11,000 to \$12,000. Address No. 192, c/o Michigan Tradesman. 192

**Wanted**—Tenant for business house to be erected. Central location. Store room 19x70, with basement same size. Store lighted back and front and part of one side. Building arranged to suit tenant. Ready for occupancy about June first. Rental \$85 monthly. Our city growing steadily. New industries coming in. HARDT and CLARKE, South Haven, Mich. 178

**For Sale**—Stock of shoes and groceries located in town of 800, Calhoun county, Michigan. Only complete shoe stock in town. Very low overhead. Good rural trade. Have dry goods store adjoining. Health will not permit running both. Address No. 180, c/o Michigan Tradesman. 180

**FOR SALE**—NUMBER OF SETS Allith-Prouty and Richards sliding door hangers for single and double doors. Also single and double sliding door locks. Attractive prices. BENGNER BROS., Austin, Texas. 181

If you want to sell your business, let us submit particulars. More money for your stock, and a sure sale. R. H. Speese, 1712 Jefferson Ave., S. E., Grand Rapids. 185

**FOR SALE**—Greenhouse Property—Modern greenhouse plant, 12,000 feet of glass, fully stocked, private water system. Doing a wonderful business. In Central Michigan. Selling more than can be grown and business can be doubled within two years. On paved trunk line road. Fine dwelling, basement barn, six acres of good land, plenty of fruit. This property will bear the closest inspection. All built within the last five years. Good reason for selling. Address No. 186, c/o Michigan Tradesman. 186

**For Rent**—Large, desirable brick store in growing factory town of 3,500, \$35 per month. Almost any business would be successful. Mrs. Ella R. DePuy, Grand Ledge, Mich. 171

**For Sale**—Small general stock and buildings. Post office connected. Box A. Hobart, Mich. 170

**For Sale**—A very desirable stock of dry goods, groceries, and shoes in a good business town. Surrounded by good farming conditions. A well-established country trade, and would not sell if it were not on account of failing health. Building can be rented very reasonable, or bought if so desired. Address No. 164, c/o Michigan Tradesman. 164

**For Sale**—Well established business of dry goods, ready-to-wear, and floor coverings. Strictly up-to-date store, brick building, best location in one of the best towns in Central Michigan. Reason for selling, other business interests require my attention. For full particulars address Geo. H. Chapman, St. Johns, Mich. 174

### ARE YOU SELLING OUT?

Will pay highest amount in cash for your entire or part of stock and fixtures of any description. Call or write Jack Kosofsky, 1235 W. Euclid Ave., Northway 5695, Detroit, Mich.

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

**For Sale**—Shoes, men's furnishings, notions. Fine location, outlying district. Priced right. Best city in state. Address 424 Maple St., Battle Creek, Mich. 176



## IN THE REALM OF RASCALITY.

## Cheats and Frauds Which Merchants Should Avoid.

A billion dollars a year is a lot to put into worthless securities through our inability to detect from the suave persuasions of a dynamite salesman that we are being victimized. No man would want to call his sex incredulous to the wiles of the swindler but it takes no exhaustive canvass of the situation to see that the gullibility of woman on matters financial is what opens the door widest to the white collar bandit. None of us and certainly no woman likes to have the dry principles of investment science ground in by textbook methods but Elizabeth Frazer has written a book recently that would fascinate any reader and that in its own subtle way instructs the woman investor what she ought to know about investments.

In "A Woman and Her Money" may be found many incidents taken from actual experience that should impress women with the necessity of forming a definite investment program. One woman who trusted all of her funds to a swindler because "he seemed such a nice young man" was given her first lesson as follows: "This whole business of investing money in stocks and bonds is extremely complicated and it is becoming more so every year. It requires an expert, a specialist, to advise you what is best to do. It is as much of a specialized occupation to-day as that of medicine or engineering or the law. You wouldn't go to a lawyer if your son were down with scarlet fever, because that's not a lawyer's specialty; and you wouldn't pick up the first pedestrian in the street and ask his medical aid. You're too intelligent to do that. And yet you will take financial advice from a perfect stranger, with no credentials except a winning smile. What you are actually doing is paying a thousand dollars for that smile, and that's too high to pay for any smile. Whereas, if you'd go to a reputable specialist you'd get your advice free or for a moderate fee and he'd charge you only a nominal price for buying good, sound securities."

