

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Forty-third Year

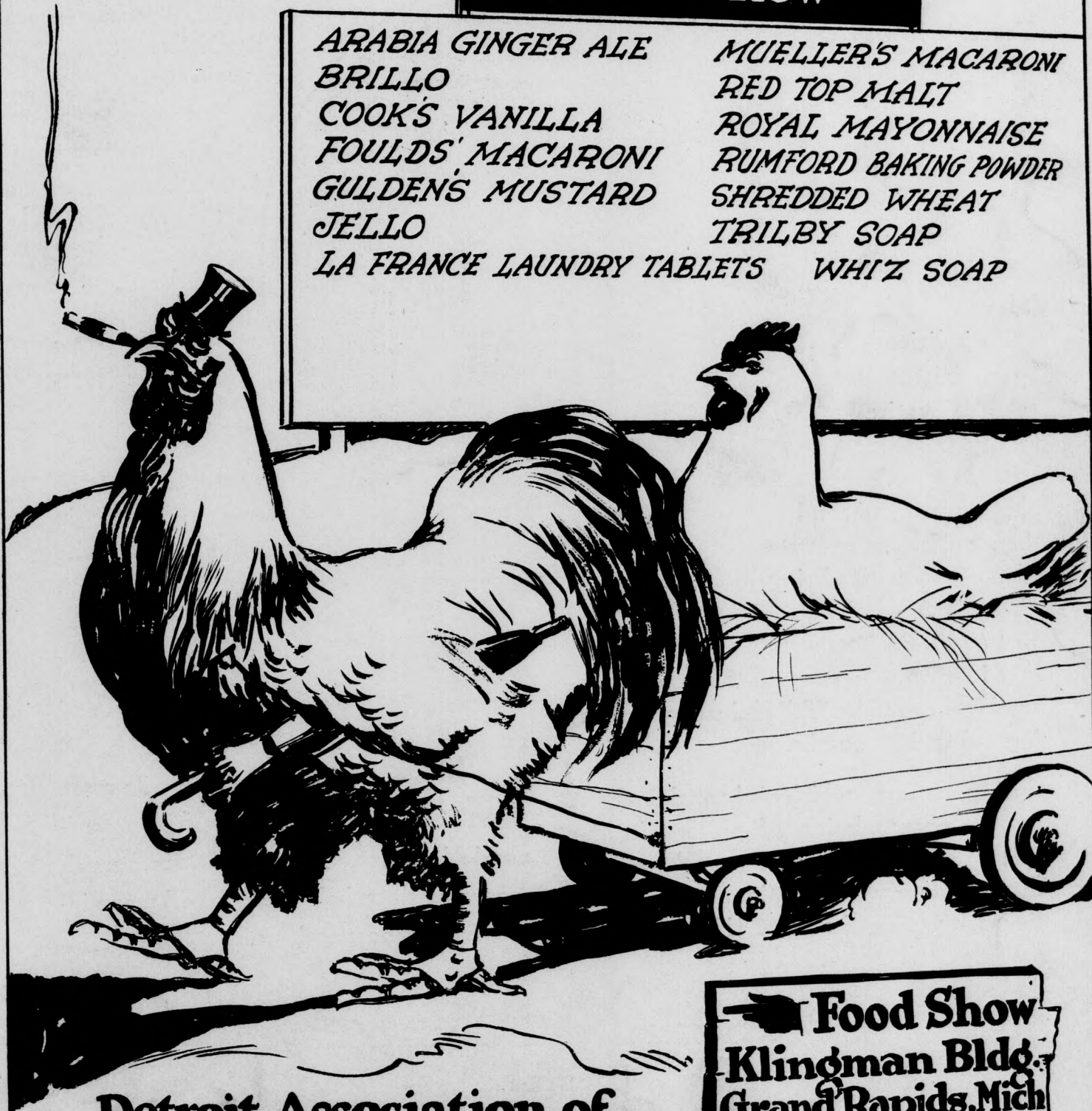
GRAND RAPIDS, WEDNESDAY, MARCH 24, 1926

Number 2218

## Food Show

ARABIA GINGER ALE  
 BRILLO  
 COOK'S VANILLA  
 FOULDS' MACARONI  
 GULDEN'S MUSTARD  
 JELLO  
 LA FRANCE LAUNDRY TABLETS

MUELLER'S MACARONI  
 RED TOP MALT  
 ROYAL MAYONNAISE  
 RUMFORD BAKING POWDER  
 SHREDDED WHEAT  
 TRILBY SOAP  
 WHIZ SOAP



**Detroit Association of  
 Manufacturers' Representatives**

**Food Show  
 Klingman Bldg.  
 Grand Rapids, Mich  
 March 22-27**

Public Reference Library,  
Library St

# 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 griping 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.*



# MICHIGAN TRADESMAN

Forty-third Year

GRAND RAPIDS, WEDNESDAY, MARCH 24, 1926

Number 2218

**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  
five years or more old 50 cents.Entered Sept. 23, 1883, at the Postoffice  
of Grand Rapids as second class matter  
under Act of March 3, 1879.**RENDER REAL SERVICE.**

In the early days of the Grand Rapids wholesale market, when traveling by rail was much cheaper than it is to-day, the local wholesalers got in the habit of making cross country trips once a year to acquaint themselves with the conditions and surroundings of their customers. This arrangement served a useful purpose for a time, but as the newness wore off the plan was superseded by better and more modern methods of keeping up an acquaintance with the trade.

For several years a merchants' week was maintained once a year, during which time country customers were invited to come to the city as the guests of the jobbing trade and partake of the hospitality of the wholesale dealers who joined in the undertaking. Several very enjoyable occasions resulted from this change, but owing to lack of careful scrutiny on the part of those in charge, the percentage of interlopers was permitted to a point that made the expense of maintenance somewhat burdensome for the net results secured.

In the meantime a strong agitation had been kept up for some years by those in close contact with the retail trade for a merchants' congress, in which proper instruction in store-keeping methods could be imparted to the country merchant. This agitation finally found expression in the half-hearted adoption of the idea, but instead of placing the development and execution of the plan in the hands of the men who had become responsible for the innovation, the management was turned over to men who never had any direct connection with either the wholesale or retail trade. The result was the engagement of high brows who had no understandable message for the men who were intended to be benefitted by the undertaking. The programmes arranged by amateurs

were so impractical and uninteresting and the appeals to secure attendance were so lukewarm that the average attendance did not warrant the outlay.

For the past ten years or so the jobbers have fallen back on the obsolete trade extension plan, which is unduly expensive and the occasion of much derision and adverse comment on the part of the retail trade. It has long ceased to have any distinctive character and its continual maintenance is a **MENACE TO THE MARKET.**

If the wholesale dealers of Grand Rapids really want to render the retail trade who do business at this market an unselfish service they will speedily consign their brass-band-special-train to the discard and resume the merchants' congress idea, being careful to place its exploitation in the hands of those who understand the situation and can present a worth while programme to their guests and co-workers in the cause of good merchandising and modern methods of retail distribution.

In the President's father the country saw an individual of a refreshing type—a man who was given to underemphasis rather than exaggeration and who was never tempted to violate the Biblical injunction against indulgence in idle words. Colonel Coolidge was at once like the mass of his fellow Americans and different from them. He was like them in his instinctive and unquestioning devotion to the historical ideals of the republic. He was like them also in reckoning industry as almost a part of religion. He differed from them in being free from the restlessness that drove tens of thousands of his fellow New Englanders ever farther Westward. And he practiced faithfully the virtues of thrift and contentment, which most persons admire rather than exemplify. It is cause for congratulation that at this period in our history the eyes of the people of this country have been turned toward the representative American whose clay is about to be mingled with that of his native Vermont. His distinguished son has the Nation's sympathy in a Nation's loss.

Poland's economic condition, which recent visitors had portrayed in drab and somber tints, is depicted in brighter hues by Dr. Edward Kemmerer, who returns to his Princeton post after a term of service as fiscal adviser at Warsaw. He believes that revival of agriculture in the spring will greatly reduce the number of the unemployed. And it should. Poland needs farmers for her arable acres far more than she needs impassioned orators on the rostrum. She has had a plethora of would-be demagogues offering pana-

ceas. She requires more toilers in the open air instead of ministerial clerks and messengers. No part of Europe has so great a surplus of factionalists whose livelihood has seemed to them to depend on outsting the party in power. But the country is coming back. Its exports are overtaking its imports. The national bank has increased its capital by 50 per cent. and is consolidating its reserves. Best of all, the body politic is learning to uphold and not merely to revile a central government.

When the October rains stopped all military operations in Morocco there were hints that peace would come before spring. They were not borne out by recent fighting. Apparently the French and the Spanish forces were ready to go ahead with what seemed to be a summer-long job of smashing Abdel-Krim and his Riffs. Sharp fighting marked the first spring days in the Riff. Now peace "within a few days" is again hinted. The Riff chieftain is said to have made peace proposals to the French which they can accept. War Minister Painleve intimates there may be a truce. Spain and France, for all their willingness to see the war through, will welcome a truce. Both have about as much trouble at home as they can handle, and the Riffian adventure has not heightened the prestige of either and has all but destroyed that of the Spaniard.

With the hope of obtaining a better enforcement of its traffic laws, Chicago proposes to try out a "fine yourself system." A motorist guilty of an offense who wishes to avoid the trouble of going to court may accept a card from a policeman, on which is noted the amount of his fine, and forward the card and the fine to the court. The plan is simplicity itself. It will save time for all concerned. In adopting the system, the municipal authorities of Chicago splendidly show their confidence in the personal honesty of their policemen and their traffic violators.

Again the world shrinks, with the outworking of a plan in which Germans and Russians have co-operated, for an air line between Berlin and Vladivostok. The distance, 5,000 miles, is to be covered in fifty hours of day-and-night airplane travel. That is a large reduction from the thirteen days of crowded discomfort now required for passage via the Trans-Siberian Railway. A significant aspect of the new installation is the partnership of the Germans and the Russians, which is extending to various fields of commerce and modes of transportation.

**Boyne City Nearly As Crazy As Florida.**

Boyne City, March 22—Most of us have heard the expression, "It looks like the breakup of a hard winter." That is what Boyne City looks like to-day. We have had a fine winter. Steady cold, not more than enough snow, until the last three weeks. Now a few days of clear sunshine, with the thermometer up nearly to freezing and our streets are everything that the old geography books used to list as water courses. Lakes, rivers, creeks, brooks, rivulets and rills. For the first time in its history automobiles have been running all winter. When Old Sol began to get in his good work the ruts went down and made the loveliest water courses until they were down to the pavement. Fine driving until a turn out was necessary, then a struggle. A twenty mile gait makes a flivver look like a speed boat in a heavy sea. And such a temptation to the kids, from 6 to 60. We saw one of our bankers experimenting in hydraulics on Water street. "Dave" has had his men out clearing gutters and catch basins. A week ago the thermometer was hanging around 30 below zero, and had been for three weeks. Our summer is still a long way off, but we will be able to get our feet on the ground and leave some of our over clothes at home when we go out.

Real estate dealers are thicker in Boyne City than hair on a dog. Every other man and some of the women have a "proposition" to whisper about. The old timers, who have spent their time and money advertising "Beautiful Pine Lake" for the past decade, are crowded off the curb, and every foot of land around the lake, fifty miles of lake front, is either platted or "listed" for sale. Farms which for the past five years have raised nothing but mullein, dock and milkweed, because the young folks have "Gone to Flint," are selling for more a front foot than the owners dared ask for an acre. Soon this territory will be as crazy as Florida ever was and somebody is going to get stung. We don't claim that we have the most desirable resort sites in Michigan. We admit it and we are glad to show goods. Come on up and see what we have.

Charles T. McCutcheon.

**Wisconsin Dairymen Are Advised To Oppose Return of Beer.**

Madison, Wisconsin, March 22—A call to the dairy interests of the State to oppose the return of beer has been issued from Marathon county and thousands of letters are being sent to the leading dairy farmers asking them to resist the legalizing of beer. R. R. Runke, secretary of the Marathon County Guernsey Breeders' Association, declares in a letter that the millions now spent for milk and cream may be diverted to other sources. Simultaneously, the Marathon County Board is sending out a call for modification of the Volstead Act. H. C. Larson, secretary of the Wisconsin Buttermakers' Association, Madison, believes that the return of beer will cripple the growing dairy interests. "Any politician who will lend his influence to a program tending to bring back beer is a betrayer of the best interests of the dairy industry," Mr. Larson adds to the statement that prohibition has added millions to dairying through an increased demand for milk, cream, butter, cheese and ice cream.

## MEN OF MARK.

W. A. Gilleland, Manager of the Worden Grocer Co.

We are now passing through the young man period. Not many years ago the remark was current that it required old men for council and young men for war, but in these days it is young men for both council and war. Mere age counts for little in the business world. Age brings with it an experience that the young cannot have, but it does not necessarily carry with it executive ability. No doubt the older a man gets the more he thinks—provided he has been subject to the thinking habit. The time that in his younger days was spent in hustling is now given to reflection. Possession of the world's goods be-

alyzed, he has grasped the business situation and has oftentimes mastered it. Commercial schools have not enabled him to do this, for we never learn wisdom by committing forms to memory. Knowledge and wisdom are not synonymous. Perhaps instead of learning he has absorbed the business sagacity of the age. A sage writer has remarked that ideas hang in the air until they are ripe to be plucked, instancing periods in literature, art, invention, patriotism, and possibly in this case the business shrewdness and push which characterize the age have for a long time been forming into clouds from which now the rain is falling.

Wilson Arthur Gilleland was born at Mittineague, Mass., March 25, 1882. His antecedents were Scotch on his



comes of less value to him than it once was; he recognizes the fact that he is fast nearing the point where all except character will count for naught. He will pass through the gate where money, lands, bonds will be barred; hence in old age it is a question if a zeal to obtain them is a desire of the sanest mind. To the gay music of the morning of life the young man whirls upon the stage with vim and ambition. Defeat has not been his; therefore he is courageous to the extreme. Others may tell him of the quicksands of life, but he must find them out for himself. He thinks it senseless that others should have sunk. He is hopeful and invariably hope adds strength.