Many problems confront bankers in this country but not the least of these is the difficulty of getting women who suddenly have come into possession of large sums of money to exercise caution in their investments. Women otherwise intelligent are only too ready to take a flyer in the market or to purchase promotion stocks in the hope of big returns quickly. The way out is easy for those that want it. No woman nowadays needs to rely upon her own judgment in investment matters. Bankers everywhere are organized to give investment counsel and are glad to do so. Many banks even have special departments for women investors and the day will come, let us hope, when women will take the same pride in guarding their dollars as now they often take in wild venture.

Investigation by the National Better Business Bureau has uncovered considerable misrepresentation of imitation malted milk, both in fountain and package sales. Signs upon a number of soft-drink stands offered well-known makes of malted milk. Branded containers occupied conspicuous places on the counters. The drink was mixed, however, not from the branded container, but from an unmarked bowl. In some instances the bowl did not contain malted milk, but held an imitation product made with skimmed milk. In the wholesale market, verbal representations as "malted milk" have been used to push products not so labeled. Genuine malted milk is made by mixing whole milk with the liquid from a mash of ground barley malt and wheat flour. Standards drawn up for the enforcement of the Federal Food and Drug Laws provide for a minimum butter-fat content of 7½ per cent. and a 3½ per cent. maximum of moisture. Flavoring, such as chocolate, may or may not be added. No other mixture may lawfully be labeled "malted milk." Several manufacturers of malt drinks made with skimmed milk have devised names for their products which, in the opinion of the National Better Business Bureau, tend to lead the consumer to expect a true malted milk. However sound the intentions of these manufacturers may be, the names and styles which some of them have selected afford an invitation and encouragement to misrepresentation and fraud on the part of unscrupulous retailers and dispensers. Until such products are labeled in a less ambiguous fashion the consumer, for his own protection, is urged to look for the signs and original containers of known makers of genuine malted milk.

As a part of its advertising material, the All-Florida Realty Company, of Miami, Florida, reproduced a purported letter over the name of Governor John W. Martin, of Florida. The Governor has advised the Miami Better Business Bureau that the letter is spurious, that he refused a request for such a letter made some months ago by Herman Meister, president of the company, and that the signature used was apparently taken from another document. Governor Martin states that he has demanded the discontinuance of all advertising containing the letter.

Wearers of the square and compass were recently solicited by the United Masonic Temple Corporation of Chicago to acquire Florida real estate by what Elmer E. Beach, president of the concern, described as an "unheard of plan." Tickets were offered for a course of three concerts at \$20 per ticket. These were made up in books of five season tickets. With each ticket the purchaser was to receive a 25 foot lot, tax-paid for 1925, and a title insurance policy. To each Mason who disposed of one book of five tickets, a season ticket, a tax-paid lot, deed and policy was promised "absolutely free." Two books of tickets (at \$200) ranked

30,000 square feet and a corner location. The choicer locations were to be allocated to those who bought or disposed of still larger lots of tickets. When Mr. Beach and his associates had discussed this plan fully with representatives of the Post Office Department, they agreed to refund the money collected.

## High Praise For Candidate Bailey.

Lansing, March 9—I understand there is some talk of running O. H. Bailey, of Lansing, for President of the Michigan Retail Grocers and General Merchants Association and would like to write you in his behalf.

I have known Mr. Bailey for over twenty years. While finishing my work at the M. S. C. in 1910 and 1911 I clerked for him. Then I went to Yale University for six months and finally went to Minnesota to teach agriculture and manual training in the high schools of that State. About three years ago I moved back to Michigan. Have taught school fourteen years and last year started in the gro-

cery and meat business here in Lansing. All this time I have kept in touch with Mr. Bailey and find him to be the best business man I have ever met. I am putting a lot of things into practice that I learned from him while in his employ.

As a boy, Mr. Bailey started clerking for Mr. Leonard, of Lansing, and finally with a little help started in business in his present location, in a small building. He has always been a hustler and has built a new store or in fact four stores, together with apartments upstairs. All the stores are rented, a barber shop, bakery and drug store.

At present, I think Mr. Bailey has the best grocery and meat business in the city of Lansing.

Mr. Wood, a meat cutter for Mr. Bailey, has been with him from the start.

In closing, I do not think that the grocers and meat dealers of Michigan could elect a better man—President of their Association than Mr. Bailey.

H. J. Olin.

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