In these days, by some subtle understanding which cannot be clearly an-

alyzed, he has grasped the business situation and has oftentimes mastered it. Commercial schools have not enabled him to do this, for we never learn wisdom by committing forms to memory. Knowledge and wisdom are not synonymous. Perhaps instead of learning he has absorbed the business sagacity of the age. A sage writer has remarked that ideas hang in the air until they are ripe to be plucked, instancing periods in literature, art, invention, patriotism, and possibly in this case the business shrewdness and push which characterize the age have for a long time been forming into clouds from which now the rain is falling.

Wilson Arthur Gilleland was born at Mittineague, Mass., March 25, 1882. His antecedents were Scotch on his

father's side and French on his mother's side. When he was two years old the family removed to Bellevue, Penn., where they remained six years. They then removed to Allegheny, where they remained the same length of time. They then took up their residence at Wilksburg, where Mr. Gilleland graduated from the high school. He subsequently graduated from the Pittsburgh Academy on the academic course in 1900. His first business experience was with the wholesale grocery house of James W. Houston & Co., of Pittsburgh, as traveling salesman. He continued in this capacity six years, when he transferred himself to the house of S. Ewart & Co., of Pittsburgh, which he served in the same capacity for nine years. Eleven years ago he became Vice-President and General

**WORDEN GROCER COMPANY**  
THE PROMPT SHIPPERS

Stock this Quaker Leader

**QUAKER**  
**PORK AND BEANS**

Better than your Mother's, your Aunt's or your Grandmother's

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

IT WILL PAY YOU

**WORDEN GROCER COMPANY**

Wholesalers for Fifty-seven Years

Ottawa at Weston

Grand Rapids

The Michigan Trust Company Receiver

**STRENGTH**

**ECONOMY**

**THE MILL MUTUALS**  
**AGENCY**

Lansing

Michigan

Representing the

**MICHIGAN MILLERS MUTUAL**  
**FIRE INSURANCE COMPANY**  
AND ASSOCIATED COMPANIES



**Combined Assets of Group**

**\$33,389,609.28**

20% to 40% Savings Made Since Organization

**FIRE INSURANCE—ALL BRANCHES**

Tornado—Automobile—Plate Glass



Manager of the Patterson-Warren Co., wholesale grocers of McKeesport, developing the business to a remarkable extent. He voluntarily retired from this connection, intending to devote some months to rest and recreation, but mutual friends brought his attention to the need of a competent executive in the house of the Worden Grocer Co. and he came to this city to look over the situation. He was so delighted with Grand Rapids and the opportunity for recoupment and expansion in the Worden house that he closed a contract with the Michigan Trust Co. to assume the management of the business at once.

Mr. Gilleland was married Dec. 1, 1903, to Miss Emily A. Fleming, of Pittsburg. They have two sons, 21 and 18 years of age, and reside in their own home.

Mr. Gilleland attends the Presbyterian church. He is a member of the Masonic fraternity up to the Shrine and Knights Templar. He is also affiliated with the B. P. O. E., the Rotary Club and the Youghioghny Country Club. He is a director of the Union National Bank of McKeesport and has served the Chamber of Commerce as Vice-President.

Mr. Gilleland insists that his only hobby is the wholesale grocery business, in which he finds a peculiar fascination.

Mr. Gilleland's methods and manners give one the impression of a man who has seen much of the world and has fully lived up to his expectations and opportunities. He has a delightful personality and is a man with whom even the casual caller can get on a working basis without long and tedious skirmishes. In other words, he is a thoroughly modern and up-to-date business man whose coming to Grand Rapids will prove to be a distinct gain to the wholesale interests of this market.

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

Grand Rapids, March 16—We have today received the schedules, order of reference and adjudication in the matter of John Councilman, Bankrupt No. 2885. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a mechanic. The schedules show assets of \$1,577.49, of which \$1,422 is claimed as exempt, with liabilities of \$1,001.27. The court has written for funds, and upon receipt of the same, first meeting of creditors will be called, and note of the same made herein. The list of creditors are as follows:

- James R. Cardwell, Chicago .....\$226.00
- Herpolsheimer Co., Grand Rapids 9.00
- Paul Stekete & Son, Grand Rapids 12.00
- Breen & Halladay, Grand Rapids 12.00
- Hood Rubber Co., Grand Rapids 130.56
- Hazeltine & Perkins, Grand Rapids 18.41
- Geo. A. Powell, Grand Rapids 39.00
- Henderson Rubber Co., Cleveland 125.30
- Brown & Sehler, Grand Rapids 25.00
- G. R. Savings Bank, Grand Rapids 280.00
- Tisch Auto Supply Co., Grand Rap. 124.00

In the matter of Ralph Totten, Bankrupt No. 2880, the funds for the first meeting have been received and such meeting has been called for March 30.

In the matter of J. A. McPherson, Bankrupt No. 2878, the funds for the first meeting have been received and such meeting has been called for March 30.

In the matter of Ross C. Harger, Bankrupt No. 2884, the funds for the first meeting have been received and such meeting has been called for March 30.

In the matter of Cedar Springs Co-operative Co., Bankrupt No. 2554, the trustee has filed his final report and account and a final meeting of creditors has been called for March 29. The trustee's final report and account will be considered and expenses of administration and a first and final dividend to creditors ordered paid.

In the matter of Samuel M. Gerber, Bankrupt No. 2629, the trustee has filed his final report and account and a final meeting of creditors has been called for

March 29. The trustee's final report and account will be considered, administration expenses paid and a first and final dividend ordered paid to general creditors.

March 17. We have to-day received the schedules, order of reference and adjudication in the matter of Frank M. Hogle, Bankrupt No. 2887. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$205, of which \$200 is claimed as exempt, with liabilities of \$981.31. 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:

- Kalamazoo Silo Co., Kalamazoo ..\$275.00
- Grinnell Bros., Grand Rapids 70.00
- Charles Wheellock, Remus 80.00
- Mr. Hornbeck, Remus 65.00
- A. J. Diehn, Remus 200.00
- Remus Bank, Remus 192.00
- Lee Aldrich, Remus 16.00
- Chaffee Bros., Grand Rapids 18.00
- New and Second Hand Store, Grand Rapids 16.00
- Fred E. Utting, Grand Rapids 34.31
- Dr. Shepherd, Remus 5.00
- Dr. McDonald, Remus 10.00

March 17. We have to-day received the schedules order of reference and adjudication in the matter of Harry Ravitch, Bankrupt No. 2888. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Benton Harbor, and his occupation is that of a farmer. The schedules show assets of \$1,037.50, of which \$230 is claimed as exempt, with liabilities of \$15,083.59. 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:

- Taxes due State of Michigan .....\$ 375.00
- Kolman Berman, Benton Harbor 2,500.00
- B. M. Knowlen, Benton Harbor 700.00
- Associates Investment Co., South Bend 450.00
- John Toland, Benton Harbor 148.00
- William H. Graham, Berrien Springs 1,144.00
- Dan T. Bash, Benton Harbor 800.00
- Benj. F. Thompson, Cassopolis 1,460.56
- Charles L. Miller, St. Joseph 2,545.80
- Gottlieb Freir, Benton Harbor 145.00
- H. Jonas, Union Pier 2,900.00
- Henry A. Dahlman, St. Joseph 160.00
- Benton Harbor State Bank, Benton Harbor 110.00
- Arnold Brothers, Chicago 40.00
- Swift & Co., Chicago 130.00
- Standard Oil Co., Benton Harbor 90.00
- John F. Lalla, Chicago 90.00
- Kidd, Dater & Price, Benton Har. 275.00
- W. E. Sheffield & Co., Benton H. 18.00
- Richard Hill, Benton Harbor 150.00
- Wm. H. Holle, Eau Claire 664.23
- Harrison Garage, Benton Harbor 40.00
- Messner Garage, Benton Harbor 30.00
- Behne's Feed Store Benton Har. 28.00
- E. Burton Fertilizing Works, St. Joseph 18.00
- St. Joe Milling Co., St. Joseph 7.00
- A. T. Hall, Benton Harbor 25.00
- Hill Bros., Benton Harbor 40.00

March 17. We have to-day received the schedules, order of reference and adjudication in the matter of Abe Ravitch, Bankrupt No. 2889. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Benton Harbor, and his occupation is that of a cattle dealer. The schedules show assets of \$152.50 with liabilities of \$2,215.56. 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:

- Associates Investment Co., South Bend 450.00
- Benj. F. Thompson, Cassopolis 1,460.56
- Gottlieb Freir, Benton Harbor 145.00
- Henry A. Dahlman, St. Joseph 160.00

March 18. We have to-day received the schedules, order of reference and adjudication in the matter of Jacob Brontsema, Bankrupt No. 2890. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedules show assets of none, with liabilities of \$892.82. 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:

- Hackley Hospital, Muskegon 67.75
- P. A. Olson, M. D., Muskegon 36.45
- Martha Lane Adams, Chicago unknown
- H. J. Pyle, M. D., Muskegon 10.00
- City of Muskegon Heights 73.12
- John Haan, Muskegon Heights 15.00
- R. Roach, Muskegon Heights 10.00
- Henry Hazecamp, Muskegon Hts. 53.00
- Charles Rediman, Muskegon Hts. 151.50
- M. H. Fruit & Vegetable Co., Muskegon Heights 19.00
- Heights Am. Cash Market, Muskegon Heights 62.00
- Hodson & Bviant, Muskegon 43.00
- Heights Furn Co., Muskegon Hts. 32.00
- John Hulka, Muskegon Heights 50.00
- Malcom M. Smith, M. D. Muskegon Heights 125.00
- James Whepley, Muskegon Hts. 125.00

**The greatest single force in America for building up retail coffee sales**

**—are you taking advantage of it?**

Many merchants in every State tell us their coffee sales are beating their best previous records.

Now is your opportunity to add permanently to your coffee trade. The big increases are being won by simply taking advantage of an established national demand which is supported by the largest advertising campaign ever put behind any coffee.

Here is your chance. Displays of Maxwell House Coffee in your windows and on your counters will put this tremendous sales force directly behind your individual business.

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

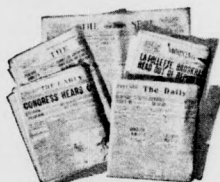
Cheek-Neal Coffee Co.,  
Nashville, Houston,  
Jacksonville, Richmond,  
New York, Los Angeles



"Good to the last drop"



Maxwell House Coffee is advertised in five great national magazines



—and in newspapers in leading cities



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

**MAXWELL HOUSE COFFEE**  
TODAY — America's largest selling high grade coffee



**"—and include a package of Kellogg's ALL-BRAN"**

Grocers have heard that order millions of times. Consistent and intensive sales work throughout the country has made ALL-BRAN a national staple.

There is no "off-season" for Kellogg's ALL-BRAN. A customer once, is a customer always, for Kellogg's gives satisfaction. 100% satisfaction. **IT'S 100% BRAN—THAT'S WHY!**

Newspapers throughout America are carrying the Kellogg message of health, and this intensive advertising is supplemented by the most intensive sales and promotion work ever placed back of a food product.

Now is the time to recommend and suggest Kellogg's ALL-BRAN to your customers.

**Kellogg's ALL-BRAN**



**MOVEMENTS OF MERCHANTS.**

Hesperia—Joseph E. Lawson succeeds F. E. Bunnell in the grocery business.

Vassar—The State Savings Bank has increased its capital stock from \$25,000 to \$50,000.

Grand Ledge—Frederick Van Deyken succeeds A. C. Baldwin in the grocery business.

Esorse—The Down River State Bank has increased its capital stock from \$25,000 to \$50,000.

Battle Creek—George Locke succeeds L. Buehler in the grocery business at 21 Groveland street.

Escanaba—The Upper Peninsula Produce Co. has increased its capital stock from \$50,000 to \$200,000.

Detroit—The Hewitt Sales Co., 5723 Tenth street, has changed its name to the Hewitt Metal Corporation.

Randville—The Crystalite Reduction Co., mineral products, has increased its capital stock from \$100,000 to \$125,000.

Tekonsha—Elmer Cary has purchased the bakery and restaurant of F. W. Clay, taking immediate possession.

Detroit—The Bessemer Lumber Co., Military avenue and M. C. R. R., has changed its name to the Gramer Lumber Co.

Detroit—The Wayne County & Home Savings Bank has increased its capital stock from \$4,000,000 to \$5,000,000.

Milan—F. G. Hasley & Co., have sold their grain elevator, etc., to Fulcher & Lee, who have taken possession.

Detroit—Robert Lee, Inc., 79 Monroe avenue, retail clothier, has increased its capital stock from \$50,000 to \$100,000.

St. Louis—William Fox has sold his grocery stock and store fixtures to Clare F. Lettick, who will continue the business at the same location.

Grand Rapids—Muller-DeVos Electric Co., 1172 Madison avenue, S. E., has merged its business into a stock company under the style of the Muller-DeVos Co.

Tekonsha—A. C. Cheney has removed the furniture and undertaking stock of the Cheney Furniture Co. from the Abrams block to the Abel store building.

Iron River—The Home Utilities Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,050 has been subscribed and paid in in cash.

Kalamazoo—The Auto Sport Shop, Main and Park streets, has changed its name to the Howard J. Cooper Accessory Store. The ownership remains the same.

Grand Rapids—Winters, Stryker & Cramton, 339 Commerce avenue, manufacturer of refrigerator hardware, has changed its name to the Winters & Cramton Manufacturing Co.

Detroit—Sand's Builders, Inc., 13861 Gratiot avenue, has been incorporated with an authorized capital stock of \$10,000, of which amount \$3,500 has been subscribed and paid in in cash.

Detroit—The Wolverine Roofing & Supply Co., 8950 LaSalle boulevard, has been incorporated with an authorized capital stock of \$10,000, \$1,000 of

which has been subscribed and paid in in cash.

Levering—The Levering Fur Farm has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed, \$1,408 paid in in cash and \$4,751.90 in property.

Alto—E. L. Timpson & Sons, R. F. D. 3, has been incorporated to deal in farm produce, etc., with an authorized capital stock of \$50,000, all of which has been subscribed and \$45,000 paid in in property.

Grand Rapids—The West Side Clothes Shop, Inc., 340 Bridge street, N W., has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$2,000 in cash and \$3,000 in property.

Reed City—Dr. Reuben Rath, veterinary in this vicinity for a number of years and Harry Newcomb have formed a co-partnership and purchased the Butcher Boy meat market of C. H. Hill, taking immediate possession.

St. Johns—Edward J. Witt and William F. Will, Jr., have purchased the general stock of M. Spitzley & Co., and will continue the business at the same location under the style of Witt & Witt, taking possession about April 15.

Traverse City—The Marie Evelyn Shop, 222 East Front street, has been incorporated to deal in women's wearing apparel at retail, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Traverse City—J. H. Dugal, Charles Provencher and Charles Bracken, all employes of the Brown Lumber Co., have purchased the stock and business of the company and will continue it under the style of the Brown Lumber & Supply Co.

Detroit—The Pollard Michigan Sales Co., 3029 St. Aubin avenue, oil burners, etc., has been incorporated with an authorized capital stock of \$7,400, all of which has been subscribed and paid in, \$3,500 in cash and \$3,900 in property.

Detroit—The American Curled Hair Co., 1424 Sherman avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, of which amount \$56,400 has been subscribed and paid in in cash.

Flint—Englehart Bros., 2736 North Saginaw street, has merged its plumbing and heating business into a stock company under the same style, with an authorized capital stock of \$10,000, \$6,000 of which has been subscribed and paid in in property.

Detroit—The Sarasohn Stores Co., Inc., Grand River avenue, has been incorporated to conduct a department store, with an authorized capital stock of \$10,000, of which amount \$7,500 has been subscribed and paid in, \$2,500 in cash and \$5,000 in property.

Battle Creek—The Blue Diamond Lumber & Coal Co., avenue C and Angell street, has been incorporated with an authorized capital stock of \$20,000, of which amount \$15,000 has been subscribed and paid in, \$12,500 in cash and \$2,500 in property.

Muskegon—The Dekker Furniture

Co., 1133 South Third street, has been incorporated to conduct a retail furniture and house furnishings business, with an authorized capital stock of \$40,000, \$10,000 of which has been subscribed and paid in in cash.

Muskegon—Edwards Shoe Co. has merged its business into a stock company under the style of the Edwards Quality Shoe Co., 241 Western avenue, with an authorized capital stock of \$12,000, all of which has been subscribed and paid in in property.

Detroit—The Mehlenbacher Fence Co., 10403 Harper avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$24,000, all of which has been subscribed and paid in, \$2,080 in cash and \$21,920 in property.

Detroit—The Davis Pickling & Preserving Co., 280 Holford avenue, has been incorporated with an authorized capital stock of \$100,000 preferred and 10,000 shares at \$5 per share, of which amount \$13,500 and 5,300 shares has been subscribed and \$40,000 paid in in property.

Detroit—The James A. Hall Co., Inc., 2733 Grand River avenue, has been incorporated to deal in wall paper, paints and supplies, with an authorized capital stock of \$20,000, of which amount \$16,000 has been subscribed and paid in, \$6,504.26 in cash and \$9,495.74 in property.

Tustin—A. A. Lovene has sold his dry goods stock and store fixtures to H. W. Hawkins & Sons, of Reed City, who have taken possession and will remove the stock to the Gallup building, which they have leased. Mr. Lovene has been in the mercantile business here for the past 40 years and will now retire, owing to ill health.

Fenton—After spending the evening playing cards with his wife and friends at his home, William C. Wolverton, 60 years old, hardware merchant, excused himself about 10 p. m. March 19, while a lunch was being served, went into the bathroom and shot himself in the head with a revolver. He died at 2 a. m. the morning following. Wolverton, who was well to do, formerly operated an elevator at Lindon. His act was attributed to ill health. He leaves a widow.

**Manufacturing Matters.**

Detroit—The Ingram Iron Works, Georgia avenue and M. C. R. R., ornamental iron, etc., has been incorporated with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—The Detroit Seat Adjuster Co., 2030 Penobscot building, has been incorporated with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed and paid in, \$5,000 in cash and \$15,000 in property.

Detroit—The Mac Shoppes, Inc., 1310 Maple street, has been incorporated to manufacture and deal in confectionery, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$3,000 paid in in property.

Detroit—The Gehring Michigan Co., Inc., 19 West Jefferson avenue, has been incorporated to manufacture and sell non-alcoholic beverages, with an authorized capital stock of \$50,000,

\$45,000 of which has been subscribed and paid in in cash.

Detroit—The Steel Penetrometer Co., 1910 Highland avenue, has been incorporated to manufacture and sell electrical instruments, with an authorized capital stock of \$50,000, of which amount \$4,000 has been subscribed and \$1,000 paid in in cash.

Iron Mountain—The Protect-U-Ray Corporation, 723 River street, has been incorporated to manufacture and sell auto lights, with an authorized capital stock of \$5,000, of which amount \$3,310 has been subscribed, \$800 paid in in cash and \$2,510 in property.

Grand Rapids—The Silent Guard Corporation, with business offices at 310 Powers Theater building, has been incorporated to manufacture mechanical devices for protection against burglary, with an authorized capital stock of 100,000 shares at \$1.50 per share, of which amount \$94,919 has been subscribed and paid in.

**Maintain Only Sufficient Supplies For Requirements.**

As one prominent grain man states relative to the present situation, "If we were to ask fifty millers for an expression of their opinion of the wheat market, there would probably be fifty different ideas outlined," and in checking over various opinions already expressed, they predict the future value of wheat will range all the way from \$1 to \$2 per bushel; undoubtedly the market will stabilize somewhere between this wide range.

In reality we have had a substantial decline and it would not be at all surprising to see some reaction, although it would be outside the realm of sound reasoning to expect a material advance at this time of year, unless, of course, it is found serious damage has been done to the growing winter wheat crop and the spring wheat seeding is particularly limited. However, it is gratifying to know that reports from growing winter wheat sections have thus far been favorable. There has been plenty of moisture in the Southwest and the Central and Northern States have had a fair covering of snow, so that while there has been more or less freezing weather, wheat has been fairly well protected.

Reports also are coming in of spring wheat seedings on both sides of the International Boundary Line. This indicates a particularly early start for seeding of spring wheat and, generally speaking, the early sown wheat makes a reasonably good crop.

Flour buying continues on a limited scale, the trade purchasing to cover requirements only and undoubtedly this is a wise policy to pursue, for while we have had a sufficient decline for the time being, and may have a reaction to a somewhat higher basis because of the market having been oversold, we may expect under normal conditions and a normal development of both the winter and spring wheat crops a gradual decline in price up to the time new wheat comes on the market, in June, July and August. Naturally, the trade should always maintain sufficient supplies to properly provide for their requirements, but it appears that this is as far as it is wise to go at this time. Lloyd E. Smith.



**Essential Features of the Grocery Staples.**

Sugar—Jobbers hold cane granulated at 5.55c and beet at 5.45c.

Tea—The market has shown a little weakness and dullness during the past week. The undertone is very firm, however, and in spite of the great dullness and indifference of buyers, there has been no great shading. A fair quantity of Congou tea is selling, being used mostly for mixing with black, Ceylon or India. Later in the week Ceylons, Indias and Javas strengthened a little upon receipt of firm news from primary markets. The situation as to price shows no particular change at the end of the week as compared with prices the week before. At the present writing Congous and Javas are both selling on a very favorable basis and are wanted.

Coffee—The market has had a rather soft week. The general feeling in Rio, Santos, green and in a large way, has been weak rather than otherwise, and the market probably shows a decline throughout of possibly half cent a pound. News that came from Brazil was easy and prices down there are soft also. Mild coffees took a drop during the week of one-quarter to three-quarter of a cent, principally, Maracaibos, Laguyaras, Porto Cabellos, Colombians, Mexican, Salvadors, Guatemalas and Haytis. The jobbing market for roasted coffee is about unchanged. It has not as yet felt in any general way the easing off of green coffee.

Canned Fruits—Fruits are without special change. There are relatively few available in the California or Northwest division, while pineapple is no more plentiful than existing outlets justify.

Canned Vegetables—Buying of tomatoes for replacement, while continuous, is not impressive and enough of an unsold surplus exists to enable the buyer to control the market. Some gallons have been bought for the summer resort trade, but all of that business has not been completed even though No. 10s look cheap. Peas and corn are also featured at retail. Considering the size of the corn pack and its cheapness at wholesale the average retailer has not made as much of a feature of this item as its possibilities permitted. Jobbing sales of other vegetables are in fair volume but mostly for known wants.

Dried Fruits—Progress was made among dried fruits last week in getting nearer to bare floors as prunes were made attractive by some weak sellers and were absorbed, but the improvement was so much below the surface that it cannot be detected except by those who are in close touch with the situation. Some interior markets have begun to pick up California prunes on the spot, confirming the idea that direct purchases in other cities are exhausted and that to-day's basis is considered as at a minimum. There is a fair domestic demand even though it is mostly in small blocks. The declines of the past few weeks have increased the differential between the spot and the Coast. Primary points

have not been weakened as growers will not sell their limited tonnage so that packers can do better than their recent quotations; besides they see no reason for cutting the market when it is in good shape statistically and is suffering more from sentiment than from any oversupplies. Raisins are also selling all of the time in a jobbing way and are part of the concentrated movement of dried fruits, since besides prunes there is little to be sold. Coast raisins are also stronger than on the spot and the trend is to resume Coast purchases for later outlets. Peaches and apricots were quiet all week at unchanged prices. The available tonnage is light and only a few grades can be had. A clean-up is assured which tends to prevent any free selling at concessions.

Canned Fish—No change has occurred in canned fish. All varieties of salmon are quiet and unchanged. Sardines, shrimp, lobster and crab meat are about unchanged for the week.

Salt Fish—There is a good everyday demand for mackerel and other varieties of salted and cured fish. Jobbers report plenty of orders from retailers and the general distribution is no doubt large and quite active. Prices are about unchanged for the week.

Beans and Peas—The market for all varieties of dried beans is dull and weak. Throughout the entire list prices are easy and it is a buyer's market. The demand is light. This applies to dried peas as well.

Cheese—The market has had a steady week, following a fair demand. No changes have occurred.

Provisions—The market for hogs at primary points has been weaker during the past week, particularly on account of weakening grain markets. This has brought declines in hog products in primary markets, particularly in lard. The local jobbing market, however, has shown no particular change. The demand has been only very moderate, with prices about as they were until about the middle of the week, when lard declined about 1 cent, other hog products remaining about unchanged. Beef products have been steady to firm, without change in price. The demand is rather light.

Rice—Buyers are indifferent to everything but actual shortages and so restricted is their covering that dullness is pronounced. Southern markets are somewhat irregular in tone and in value among the smaller mills, but the larger factors have such firm ideas that a fairly firm undertone prevails. A better movement is expected, which, backed up with light stocks, causes the belief that an upward reaction will soon occur. Few foreign rices are available here, but there is not much interest in them.

**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 ----- \$3.25  
 125s ----- 3.25  
 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 ----- 9.00  
 Brown Swede ----- 6.00  
 Cranberry Beans ----- 7.50  
 Brussel's Sprouts—Florida, 40c per quart.

Butter—The market has dropped 2@3c per lb. since a week ago. At the present writing it is steady, with a fair demand. Holders sell fresh packed at 40c and prints at 41c. They pay 25c for packing stock.

Cabbage—\$5.50 per crate for Texas.  
 Carrots—New from Texas, \$2 per bu.

Cauliflower—California, \$1.85@2 per crate of 9 to 14 heads.

Celery—California washed jumbo, 75c.

Chalotts—\$1.15 per doz.  
 Cocoanuts—\$1 per doz.  
 Cucumbers—\$2.75 per doz. for hot house stock from Ill. and Ind.

Eggs—The market is not yet quite ready to succumb to the on-coming heavy supply of April. During the week the market has declined about 1c under heavy receipts, but later the receipts fell off and the market advanced about the same amount. At the present writing the receipts are about equal to the demand and the market is steady. Under grades of eggs show no change for the week. Local dealers pay 26c for strictly fresh and hold candled stock at 28c.

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 ----- \$7.00  
 360 Red Ball ----- 6.00  
 300 Red Ball ----- 6.50

Lettuce—In good demand on the following basis:  
 California Iceberg, 4s ----- \$5.50  
 California Iceberg, 5s ----- 5.00  
 Hot house leaf ----- 12c  
 Onions—Spanish, \$2.50 per crate of 50s and 72s; Michigan, \$4 per 100 lb. sack.

Oranges—Fancy Sunkist California Navels are now on the following basis:  
 126 ----- \$6.00  
 150 ----- 6.00  
 176 ----- 6.00  
 200 ----- 6.00  
 216 ----- 6.00  
 252 ----- 6.00  
 288 ----- 5.75  
 344 ----- 5.60  
 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—\$1 per doz. bunches for jumbo.  
 Peppers—Green, from Florida, 90c per doz.  
 Potatoes—Buyers are paying \$2.10 @2.25 per bushel. Market firmer.

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—\$1.50 per bu. for Texas.  
 Sweet Potatoes—Delaware kiln dried \$3 per hamper.

Tangerines—\$4.50 per box of any size.

Tomatoes—California, \$1.50 per 6 lb. basket.

Veal Calves—Wilson & Co. pay as follows:  
 Fancy ----- 15½c  
 Good ----- 13½c  
 Medium ----- 12½c  
 Poor ----- 9c

**The Food Show Worthy of Patronage**

The food show in progress this week under the personal management of Henry B. Marks, of New York, is the most attractive exposition of the kind which has been held in Grand Rapids for several years. The booths are decorated with much taste and with due regard to artistic effect. The exhibits are sufficiently varied to render the exhibition interesting and instructive. The booths of W. R. Roach & Co. and the Muller Baking Co. both embody novel features and the display of fruits and vegetables by local produce jobbers is kept fresh and inviting by daily changes.

Especially pleasing is the effort made by the Detroit Association of Manufacturers' Representatives in contributing to the success of the exhibition. They occupy sixteen booths in the rear of the building, lines and representatives being as follows:

Arabic Ginger Ale—H. O. Clancy  
 Trilby Soap—George A. Hudson  
 Shredded Wheat—B. L. Herrick  
 Whiz Hand Soap—Frank Justeson  
 Rumford Baking Powder—Guy Doak  
 Royal Mayonnaise—Geo. W. Little  
 Mueller's Macaroni—L. H. Brown  
 La France Laundry Tablets—W. D. Vaughan.  
 Jello—F. L. Ledgerwood.  
 Gulden's Mustard—B. J. Baker  
 Fould's Macaroni—Samuel Ayers  
 Cook's Vanilla Extracts—Harter & Dearie  
 Brillo—George Walt.  
 Red Top—Mr. Graham  
 The officers of the Detroit organization are as follows:  
 President—Geo. A. Hudson  
 First Vice-President—Ed. Coe.  
 Second Vice-President—C. B. Holliday.

Secretary and Treasurer—R. H. Harter.  
 Board of Directors—Frank Justeson, Chairman; W. W. Thune, B. L. Herrick, Fred Schaffer and Wm. Georgens.

If there is one thing upon the earth that mankind loves and admires better than another, it is a brave man—it is a man who dares to look the devil in the face and tell him he is a devil.  
 • James A. Garfield.

## MEN OF MARK.

## Lloyd E. Smith, Sales Manager For Eesley Milling Co.

Lloyd E. Smith was born on a farm in Cannon township, Kent county, Mich., March 17, 1880. His antecedents were English on both sides. When he was 10 years old his parents removed to a farm in Grattan township, where they remained fifteen years. Lloyd worked on the farm summers, rendered necessary by the ill health of his father, attending country school winters. In all he estimates that he did not manage to secure over six years schooling. When he was 21 years old he came to Grand Rapids and pursued an evening course at the Parish business college, while doing anything that came his way daytimes.

This will necessitate his removal to Plainwell as soon as he can effect a sale of his home in this city and purchase a home in Plainwell.

Mr. Smith was married Sept. 14, 1909, to Miss Pearl Totten, of Cedar Springs. They have one child, a boy 9 years old, and reside at 48 Fuller avenue.

Mr. Smith is a member of York Lodge, F. & A. M., the Masonic Country Club, the Rotary Club, the Otwellgan Country Club, the Grand Rapids Advertising Club, the First M. E. Church and the Grand Rapids Association of Commerce. He has been a director of the latter organization two years and chairman of the wholesale department two years.

Mr. Smith is an ardent advocate of

advocate of the application of the Golden Rule, entertaining the belief that if it were more literally followed many of the disturbing elements in business to-day would be eliminated.

Grand Rapids can ill afford to lose

so sturdy a champion of personal honesty and trade integrity. The people of Plainwell are to be congratulated over acquiring so good a citizen and so amiable a man and neighbor.



On the completion of his business course he worked a short time for the Columbian Transfer Co. His next employment was as timekeeper for the Elk Rapids Cement Co. March 4, 1904, he entered the employ of the Valley City Milling Co. as stenographer and office assistant. He was subsequently promoted to the position of assistant sales manager. About a dozen years ago he was made sales manager and elected Vice-President. Three years ago he yielded the position of Vice-President to Noyes L. Avery and became Secretary instead. A year ago he acquired an interest in the Eesley Milling Co., at Plainwell, and on April 1 he will retire from his connection with Valley City Milling Co. to become Vice-President and sales manager of that organization.

all wholesome outdoor sports, especially fishing and golf.

Mr. Smith attributes the success he has achieved in this world to the careful training he received from his mother, who brought up her four children in the fear of the Lord. By her prayers, wise counsel and admonition she moulded and directed his character for the coming years of manhood and breathed into his soul the deep religious convictions which were so firmly established as a part of her character—ideals and lofty principles which were an essential feature of her daily life and living.

Mr. Smith has naturally endeared himself to his associates in business and his co-workers in the various trade activities with which he has been prominently identified. He is a staunch

**\$5,500,000**

## MUNICIPAL SERVICE COMPANY

### Thirty-Year 6% Sinking Fund Collateral Trust Gold Bonds, Series A

*Due February 1, 1956*

The Company serves 187 communities, principally with electric light and power, in Pennsylvania, Maryland, Delaware, Virginia and Georgia.

A direct obligation of the company secured by a direct first lien on the entire common stock of all Keystone Public Service Corporation and all stock of York Railway Company, owned by Municipal Service Company.

It is estimated that the Sinking Fund will retire this entire issue of bonds at or before maturity.

Earnings available for interest on total funded debt of Municipal Service Company is over 3.11 times requirements.

*Price 96 and interest, yielding about 6.30%.*

## HOWE, SNOW & BERTLES, INC.

(INCORPORATED)

### INVESTMENT SECURITIES

Grand Rapids

New York

Chicago

Detroit

The information and statistics that appear herein are not guaranteed, but have been obtained from sources we believe to be accurate.

## THE UNITED LIGHT AND POWER CO.

The Board of Directors of The United Light and Power Company, on March 10, 1926, declared the following dividends on the stocks of the Company:

A quarterly dividend of \$1.63 per share on Class "B" Preferred stock, payable April 1, 1926, to stockholders of record March 15, 1926.

A quarterly dividend of \$1.00 per share on Class "B" Preferred stock, payable April 1, 1926, to stockholders of record on March 15, 1926.

A dividend of 60c per share, payable in cash on May 1, 1926, to all holders of the Class "A" and Class "B" Common stock of record on April 15, 1926.

A dividend of 12c per share, payable in cash on May 1, 1926, to all

holders of the new Class "A" and Class "B" Common stock of record on April 15, 1926.

A stock dividend of 1-40 of one share of the new Class "A" Common stock per share of new Class "A" and Class "B" common stock outstanding, payable on May 1, 1926, to stockholders of record on April 15, 1926. Holders of the old Class "A" and Class "B" Common stocks of record April 15, 1926, will be entitled to a stock dividend of 5-40ths of one share of the new Class "A" Common stock per share of old Class "A" and old Class "B" Common stock outstanding.

L. H. HEINKE, Treasurer.

Chicago, March 10, 1926.



**IN THE REALM OF RASCALITY.**

**Cheats and Frauds Which Merchants Should Avoid.**

Battle Creek, March 20—Having read your paper for a number of years and knowing you have the success of the retail dealer at heart, I am passing this on for someone else's benefit. Last fall a firm of real estate dealers opened an office here under the name of Pater Realtor Co., of Chicago. They came well recommended to me and two of the salesmen traded at my store F. M. Underwood and R. H. Gorman. They left here in October or November for your city and as near as I can find out opened an office there. They left me with a balance of \$30.56. I have written, telegraphed and telephoned, but am utterly unable to get any reply. I have no way of collecting this account but am passing this on for some one's benefit. I can't think they are on the square.

H. A. Nay.

We have made diligent enquiry of the local organization of real estate dealers and failed to locate either of the parties above named in Grand Rapids, so they must have gone to some other town. If anyone knows of their location it would be a favor to all concerned to bring the matter to our attention and we will see that they are properly blacklisted in that locality.

Not so very long ago a woman entered a certain city store and purchased articles to the value of \$1.75. The clerk who waited on her was also a woman, of middle age, and her evident familiarity with the stock, as well as her sales conduct, was indicative of long service. She assembled the purchased articles, took two \$1 bills in payment for them, rang up the sale on the cash register and gave the customer 25 cents in change. When she rang up the sale, however, the register indicated \$1 instead of \$1.75. The customer was quick to notice this fact, and a few minutes later the clerk was "on the carpet" trying to explain her error. The upshot of the whole matter was a confession to the effect that she had been stealing from the store during a large part of her fifteen years' service and that, in this way, she had acquired about \$10,000 in cash. She also admitted that she had taken merchandise.

The customer in the case was an employe of a well-known service system for retail stores, whose business it is to check up on the honesty and sales conduct of the employes of such stores. After relating yesterday the incident recorded above—as well as a number of similar cases—an executive of the service system in question laid stress on the fact that one of the most important causes of stock shortages is inside stealing. At the same time he took occasion to point out that many stores, in almost every known line of retailing, unwittingly encourage thefts by their employes by making it easy to steal. This, he added, is due in very large part to improper supervision of selling employes, which enables them to circumvent rules that, on their face, appear to be ironclad.

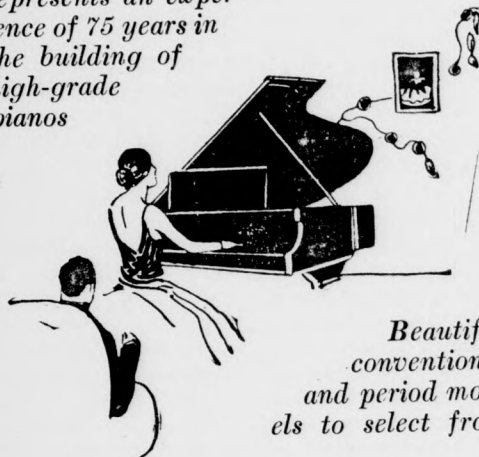
"Supervision is 10 per cent. telling an employe what to do," continued the executive referred to, "and 90 per cent. seeing that it is done. A lack of this

type of supervision, or too little of it, breeds carelessness. Carelessness breeds theft by making it easy to steal. Surely every employer of sales help is under a moral obligation to remove the temptation to steal—which is present more frequently than is ever dreamed by the average merchant—by increasing the risk of thieving. Constant supervision makes stealing very dangerous, and no one realizes this more than the employe who is tempted to steal. Our experience in the last nine years has proved that the work of supervision can be done much more effectively, in the majority of cases, by a capable outside organization than by store employes charged with this duty in conjunction with several others.

"Our experience has also proved that it is far better for all concerned to work for the prevention of theft by employes than for its detection, and we have made this point the keynote of our service. That merchants are themselves coming more and more to agree with us is shown by the fact that we have from fifteen to twenty crews of shoppers on the road all the time, and that they visit more than 300 cities frequently during the year. During the last nine years we have handled about 30,000 cases of irregularity on the part of sales employes, and one of the outstanding things that have been brought to light is the number of these irregularities detected on the part of employes of long standing. These have been so numerous as to prove beyond a shadow of doubt that confidence often encourages dishonesty. Another thing brought out very clearly is that every case we have handled was based on the violation of a rule. What greater argument can there be than that employers should seek, through careful supervision, to prevent the violations of rules which lead to theft? Not only will such supervision reduce stock shortages resulting from inside stealing, but it will improve service, increase courtesy on the part of sales employes and build up good-will. It will lessen labor turnover and, most important of all, it will increase sales and profits."

"While most of the irregularities we have discovered," he continued, "have occurred in department and dry goods stores—due to the greater use of our service by such stores—there is scarcely a line of retailing into which our work has not led us. Radio and florists' shops, grocery stores, haberdasheries, drug stores, stationery stores and restaurants make up only a part of the list. The results of our work show that neither elaborate sales book systems nor the use of cash registers prevent employe thefts. In one instance the combination of both sales book and cash register failed to prevent the theft. This does not mean that there was anything wrong with the sales book systems used or with the use of cash registers, but it does indicate that there was a great deal at fault with the supervision of the employes involved. In none of the cases I have in mind did the shoppers receive duplicate sales checks or cash register receipts.

*The Vose of Today  
represents an experience of 75 years in  
the building of  
high-grade  
pianos*



*Beautiful  
conventional  
and period models  
to select from*

*Telling of Vose excellence  
is a record 100,000 satisfied*

*Vose purchasers*

**VOSE  
Grand Pianos**

THESE are furnished in a variety of sizes and designs, and each sold at surprisingly moderate price, quality considered. We are sure an early visit will prove of very real interest and value. You will find the VOSE Grand may be had on payments so conveniently arranged as to leave no reason for delaying its purchase and having in your home an instrument whose fame, tonal beauty and absolute dependability will always be a source of keenest musical delight and satisfaction.

*The Home of Famous Pianos*

**GRINNELL BROS.**

*Steinway Representatives*

HDQRS. 1515-21 WOODWARD AVENUE, DETROIT

BRANCH STORES AT

Adrian, Ann Arbor, Bay City, Flint, Grand Rapids, Jackson, Kalamazoo, Lansing, Monroe, Owosso, Pontiac, Port Huron, Saginaw, Traverse City, Wyandotte, Ypsilanti, Nine Detroit Branches, Toledo, O., Windsor, Ont.

**SHORT TIME MICHIGAN BONDS**

Price Par and Interest Netting Five Percent

- \$2,000. Greenville School District No. 1 Montcalm Co., Mich., 5% bonds dated April 1, 1912, due April 1, 1927.
- 500. Evart and Osceola Twps., School District No. 3, Osceola Co., Mich., 5% bond dated July 1, 1922, due Feb. 1, 1927.
- 2,000. Central Lake Twp., Antrim Co., Mich., 5% Highway Improvement bonds dated Aug. 1, 1913, due \$1,000. Aug. 1, 1926, \$1,000. Aug. 1, 1927.

*If interested wire or write us*

**VANDERSALL & COMPANY**

410-416 Home Bank Building, Toledo, Ohio  
29 So. LaSalle St. Chicago, Ill. 1654 Penobscot Bldg., Detroit, Mich.



### THE RUBBER SITUATION.

Mr. Hoover, the Secretary of Commerce, is so often right that an occasional lapse on his part is not so serious as it might be with others not so well equipped. One of these lapses was with regard to the rubber situation last year. When the price of rubber was at its peak, he inveighed against the iniquity of the restriction plan sanctioned by the British Colonial Office. The only remedies he suggested were a greater resort to the use of reclaimed rubber and the establishment of plantations by American interests. The former of these was already being done, as it always is when rubber is dear. As to the latter, some plantations are now owned by American concerns, but it will take ten years or more for any adequate rubber supplies to be obtained from new plantations. Now that rubber has come down in price, Mr. Hoover attributes the reduction to what he said, which is absurd. The lowering of price was as automatic as the advance. American tire manufacturers being responsible for both. To begin with, these manufacturers refrained from buying rubber in the hope of forcing down prices below 1s. 6d. per pound. Had the move succeeded, many plantations would have been abandoned because it would not pay to produce rubber at the prices offered. The restriction scheme provided for reducing the output until 1s. 6d. per pound was paid. Thereafter more and more was to be let out as prices kept up. An extra large demand for tires sent the manufacturers hurrying to get rubber, and by bidding against one another they hoisted prices. But these higher prices automatically caused more rubber to be exported from British Malaya and the added supplies reduced the price. This is what has been happening. It ought to be a lesson to combines here not to try to beat down prices of articles produced in foreign countries which have a monopoly in them.

Except as an attempt to bolster up Mr. Hoover's misconceptions the report—rightly dubbed preliminary—by the House Committee on Interstate and Foreign Commerce on rubber and other commodities is not entitled to any weight. It does not appear that any attempt was made by the committee to get information from any original source. What it gives appears to be based on statements made by Mr. Hoover and his subordinates. It says, concerning rubber, that consumers here, by reducing the demand, were able to bring down the price from the high point of \$1.10 per pound in November to around 50 cents a pound. As a matter of fact, last year, like the year before, imports of rubber increased, beginning in October. Those in September, 1925, were about the same as in the same month of 1924. Taking together the last four months of last year the imports totaled 311,586,514 pounds. In the same period of 1924 they were 280,296,090. These data hardly comport with the committee's assertions. What happened was that the importers of rubber brought in more of it as the price went down,

but the reduction in the price of rubber did not bring with it a corresponding one in the cost of tires. Other articles on which certain foreign countries have a more or less complete monopoly were the subject of remarks by the committee which were not especially enlightening. There is a potash monopoly, but it has not raised prices. Japanese raw silk prices are held in check from time to time. The Brazilian coffee supplies have come out at fairly moderate levels. Nitrates, which come from Chile, may and will some day be manufactured here as they are in Germany. Sisal, which is produced in Yucatan, is not held at a high figure. About all of these, as well as long staple Egyptian cotton, there is no need of any undue excitement. All the countries mentioned are good customers of the United States and will buy more here as they get money from their own commodities.

### THE DRY GOODS TRADE.

In primary markets business is moving in somewhat irregular fashion for the time being. This is due in great measure to the cautious buying policy which prevails. Certain kinds of goods which are in especial request for the Easter season are moving quite freely, although in small lots. The urge for them comes from the consuming public, whose purchases are immediately reflected in jobbing channels. The retailers are not ordering except in obedience to requests from customers. But the business in the stores, with the coming of warmer weather, has been improving right along, and this has called for replenishing of stocks. This is likely to gain momentum during these few days before Easter. The early coming of the holiday, however, will result in the extension of the spring buying season, especially for women's dresses. Garment purchasing to date has run rather to suits as being more in accordance with the temperatures prevailing. Following the spring season will be an especial summer season, with distinctive garments and styles. It is hoped to make this a regular feature as an aid to business and as warranted by the weather conditions over most of the country. The aim is to have persons dress in consonance with the season's requirements rather than according to certain conventional standards. Distinctive styles such as are proposed are expected to emphasize this.

What has become of the country doctor? State Senator Kirkland says that in his county, containing 2,000 inhabitants and including five villages, there were eleven physicians ten years ago, while to-day there are only three. Along with the doctors has vanished the extraordinary medical knowledge formerly possessed by women living on farms. Rural residents nowadays, according to Dr. Livingston Farrand, president of Cornell University, are decidedly lacking in elementary information regarding health. Apparently it is with country doctors as with farm help—the lure of the city is too strong to be resisted.

### THE CANNED FOODS MARKET.

When the canner handed the distributor the 1925 pack he was given, not the normal volume, but an excess, which meant a prolonged and a delayed journey before reaching the end of the offerings; what in other years might have meant a thousand miles of travel, this season was stretched into considerably more than that and instead of express service in the way of distribution, the market has behaved as a local. Traveling on a train which makes slow progress is aggravating and annoying, so it is not to be wondered at that toward the end of the journey there is more or less complaint at various tantalizing features of the situation. Nor is it to be wondered at that the tired travelers are not ready now to engage transportation for another journey until they have completed that already nearing its end. Buyers are not ready for futures when they still have more spot goods than they care to have in sight, scattered among weak and strong canners and equally varied holders at secondary markets.

But the market is by no means as unsatisfactory as it is often pictured. Being so close to the depression, lack of extensive buying interests in spots and the neglect of futures, traders lose the true perspective and often fail to realize that the worst is over and that from now on conditions will improve as it is manifest that to-day's market conditions are not normal. They are affected primarily by general business which is hand-to-mouth, while in the canned food market itself present prices are often below replacement with new packs.

Canning will not be stopped because of an overpack and low prices. The public will need canned foods of 1926 pack and will get them as usual later on through the same channels of distribution as in the past. Certain costs result in certain minimums on the finished product. Futures cannot meet present levels, as to-day's basis is fictitious, since it is the result of several unusual factors. A little more confidence, optimism and less timidity are needed to hasten the reaction which is under way now and which will be apparent more clearly when traders make an inventory of actual conditions prevailing to-day.

### COTTON PROSPECTS.

Last week showed no pronounced movement in cotton. Quotations varied in almost negligible degree because of the absence of any factor or pretext for a rise or a fall in prices. Some interest attached to what might be shown in the census report on cotton ginned, which appeared last week. Unofficial statements put the amount at over 16,000,000 bales, a total sufficient to negative any idea of an advance in prices. The actual figures reported were 16,103,586 bales. The announcement was followed by a sharp upturn in prices, presumably because it was no worse. The possibilities of the next crop are also a subject of speculation. Many are watching the weather in the growing districts, it being felt that a prolonged cold spell

in the spring will hold down the crop even though there should be no restriction in acreage. Regarding the latter it may be said that there is so far no evidence that there will be a lessened acreage. The possibility that there may yet be a decided drop in the price of cotton is worked for all that it is worth by buyers of cotton fabrics, who have been holding out for lower prices. As it is, printcloths are selling at the lowest level in about four years, and certain finished fabrics are in a similar position. Some mills have slowed up production because they do not wish to accumulate stocks. Percales and, to some extent, gingham have been selling quite well, as have also certain rayon combinations. The reduction in bleached goods has not extended to the better known branded lines. Fall underwear is moving slowly, but there is more activity in light-weights. There have been price cuts in some low-end hosiery.

### WOOL AND WOOLEN FABRICS.

Sales of colonial wools at auction continued in London during the past week. In general the prices obtained showed little change. Withdrawal was resorted to when bids failed to reach the upset prices fixed by those offering the material. It appears impossible to lift the level of prices beyond those recently prevailing, and apparently all that is hoped for is to prevent them from falling. A year or two ago some apprehension was expressed at the idea of the world's being obliged to content itself with the amount of wool grown each year without having a surplus of old wool to fall back on. But events have shown that there is grown annually more than enough to supply the needs and, as a matter of fact, there is a considerable surplus now on hand almost everywhere. This holds good in this country, where the shearing season is now under way and where much of last year's clip still remains unsold. With only one notable exception the sales here during last week were quite small. Buyers are holding back because they are not satisfied with the prices and there is no urgent call for them to buy. While the mills have opened up their Fall lines, the buying of fabrics is proceeding rather slowly. This is true regarding men's wear cloths, which opened some time ago, as well as those for women's wear, many of which were offered during the past week. It is not to be inferred, however, that the new prices, which show substantial reductions, are deterring buyers. It is rather part of the general policy to defer purchases until after retail sales of Spring clothing and garments are disposed of.

A Lansing general store owner recently mailed a right-hand cotton glove to three hundred farmers. The farmers were asked to call at the store to receive the left-hand glove. They came—and went home with other things they had bought and paid for.

Don't let up on the effort to be courteous and pleasing just because the customer has completed the purchase.



## FARMING IN ITS INFANCY.

### Courage, Persistence and Vision Are Needed in Florida.

Written for the Tradesman.

In trying to observe any matters that I think will elucidate the proposition that Florida has many attractive things in its country life aside from its climate and citrus productions. I have an earnest desire to get at the truth of things, so I have interviewed the office of the county agricultural agent and the people who are connected with carrying into the rural field helpful suggestions and who are gathering information upon which to base the greatest helpfulness which can emanate from the processes instituted by the United States Government to forward in every community a progressive agriculture. T. A. Brown, who rather jocularly speaks of himself as a county agricultural advisor, was very ready to give me information and tell something about his equipment for the work. He said that he had not had the advantages of a college education, but he had very successful experiences in the practice of the most promising methods of agriculture covering a pretty wide field of activity and, having drifted into Florida, he took hold successfully of some citrus propositions which had promise in them, but had not developed fruition and transformed losing propositions into gainful enterprises. It was the success that had attended his efforts which brought him into the citrus field of Volusia county. There came a time when the agent dropped out of the field and he was selected as the successor, even without the scholastic training of the Agricultural College. He felt that there were many things in his life which would have been somewhat clarified if he could have had the college training but he had tried to make the best of the education that came through the practical application of scientific principles which he had absorbed and applied.

In response to the enquiry of what he considered his most effective service, he said he believed that his particular mission in this country was to prevent farmers arriving from the North from making blunders in choosing lands and in the initial management. In this county he had tried in every possible way to adjust men to the locations that would best subserve their taste in farming and help them in the selection of locations and in the treatment of soils, so that their primary efforts would not be wasted and lead them to be discouraged by the lack of success attending their initial enterprises.

The great problem in Florida agriculture is that which attends the fact that people in rural life had been attracted to this State by climatic conditions and expected wonderful results without the proper foundation of careful thoughtfulness concerning waste, the necessity of the same long hours of work required in the Northern fields and the exercise of caution in the making of expenditures that will not count in the furtherance of their enterprise.

A man who is a successful poultry man in the North often times expects when he comes here, owing to the

climate, that he can make very much easier progress in the promotion of the business than he did in the North. This is not true. The same details must be watched here which are intrinsic in Northern poultry promotions. There are often some problems connected with the poultry business which do not inhere to the business in the North country and a man cannot expect to come down to Florida and invest his money in an expensive home and run an automobile and then depend upon the poultry business to pay interest on this investment and help him to an easy life.

The agent said, "You will be surprised to see how many people come here with that idea. The poultry business is one of the things that can be pursued on most of the soils in Florida and it is the one branch of farming which fits into almost every part of this State. Successful truck gardening is limited to rather small areas. General farming cannot flourish on many of the soils in Florida which can only be handled successfully on long time propositions of growing timber."

The assistant to the agent, C. D. Case, whose work is connected with the organization of boys' clubs and interesting the boys of the countryside in processes of farming that will be attractive to them and can be carried on with some success, said that he found attempts were fruitless in the truck growing field to interest the boys in individual efforts, because all of the children were utilized in the community work of the areas especially devoted to the growing of vegetables for the market. No boy had time to enter into an individual field, because his services were so valuable in the business of the locality. He found the most promising thing at present in which to interest boys was the poultry business and boys' clubs were formed having success in poultry as an objective and he had succeeded in creating friendly competition which developed a spirit that was very helpful in many communities. He hoped to add to the poultry business the culture of bees, which seemed to be an attractive enterprise for boys. For years he had had charge of the county exhibit of poultry and he felt there was great promise in it, for with all that was done in that direction even Volusia county had to import eggs and chickens from the North to meet consumers' needs. He believed the application of scientific principles to these two lines of business and the promotion of co-operative organizations having for their object the application of the most promising methods was a fine field for boys' work.

I wanted to know through this source what the effect of this wonderful movement in plating all over the State would have upon the agricultural outlook. The entire personnel of the county agent's office united in the view that its effect had been pernicious and blighting. The disappointments attending the desire to make money in the barter of lands through small expenditures and little effort were frustrating to Florida farming, but many people who will remain and who are smart enough to see that the

expenditure of proper effort along agricultural lines will find an unusual requirement here will again bring the State into good agricultural repute. They hoped the feverish unrest of the plating foolishness and the spreading of wild stories which had no foundation in fact concerning the products of Florida would pass and out of it all would come a renewed interest in utilizing the splendid opportunities given here for the employment of scientific methods in farm tillage.

In answer to my question whether irrigation had been successfully practiced in this county, the agent said there was a problem of so much greater imminence here than irrigation that he didn't want the attention of the people taken away from it and that means the proper drainage of the soil. Large areas which cannot be made very useful are under water and this must be taken care of in some way, so as to bring into the field of production some of our best lands. He said that he felt we ought to have a broadened agriculture in the State to meet the requirements of the increased population, but he felt that the citrus industry would remain the major factor in Florida farming because of the larger area of Florida lands that were adapted to this business and thus soils can be best utilized which can hardly be made attractive along a plan of mixed husbandry.

I enquired about asparagus and pieplant. I had seen neither of these in the market and wondered if they could be grown in this climate successfully as a feature in market gardening. The reply came very promptly, "You would not think of growing oranges or grapefruit in Michigan, would you? Your reason would quickly be given that the habits of these trees could not be adapted to your climatic conditions. This is true of asparagus and pieplant in Florida. We can take your asparagus roots and your pieplant roots and transport them here and plant them out and get one good crop, but our climatic conditions do not allow a rest period which is vital to the successful growing of these vegetables. I think we might develop something of a trade through the growing of the roots of these plants in the North and transporting them here, using them in the same way that you do in your forcing houses to get early productions from them.

In answer to the question of adding to the smaller towns some manufacturing along with the agricultural development, the agent said, "We can hardly expect this with our conditions here. The elements of success along manufacturing lines are not here except in a very small way. We have not the raw material nor the cheap power that are dominant requisites for industries of this kind." There may be something done, and there ought to be, in the utilization of our waste products so they can be transported to distant markets, and attention cannot be too strongly drawn to this matter. There is a great deal of waste going on here in connection with the citrus industry and we are doubtful if we can put into marketable shape the products that are now subject to a terrible waste. Attempts in this di-

rection have some promise, but are attended by perplexing problems. Heating of the juices for canning and transportation destroys the bacteria which are intrinsic to the aromatic qualities, so that recourse is taken to refrigerating processes which will not destroy the flavor. By placing in Northern markets the frozen juices a large fraction of the fruit that is now lost can be saved and made profitable. This product, however, must be used promptly, as it will soon lose its quality when liquified.

In the dairy business, which must become more prominent than it is because of the demands for dairy products, the agent said that the Jersey breed seems to be better adapted to the conditions here than any other because of the type of vegetation and the habits of the animals. The Holsteins, which require great quantities of coarse food, do not succeed so well as the more dainty Jerseys, which like to nip at the more delicate grasses and thrive where the Holsteins starve. Very careful supervision of the herds and the analysis of the products is carried on here, so as to reduce tuberculosis to its lowest terms and give to the consumers a high class product in milk and cream.

In response to enquiries, he said that alfalfa had not been as yet produced in successful quantities and he questioned whether it was adapted to Florida climatic conditions; that the pea and bean tribe, the sorghums and the millets could all be cultivated successfully as stock foods, that there was nothing better and they were all calculated to be useful rejuvenators of the soil. Men had to learn that the fertilization of the soil through the utilization of nitrogenous plants must be carried on quite differently from the method prevalent in the North of plowing under green crops of leguminous plants. Here they are chopped up with a disc harrow and incorporated into the soil from the surface. It is always a blunder to turn any green crops here in Florida.

The study of insects and the maintenance of a balance in agriculture by protecting birds was getting to be felt as vitally important factors in the agriculture and the college experiment station is putting a great deal of emphasis upon the dissemination of knowledge in these concomitants of successful agriculture among farmers and fruit growers of the country.

I am impressed with the feeling that there is opportunity for successful prosecution of agriculture in this field, but men who want to live in this climate and become successful farmers must by gradual accumulation of knowledge develop a different type of farming from that they have been used to in the North and must abandon many ideas that have been successfully employed in the frosted region which have no application under the climatic conditions here. Mistakes will be continuously made, but the men who come here must have a thorough appreciation of science as applied to agriculture and they must utilize to the limit the resources furnished by the State and the Nation through the best system of applying scientific research to

(Continued on page 11)



## SHOE MARKET

### The Movement For Increased Men's Business.

One day last summer a bather in the surf at Atlantic City was caught by the treacherous undertow and carried out to sea. The "help! help!" cry that resounded instantly brought into action the life guard there stationed, and the drowning man was in due and prompt time rescued.

While the life savers were on the way to effect the rescue, the victim perforce must somehow keep afloat; he must do his part until adequate help arrived, and this he did, struggling nearly to the point of exhaustion.

The men's shoe business isn't exactly a parallel to the drowning man at Atlantic City, but there are comparable elements. The decrease in per capita consumption of men's footwear in the past few years, particularly in the middle grades, has placed this department of the industry in a bad position, if not a dangerous one. This has certainly worked a definite hardship on many excellent and reputable manufacturers and retailers. The cry for help has sounded clearly enough the past few months. We believe that the cry is heard and that the "life savers" are putting forth to render aid and to attempt the salvation of the situation.

Meanwhile, the victims of the evil situation must somehow keep afloat by their own efforts and struggles, so that when the plans that seem to be maturing do come to the place of action there will be something to salvage.

This is written in the belief that in very truth there is much that the victims of these conditions can do to sustain themselves and even materially to better the state of affairs, regardless of concerted action looking toward a stimulation of public demand for men's footwear.

There is no necessity, and certainly no advisability, of waiting to put into effect many things that promise good returns in this direction—things wholly feasible for the individual retailer to do without waiting for aid and an assistance of a co-operative institutional character.

There are upwards of 250,000 retail shoe salesmen in the shoe stores of the country. The vast majority of these handle men's footwear.

Suppose that every retail shoe merchant in the country should make it his serious business to whip into splendid fighting trim his salesforce in reference to this problem?

Suppose that every retail shoe salesman, selling men's shoes, was made fully cognizant of all the needed facts in this men's shoe proposition and inspired to go to his daily work with the same conviction as the merchants and manufacturers that the men of America ought to be more adequately and appropriately shod? Imagine the cumulative effect of this, brought definitely to bear on the men of the Nation, practically every one of whom will be in the hands of some retail salesman this spring?

The retail salesfolks cannot be expected to carry on this battle for more men's business this spring and sum-

mer without proper equipment of facts, reasons, arguments and suggestions, and without the preparation of their spirit, or morale, for the job.

This is something that every retail shoe merchant has completely in his power to do, without waiting for any general trade movement. Indeed, and in truth, this very thing must be done anyhow if a general movement is inaugurated. Why not now?

All that is here said applies most precisely and definitely to the "Summerweight Shoe" movement. There is something tangible to work with among the retail salespeople, something additional and supplementary to the comprehensive scheme of universal stimulation of male consciousness of footwear.

Again, suppose that every retail shoe merchant does prepare his sales staff for their part in the program of aggression in men's footwear, what else can he do to promote and stimulate the consumption of men's shoes in his community without waiting for organized effort in this way?

He can begin and continue a steady and consistent program of publicity for his store, designed to educate the men of his town to the importance and significance of their footwear as an element of their apparel. The newspapers, direct-by-mail appeals, billboards, windows, display cases—every acceptable form of advertising influence—are all at the command of every dealer.

Imagine the cumulative effect of these two suggestions intelligently put into effect this spring!

Finally, there is one item that hasn't been stressed sufficiently anywhere, perhaps because of its obviousness—this is the force of example.

If retail shoe merchants and every one of their men's salespeople—and for that matter, every person connected with every branch of the industry—would make it their special business to practice faithfully their own preachings and to grasp every reasonable opportunity to preach the same doctrines, the total effect from this alone would be far from negligible.

Let every shoeman equip himself as he advises and desires others to be equipped in footwear and thus set an example. Charity certainly begins at home, and it is inconsistent and incongruous for us shoe-folks to advocate a line of action for the mass of men that we ourselves choose to ignore.

While the "life saving" crew is on the way, the men's shoe business can put up a valiant fight for its life. It wouldn't surprise us if in the effort itself, at least half the battle would be won; surely it would increase tenfold the probability of success of any concerted action that might be made in this cause.—Shoe Retailer.

### If the Retailer Loses, Nobody Gains.

There is a more or less prevalent erroneous idea in the industry that if a certain type of leather goes suddenly out of favor a competing type thus with equal suddenness benefits; and conversely.

For instance, as a case in point: Suppose that women's colored footwear, in which the industry at this present time has so tremendous an investment, should "go dead" on our hands

and the public demand should forthwith center on patent leather and black satin; many people suppose that this situation would benefit and be welcomed by the tanners of patent leather and the makers of satin fabrics.

The exact reverse is true, and for this reason: If women's colored footwear should pass abruptly out of the business picture before the retailers should have opportunity to turn their stocks at a profit, irreparable, staggering losses would result—losses to merchants, manufacturers and materials producers alike. The retail branch of our trade has undergone a five years adjustment period; 1925 showed improvement in its position, 1926 held forth excellent promise of further progress in stability and profitable op-

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## 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.

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## Mr. Stowe Says

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Our Collection Service must make good to you or we will.  
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eration. A loss of such magnitude as is here indicated would undo the good work of years, to the injury of all, to the benefit of none.

How then, in the face of such a situation, could makers of materials other than colored leathers and fabrics, hope to benefit? He who finds an empty purse finds nothing.

**Span of Business Life.**

Retail stores have an average life of 7.57 years, says J. H. Tregoe, manager of the National Association of Credit Men. Observers, he says, have found that dry goods, furniture and clothing stores have the shortest lives. Researches show, Mr. Tregoe explains, that "those retail stores which have the longest lives have the smallest average profits—those stores which have the most rapid turnover in their stocks are not necessarily those which have the longest life. Hardware and shoe stores which have the longest lives of any retail stores have the lowest rate of turnover."

The small retailer will gain in merchandising ability, Mr. Tregoe believes though he rates the chances for success now at one in ten—a way of saying that business mortality is much too high. A hopeful sign is that intelligent business men have begun to see that in order to prolong the span of business life, a thorough knowledge of the structure of business must be accumulated and made usable—pointing, perhaps, to some sort of economic life extension institute that could make a convincing gospel of "Get your business examined."

**New Invention To Detect Fires.**

The "photo-electric cell" a delicate device to detect fires in inaccessible places was one of the new inventions which attracted attention at the exposition of new discoveries held at Carnegie Museum, Pittsburg, recently.

Described as the most sensitive device known to man, the photo-electric cell was demonstrated as a silent sentinel against fires. The device can be placed in the holds of ships, warehouses or in fact in any place where an automatic fire alarm is needed.

Smoke from a fire causes the device to sound an alarm. Upon the cell of the new device a beam of light is played. It is so sensitive that the thinnest veil of smoke passing between the light and the cell causes an alarm to sound.

Fire prevention experts believe the device will be one of the greatest aids in detecting fires in ship holds, warehouses and sections of large buildings seldom visited by persons. Fires in such places, in the past, have gained considerable headway before being discovered.

**Who Can Prevent.**

The only persons who can prevent loss by fire are the owners or occupants of the insured premises. Upon them rests the responsibility for heavy loss, if any occurs, in nearly every fire. All that the insurance company can do is to pay indemnity for loss which, if large, in nine cases out of ten, is due to the lack of apparatus for preventing loss or to the lack of care and order in the conduct of the work.

Edward Atkinson.

**FARMING IN ITS INFANCY.**

(Continued from page 9)

the problems of agriculture which in the United States is promoted with greater wisdom than anywhere else in the world.

I am full of the desire that our Northern people who wish to live in this mild climate and whose tastes lead them into farm industry shall not make discouraging blunders by putting into practice the methods found successful in the frost areas. There is no question in my mind that cautious investments here in farmsteads and the practice of methods suited to the soil and climate will produce even better results than in the far North, but farming here is in its infancy and errors are inevitable. Courage, persistence and vision must enter the successful practice of an advancing husbandry. Charles W. Garfield.

**No Capital Stock in Mutuals.**

There is no capital stock in a mutual company. Having no capital stock there is no necessity to try to earn dividends for stockholders. This "old man of the sea" has been torn from the shoulders of the insured.

If there are no stockholders in a mutual company, the next question that arises is "Who, then, owns the mutual companies?"

The answer is "the policyholders."

The sole reason for the existence of a mutual insurance company is to provide protection for the policyholders. When this has been accomplished, the work of the mutual company is done and there is no need to find dividends for stockholders.

**Money To Burn.**

A man might light his cigar with a \$10 bill to show his supreme disregard for its value and be excused for a bit of asininity that hurts only himself. If he burned a bushel basketful of \$10 bills every morning of the year, an insanity commission would look into his mental condition. Somebody would call for the help of the army, navy and police force of the Nation. Yet, says Collier's that is exactly what the United States is permitting with its forest reserves where fires impose a loss equivalent to \$100,000 daily. Of the 92,000 forest fires last year, "the perfect fools among us," to use Collier's phrase, started 24,000, all of which were preventable.

**Dangers of Snow.**

Snow is as dangerous as matches sometimes. A sack of lime in a woodshed on the ranch of J. K. Nelson in Dryden, Washington, was slacked by falling snow and set fire to the building.

The blaze developed into flames which spread to an apple shed nearby, later saved by a generous application of fermenting cider.

All the pumps near the apple shed were frozen, but several barrels of cider were handy. Passed up the blazing roof by neighbors, the cider extinguished the fire in record time.

Do you trust to luck to make a profit on your merchandise or have you a systematic method of marked prices, based on cost of doing business as well as cost of stock?



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**FINANCIAL**

**The Second Battle Against Taxation.**

The first battle against burdensome taxation has been fought and won. In the last two years Federal taxes have been reduced \$700,000,000. There has never been a greater economic achievement in American history; but the war is not over. The second battle against waste and extravagance has begun, and must be fought on a wider field and along a thousand fronts.

The policy of the Coolidge Administration has been economy. That policy has two years lifted the tax burden at the rate of \$1,000,000 a day.

In the four-year period beginning in 1921 the National Government's expenditures have been reduced about \$2,000,000,000. In that same period the expenditures of State, county, municipal and township government for the whole United States have risen about \$4,000,000,000.

Economy at Washington met extravagance everywhere else. President Coolidge called attention to this when signing the Revenue Act of 1926. He had before him figures gathered by General Herbert M. Lord, Director of the Bureau of the Budget.

These show, beyond the shadow of a doubt, that the American tax load has not been reduced since the war. On the contrary, it has piled higher and higher.

Federal taxes have been reduced by hundreds of millions since 1921. State and local taxes have risen twice as fast as Federal taxes have fallen.

At that time the total cost of all governments—Federal, State, county and local—was \$9,556,000,000. In 1925—and despite sweeping Federal reductions—the total cost of all these governments had mounted to \$11,539,000,000. For every dollar of reductions made at Washington, State and local units have increased taxes \$2.

The debts of American cities are rapidly increasing. The cost of governing themselves is running away with the taxpayers. For the present year the cost of city government of this city will reach \$437,000,000, an increase of \$38,618,885 over the previous twelve months.

Nearly half of this, or \$213,534,186, is swallowed up by the pay roll for personal services. The total cost of government for a single year amounts to \$72.80 for every man, woman and child in Greater New York.

Washington, that amazing one among American cities, is free from debt. It is the only debtless city among the sixty-eight having a population of more than 100,000. A study of fifty-eight of these municipalities shows forty-six of them have in two years increased the total of their bonded indebtedness by \$251,416,648. Twelve showed a total decrease, but the total net increase for the fifty-eight was \$220,231,000.

The lower purchasing power of the dollar accounts for a part of this tremendous tax increase. The real and compelling cause, however, is a war-born spending mania. States, counties, cities and towns are buying, building, creating and demanding things they cannot afford. They are mortgaging

the long future. At the same time they are not getting a dollar in value for the dollar that is spent.

This cannot go on indefinitely. There is not likely to be any further relief from Federal taxes. These have been cut to the bone. Relief in the future must be found nearer home than Washington. It can be found only in reducing State, county, municipal and township taxes.

Hundreds of millions of tax dollars are being wasted. This money comes from the pockets of the people. It does not grow on money trees. Every wasted or unnecessary dollar spent is a dollar of capital destroyed. It has ceased earning, developing and producing. Business and property cannot forever endure this increasing drain, this steady confiscation of capital.

The second battle will be harder than the first. It should be fought and it must be won, and the time for the taxpayer to start fighting is now.—N. Y. Evening Post.

**Tapering Off in Commodity Price Levels.**

Faith in the future of business has not been shaken by reduced activities in certain industries, by failure of Continental Europe swiftly to put its financial house in order or by expectations of a downturn in the building and motor fields. Nobody had supposed that trade could proceed indefinitely at an abnormal pace. A good many prophets have had their faith sorely tested during the last six months, however, by the recession in commodity prices.

Since last August the wholesale price averages have fallen from 160 to 155, we now learn from the Bureau of Labor Statistics compilation, which is to say that the index is down to a position within 55 per cent. of the pre-war or 1913 level. That a recession has been in progress must be plain but what calamity howlers seemed to have overlooked is that the adjustment was necessary and that to date it has been accomplished in orderly fashion and gradually.

Rising commodity prices like rising stock prices stimulate activity while they last but commodities cannot move forward in value indefinitely without laying the foundation for grief any more than stocks. Far more people are affected by changes in commodity prices than by fluctuations in stocks: and the crash that follows inflation in commodities hits the country harder than a break in the stock market. Severe as was the recent precipitous drop in stocks it cannot be compared to the 1920 decline in commodity prices for the harm that was done to tradesmen all over the world.

While commodity prices in general have failed to advance during any month since last summer, the losses have been relatively small and distributed. Industry always finds it hard to look upon falling prices as a favorable development but in the long run the whole business situation is certain to benefit from the adjustment and the good fortune lies in the circumstance that declines at no time have been drastic.

Another reason why we need not become alarmed over the downward

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trend of commodities during recent months is that dealers have not been loaded up with goods. Small reductions in prices do not impel them in the circumstances to write down huge inventory losses such as it was necessary to do in 1920 when, stimulated by the stepping up in values, dealers had filled their shelves with high-priced materials.

As things stand now cloths and clothing prices are higher proportionately than any other group and metals and metal products are lowest in the scale: cloths and clothing averaged 184 in February, according to the new figures of the bureau, and metals 128. Building materials and fuel prices remain high and the farm products and food groups stand at a level about 50 per cent. above pre-war values.

Paul Willard Garrett.  
[Copyrighted, 1926]

**American Preparedness Has Never Led To War.**

Grandville, March 23—With the League of Nations in a state of collapse, with wild talk of hostilities along the borders of Italy and the Balkans, as well as elsewhere in Europe, comes from some of America's leading men a demand for the cutting out of all military training for American youth—a demand that nothing in the shape of military tactics be taught in our public schools.

All such preparedness leads to war and the American people have had enough of such terrors in the past.

To be prepared to resist foreign aggression leads to that very thing, say these American peace advocates. To let an enemy know that you are strong enough to knock him out in the first round is a sure invitation for a fight.

The proper way to keep war without our gates is to let the world know that we have no army or navy, no trained men in military ways, only a lot of unarmed, peaceful folks with granaries and banks full to overflowing, with not a single soldier to defend them in case a greedy, well armed foe slips across our border and says "hand over."

The teaching is absurd. The League of Nations, which was supposed to secure peace to the world, even with our Senate telling them we are coming in, unarmed and helpless, is already in the first throes of dissolution and it is only a question of a short time when the whole thing collapses, leaving the disputing nations by the ears over boundary and other questions the League had not power to regulate.

The war lords of the East are again in the saddle and the world court, to which an American Senate has given its adhesion, has gone on the rocks with its sponsor and predecessor. Lord Shaw of Great Britain says:

"It is unreasonable to suppose that the United States could go indefinitely claiming the right to interfere in other people's business, and at the same time denying them the right to interfere in hers, which is what the reservation amounts to. Therefore I imagine the reservation will soon lapse."

There you have it in a nutshell. The reservations put forward by Uncle Sam must soon lapse, else the United States will not be tolerated in the court.

This is British opinion, founded on law and common sense

Fact is, with the League of Nations disintegrating, of what value is this offshoot of that bargain and sale agreement? Uncle Sam has been caught in a neatly baited trap from which it is not too late to retreat. To see, at this late date, people of prominence in America advancing opinions that would lay the United States open to ravage and dismemberment by armed

foreign foes is painful in the extreme.

It is plain that through circumstances over which we had no control we are escaping the carefully baited world's court trap. It cannot be possible that we will fall into that other one, the discarding of all military training.

It is plain that the United States would not be welcome as a member of the court with any reservations whatsoever. It may not be remembered, but some years ago when our administration at Washington, then under the control of President Taft, fell over itself to pass reciprocity acts favoring Canadian products, that country promptly sat down on our unselfish acts, refusing to accept them. Even now our bullheaded and criminal attempt to force ourselves into the world court has been sat upon quite effectually.

After all this, imagine Uncle Sam saying, "Well if you won't take us in on this court business, we'll get even by disbanding every military organization in this country and lay open our fields and factories to the first foreign army that chooses to cross the brine and lay seige to the two coasts."

The best English statesmen see an end to this League of Nations which has promised so much and performed so little. They can see through the intrigues of French and Italian statesmen who are seeking to feather their own nests at the expense of some other nations of Europe. The League has been powerless to prevent these intrigues and the disintegration of the much touted League is approaching.

Right here in America when men such as Dr. Fosdick and Rev. Dr. Bigelow denounce American militarism as leading up to war, one may well pause and wonder if the brains of the Nation have gone glimmering.

It is a puerile plea which lays the Nation open to the foray of any armed enemy who may choose to cross the water and ravage a defenseless land. It is also the height of imbecility to insist on our entrance into a world court which is already in the last stages of dissolution.

The longest road to peace is through national disarmament and a supine trust in the good intentions of all foreign nations, either European or Asiatic. Even China might aspire to American domination should this country disband its military, cut out all training schools, and ignore the necessity for military preparedness.

Such preparedness would have prevented the kaiser's war. It was plainly evident that Germany regarded the United States as in no condition to fight, otherwise she would never have sunk American neutral ships on the high seas. She made a mistake even though we were not really fully prepared to take the offensive at that time. Our experience then should ever be held in remembrance that we may never again lay ourselves open to the suspicion that America is unprepared for war.

All of our wars have been because of unpreparedness, never because of an army sufficient to defend every foot of the land under the shadow of the old flag.

**More Demand For Mirrors.**

Manufacturers of mirrors say they have had an unusually good demand since the first of the year. Retail stocks of these articles have moved quite rapidly since that time, necessitating re-orders, which continue good. The increased use of mirrors for home decoration is said to be the reason for the increased activity. Stimulating the movement, manufacturers have brought out more styles and shapes in ornamental mirrors than ever before. Prices at wholesale are said to be holding unchanged.

# Couched in His Own Language

The man who has written his own Will should look well to its wording, as the interpretations of his own expressions have to be made by some one unfamiliar with what he particularly had in mind.

We advise that unless you are especially qualified to legally express your intentions that you consult your attorney.

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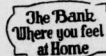


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**DANIEL BALL.****Graphic Description of Our Greatest Commercial Pioneer.\***

Daniel Ball was born in Cheshire county, N. H., but his parents removed to Western New York while he was quite young. This I learned from him after I became a resident of this city in 1853. From and after that time I became intimately acquainted with Mr. Ball in business and financial affairs, and our business relations were continuous so long as he remained with us. It now seems that my dealings with him during those years were greater than with all others of this city, and I have nothing but kind words to speak of his memory. At that time he seemed to be the life of the city and it appeared to invite capital and men of energy, and such effects are far reaching. Examples, for good or evil, are contagious, and his example stimulated others to activity. The effects may be seen in the building up of this prosperous city. If this place had been deficient in all the enterprises in which Mr. Ball was then engaged, it would have had the appearance of a dead town, and nowise inviting for strangers to locate here. One such man alone may be the cause of the building up of a great city to surpass its rivals. I had scarcely heard of Grand Rapids one month before I came, while Kalamazoo, Battle Creek and Ionia were familiar names. It is the live towns where men can find employment as laborers, and for their capital which draws together a healthy population. A town built by speculators without industries is a failure. Prosperity only lasts while it is being built. Perhaps the Hon. William T. Powers and Morris Ball, his partner, in the manufacture and sale of furniture and lumber, were the next in push and enterprise, but their capital and the help employed were small when compared with the activities of Daniel Ball. The much larger proportion of the residents were worthy and law abiding citizens, but furnished little employment for mechanics or laboring men. The only power used for manufacturing was taken from the East side canal and Coldbrook Creek, except one steam sawmill just completed by Powers & Ball at the head of the rapids. There was not \$100 worth of sash and door machinery in use, and but one machine for dressing and matching lumber and the price for doing that work was \$4.50 per 1,000 feet. The industries seemed hardly sufficient to support the inhabitants then here, for very little of building and improvement was being made. There were many highly honorable merchants and professional men for a place of its size. The place was full of speculators, all prepared to sell fortunes by the acre, where great cities were sure to be built, and it was said there were forty thieves ready to distribute among themselves all the estates of venturesome new settlers, but I think Mr. Ball had no friends among them, for he was too deep for their plots and too well fortified to be assaulted. There was no scarcity of lawyers. The first time I

\*Paper read at reunion of Old Residents of Grand Rapids Feb. 19, 1895, by Charles C. Comstock.

was compelled to appeal to the courts I called on nine who were retained against me, before I found one running loose, and after I gave him my case I found him closeted with my antagonist several times—probably to learn the strong points in my suit. At the first trial, the judge decided in the way to do the greatest good to the greatest number of lawyers, and the ends of justice required eight years of litigation when I thought it should have been reached in three months. There were no railroads to this city at that time and the only inlet or outlet for goods and merchandise was by way of Grand River or by hauling with teams from and to Battle Creek or Kalamazoo. For transportation of all farm products and other merchandise (except lumber and shingles, which were rafted) the people were dependent upon the steamboats of Daniel Ball. He had boats running from the head of the Rapids to Lyons, and more from below the Rapids to Grand Haven, always making the necessary improvements in the channel at his own expense. He brought the wheat and other grains from all points up the valley this side of Lyons to the head of the Rapids with his boats, then with his teams delivered it in the city or to his boats below for transportation to other markets. There were a few other steamers built to run in competition with Mr. Ball's line, but I think the undertaking proved unprofitable and was soon abandoned. In looking as he did after the details of this business alone, it was enough to baffle the minds of ordinary men. He also owned the foundry and machine shop where the Butterworth & Lowe works now are, and kept a large number of employes there. He and Martin L. Sweet made nearly all the flour produced in the city. They owned and operated two large mills. He was the owner of perhaps one-half of the real estate between the line of Division street and Grand River, from Lyon street to Coldbrook street, including the East side canal, and a large portion of the Kent plat South of Monroe street, now covered with costly blocks and other improvements. He also owned Island No. 1, on Pearl street, and much other improved and unimproved property in this city, at Lyons and other places in Michigan, requiring great care and attention. But the most useful, risky and difficult of all in those days of uncertainty was the banking business, in which he dominated in this part of the State. For a time he was operating three banks in this valley, one in this city, one at Ionia and one at Lyons. For protection against worthless and counterfeit money then in circulation, it was necessary to consult a bank note detector published almost daily. Eastern capitalists were fearful of losing all money loaned upon Western securities, but in the fall of 1854 business and manufacturing was increasing rapidly and there was great need of more money, therefore I negotiated a loan of several thousands of dollars with a bank in New Hampshire for Mr. Ball to add to the capital of his banks, and about one year later, two of their directors visited Grand Rapids and were so struck with admiration of Mr. Ball and his

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capacity for business that they trebled the loan. Our worthy and successful townsmen, Harvey J. Hollister, of the Old National Bank, took his first lessons in banking from Mr. Ball and was his faithful and trusted cashier in this city so long as Mr. Ball remained in business here. It is hard for business men of the present day to conceive of the hardships of those times, and especially so after the panic of 1857. Property worth nothing except the immediate necessities of life, and those were largely exchanged for other goods. Money worth everything, three per cent. per month at the banks, and from six to eight per cent. for Eastern exchange. Some people called it robbery, still I doubt that the profits equalled the losses. I had a clerk and salesman in my employ who loaned \$100 of his own money to a real estate dealer and charged and received \$8 every thirty days, year in and year out, for its use.

Mr. Ball was large in stature, with manly features, and in the management of extensive and complicated business affairs under like conditions I have no proof of having ever met his equal. He was a father to the industries which make permanent prosperity possible. His transportation line was as essential as our railroads are to-day. His various enterprises gave employment to a small army of laborers, overseers, skilled mechanics, clerks, book-keepers, bank and boat officers and much business for the legal profession. He paid one lawyer \$1800 per year for looking after his land titles alone. With his banks he upheld the merchants, the manufacturers and the business of the valley. His genius and enterprise opened up the paths to wealth for his fellow men. He was not haughty, but easily approached by the most humble. His habits of temperance and morality were never questioned. He had no sectional prejudices which prevented him from aiding every worthy enterprise without regard to its location. He had little time to demonstrate his kindly and neighborly feelings, but I remember of no other business man who came to my bedside when I was brought low and nigh unto death in 1855. In closing up his business affairs in 1864, his only desire seemed to be to honorably discharge all obligations against him. I think he exhibited the highest order of business talent. He was never excited, but always cool and calculating, tireless in his energies and highly esteemed by all in his employ. From them I never hear a murmur. Henry Seymour, once a trusted agent of Mr. Ball, was afterwards with me in business and always spoke in the highest terms of praise of Mr. Ball. Such men always meet with opposition, from envy if no other cause, but without noise or parade he seemed to possess in his nature an irresistible undercurrent and power of combining forces to meet and turn aside all obstacles. He was intensely earnest in all his undertakings. He was never idle. The lamps in his office went out late at night and the stars that now shine upon his early made grave witnessed his return to his never finished task in the morning. He bore his burdens like the still waters which run deep, but he did not

have in his nature that mirthfulness which sometimes acts as a safety valve to an overtaxed brain. Being a man of stately form and great endurance he proved that there is a limit to human exertions. I think his greatest mistake was in allowing himself to be so heavily loaded with business that he had no time for rest, not one full day in seven, and old age came upon him prematurely, long before he had seen three score years. Then, with energies exhausted, he left the fruits of his wonderful efforts for others to gather and enjoy. I feel incompetent to do justice to his memory. I am not master of language to fully express my appreciation of the value of his life in this community. Unless a man dies almost in the midst of his usefulness, it matters not what he may have done that is past, he is little missed and soon forgotten. So it was with Mr. Ball. His health and fortune had suffered and for thirty years his friends have been silent and the envious have held their peace. He died in New York, but his mortal remains rest in the valley he loved and served so well. We have loved and lost other great men. We miss them from our councils, from private associations, from places of trust, from acts of benevolence. They are our guiding stars and their memories should always be held sacred, but not within my knowledge has the welfare of this city ever been so dependent upon the life of any of her citizens as it was upon the masterly genius and serene fortitude of Daniel Ball.

**The Usual Thing.**

So common is the report of any arrest of a criminal on the charge of arson that we publish the subjoined item from a daily paper as an example of an almost every day occurrence. Nearly always the reports of the investigators will dwell upon the fact that gross and inexcusable over-insurance was present which is cited as one of the motives for the firing of his own property by the accused. Why should any insurance company, or any agent, be willing thus to contribute to the increase of the ever increasing burning ratio of the country? The only ready answer is that the greed for premium and commission income overbalances any sound underwriting sense which the agent, or underwriter, may have. "David Razvsky, a merchant, his wife and son, Morris, were arrested Wednesday on a charge of first-degree arson, burning insured property and two counts of conspiracy. According to Assistant County Fire Warden Kennedy and Thurston, who investigated the case, the fire in the store building was set with kerosene. The investigators also stated that the Razvskys had the stock and fixtures in the building insured for almost double their value. The fire occurred Dec. 10, 1925.

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## OUT AROUND.

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

I have had the pleasure and satisfaction of attending many so-called food shows in my day. The first one I now recall was the initial attempt in that line of endeavor in Grand Rapids about 1888. It was held in what was then known as Hartman hall and was conducted by Col. Wm. Andrew Boyd, of New York, a man of large stature and imposing appearance. He put on a good show for that early day. Best of all, he brought to the city Mrs. Sarah T. Rorer, who was then in the height of her fame as a food expert, owing largely to her connection with the Ladies Home Journal, which paid her \$5,000 per year—a large sum in those days—for a monthly contribution on food topics and new and novel recipes. Mrs. Rorer was easily the leading feature of the food show. She exerted herself to the utmost to interest the ladies of Grand Rapids in the preparation and serving of wholesome food and immediately became a great favorite with many of the leading women of Grand Rapids, who attended her daily lectures and entered heartily into her plans and suggestions. I have always felt that Mrs. Rorer came to Grand Rapids at an opportune time and did much to start the housewives of the city on new lines of thought and experimentation along food lines.

I did not see Mrs. Rorer again for twenty-three years, when I met her on the Canal zone in the spring of 1911. She immediately recalled the week she devoted to Grand Rapids, nearly a quarter of a century before, and stated, without a single reservation, that her experience in Grand Rapids was the most pleasant episode of her life, because of the sincere interest shown in her work at the time and the pleasant acquaintances she made who remembered her during the time she conducted a high grade eating place in New York City.

Since 1888 we have had about twenty additional food shows—some good, some bad and some indescribable. No one approaching Mrs. Rorer in reputation and ability has ever been engaged to exploit the culinary features of subsequent food exhibitions; possibly because Mrs. Rorer was unique among food authorities because of her ability to present what she had to say in such an attractive manner as to command attention and create enthusiastic co-operation.

The food show being conducted this week in the Klingman building is a long ways above the average of shows of this character. It has many unique features not usually embodied in a food show. The management is vested in a man who is not an amateur in the business, but who has studied the food exhibition situation carefully and gives every detail the closest scrutiny. In the summer time he gives his exhibitions in an enormous tent. He carries with him from place to place much of the partition service used in his exhibitions and his staff includes designers, decorators and sign painters. With him the food show is a regular business and not a temporary makeshift. I have never met a man who

appears to understand himself and his occupation to a greater extent than he does. His name is Henry B. Marks and he hails from New York.

George W. McCabe, Manager of the McCabe Hardware Co., Petoskey, has evolved a new advertising idea which he writes me is working out well. Every Tuesday he uses a 24 inch space in the local daily, heading it The Monkey Wrench. In this space, which is purely reading matter, he describes some of the things he has to sell, interspersed with news items and local hits like the following:

We really believe March was created just to make us love June more.

Some people wouldn't trade the privileges of taking off their shoes after supper for a membership in the best lodge in town, says John Quinlan.

The Monkey Wrench will give \$3 in cash to the good looking high school girl (that means any girl, of course) who will merchandise trim the McCabe hardware window, Saturday from 3 to 6 p. m. For particulars call at the store. First applicant given preference.

For the world of me I can't see why the newspapers are giving so much space to the long legs our girls are wearing these days. They look all right to me.

We are certainly getting a nice lot of silence from the Petoskey boys who went to Florida to get rich selling Florida marshes.

Postmaster "Doc" Gray says now he knows why so many men leave home. It is to look for their wives. Don't worry, Doc, she will be home in time to help you with the house cleaning.

How in the world is a poor youngster nowadays going to say his prayers at his mother's knees, if she has them under a card table or against the back of a seat at a picture show?

Maybe you won't believe this, but Saturday two of our cash carrier cars were in the office at the same time. Business is getting better, you see.

Monday we overheard Jay Bain telling Wilson McDonald that a baby certainly brightens up the home. Jay said they keep the lights burning all night now.

Anyway, the fellow with his nose to the grindstone is not sticking it into somebody else's business.

Did you ever notice that it is always the employees that you hear singing around a place of business?

Little Billy Clark, of Grove street, is a hero. He saved his father's house from burning down last week. Billy hustled right down to the McCabe Hardware Store and bought two pounds of their wonderful soot destroyer for 25c, and burned it in their furnace, so the chimney didn't get a chance to burn out and thereby burn down the house.

I do not wonder that Mr. McCabe finds the innovation to be a paying proposition. Anything that is different always attracts attention and puts money in the purse of the man who originates it and carries it into successful operation. It is no wonder that the Michigan Retail Hardware Association elected Mr. McCabe to serve as its President this year. It was a worthy honor, worthily bestowed.

Speaking of presidents, reminds me that the organization named has a good man slated for its chief executive next year also. His name is Glasgow and he conducts a hardware store in Nashville. He was behind the counter when I started the Tradesman, forty-three years ago, and I expect he will be handing out shingle nails and coffee percolators long after I am dead and forgotten. He has been

President of the Michigan Retail Implement Dealers Association; also of the National organization; he has been chairman of the Michigan State Senate, where he won unstinted praise for his firmness, affability and diplomacy; he served the State well and faithfully as Railway Commissioner for many years when it was the fashion for that official to do two men's work and also work for half price. He is President of the Michigan Business Council and has done yeoman service for the merchants of Michigan along legislative lines. He has frequently been tendered the nomination (equivalent to an election) of Congressman from his district, but happened to be in a sane mood every time the proposition was made to him and turned it down. The only time he ever "fell from grace" was when, during a period of temporary aberration, he consented to make the run for Governor. He would have made a ten times better Governor than Groesbeck, but Groesbeck had built up a machine which no honest man could smash. If all the people who wrote Mr. Glasgow they proposed to vote for him had done as they agreed, the canvassing boards would have been in continuous session for a month. Mr. Glasgow would have made a good governor because he is sane, sound and dependable. He does not believe in classes, cliques or clans. He believes an executive officer should devote his entire energies to serve the whole people, instead of prostituting his position to perpetuate himself in office. That is not fashionable doctrine nowadays, so Mr. Glasgow has promised me he will never again give ear to the siren voice of political ambition, but devote his entire time to his family, his church, his store and the business interests of Michigan who regard him as one of the brightest, kindest and most able men the Wolverine State has ever produced. The Michigan Retail Hardware Association has been exceptionally fortunate in the selection of its executive heads. It will be wonderfully well favored when Mr. Glasgow is handed the gavel at the annual convention next February. E. A. Stowe.

## Should Cured Meat Be Red?

Some retailers are embarrassed when consumers demand cured meats with a red appearance of the cross sections. When a piece of corned beef looks dark or gray it is sometimes rejected as not being cured satisfactorily. In view of this condition it may not be inappropriate to say something about this feature of curing. Meat is made red in curing through the action of sodium nitrate, potassium nitrate, or the nitrates of these two compounds. While it is true that the use of these chemical compounds are not injurious to health in the quantities used, their function, as far as science has been able to determine to date, is of no use to consumers except in making meat red. This action does not take place in any marked degree during the first few days that meat is in cure, and so cured meat to be red must be left in cure for at least ten days or the curing solution of a previous lot of meat must be used over again for the meat to be

brought out of cure red in a short period of time. The repeated use of curing solutions, regardless of the fact that they are always used under refrigeration, is not considered a wholesome practice unless strained and sterilized. This is not always easy of accomplishment in the average retail store, nor in the plants of the larger operators, for that matter, and here is where the conflict between red cured meat and mild cured meat comes in. Since corned beef, for instance, can be cured from five to ten days, according to taste, and since the action of the nitrate or nitrites does not become pronounced by that time, in usual temperatures, the demand for red cured meats causes manufacturers to allow the meat to become over-cured in many cases. This destroys the high quality the meat possesses at just the right curing age, and the result is often salty, hard meat, lacking in flavor and tenderness. The period of mild curing changes with temperatures and weight of meat cuts.

## Freedom of Religion.

It is very regrettable that so powerful a lesson as the last war has not benefited many of our citizens. Multitudes of immigrants have responded to the call of this country with a degree of willingness which their native countries could have hardly commanded. Is not the explanation to be found in the sense of gratitude and love for the adopted land which possessed those foreigners when, for the first time in their lives, they were accorded equality before the law and a manly standing as citizens, irrespective of race, creed or religion? The sooner it is realized that one's religion is a purely private affair, and that to quarrel about it is as plausible as to quarrel with one on account of his having purchased a brown instead of a gray garment, the better for these United States of America and incidentally for the citizens who happen to inhabit the same.

H. Chatfield.

## No Slave of Time.

Down through the ages man has been the slave of time. However, no longer is this so. By means of highly developed time control apparatus man is now the master and time the servant. The merchant can now go home to bed at 10 o'clock, have his show window lights go off automatically at 12 o'clock, have his electric sign stop glowing at 1 a. m., and then have his furnace draft open up at 5 a. m., all while he is comfortably sleeping. Yes, on Sundays and holidays the store window and sign will stay dark (if it is so desired, all without the least attention from our friend the storekeeper, but the furnace draft will still open up. These everyday strides of progress stay unnoticed, dwarfed by such gigantic wonders as radios, etc., but they make a stride forward just the same. Who would have thought that in this century man would find himself the master of time! Edward W. Weiler.

Don't be careless of business details just because the deal is between you and a friend or a relative. Observe the formalities particularly in such instances.





# HUNT'S SUPREME CANNED FRUITS

*Purity*

*Quality*

*Flavor*

We are offering for distribution this fall a full line of Hunt's Canned Fruits as follows.

APRICOTS

ROYAL ANNE CHERRIES

PEACHES

PEARS

PREPARED PRUNES

BLACKBERRIES

LOGANBERRIES

RED RASPBERRIES

STRAWBERRIES

PINEAPPLE

FRUITS FOR SALAD

PLUMS

This line embodies all the qualities that the discriminating housewife demands. Beautiful, luscious fruit, heavy syrup, and packed under the most sanitary conditions. The flavor of the fruit is entirely pre-

served as it is packed where it is grown within a few hours after picking.

Added to the fruit line we will also have to offer Hunt's wonderful line of Asparagus.

LEE & CADY, *Grand Rapids Branch*

*Grand Rapids, Michigan*

## 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.

### Says Linens Are a "Buy."

Linens for the household are one of the best "buys" in the dry goods trade at present prices, according to one of the best-posted men in the market. This man recently returned from an extended trip through the European manufacturing centers, where he said he found these goods cheaper than at any other time since the war. He further said that linens are cheaper today, in comparison with pre-war prices than any other textile. Wise buyers, he added, are taking advantage of this fact, realizing that prices abroad are at bottom and that they must advance as buying increases. Were the situation fully understood, the man in question concluded, there would be a genuine rush for household linens on the part of retailers.

### Hosiery Demand Continues Slow.

Business in hosiery continues strictly on a hand-to-mouth basis. It seems fairly well established, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers, that there will be no material change in this method of procedure by the jobbing trade until raw material uncertainties are cleared up. Frequent requests for rush shipments of a wide variety of goods indicate the condition of jobbers' stocks. On active lines, such as men's fancy hose, not a few mills are behind in deliveries, principally because of the ultra-conservative way in which the trade has been buying. It is expected, however, that warm weather will stimulate belated activity.

### Reptile Effects Will Lead.

Reptile effects in calfskin leather will be strongly featured in the footwear that will be seen in the Easter parades this year. Lizard, snake, "boa" and chameleon effects will be much in evidence, as will also shark. Gold and silver calf leathers in two-tone effects also will show up strongly in Spring footwear. Handbags to match shoes will be very popular this season, and in the bags now being shown for this purpose there is also a very strong leaning toward reptilian effects. Novelty sueded leathers are likewise seen in both bags and shoes. Pastel tints dominate in all types of footwear, whether for sport or formal wear.

### Sheer Silks Hold Interest.

Georgettes and other sheer silks, together with flat crepe, are holding chief buying interest in the present dull period in the broad silk trade. Taffetas are also being bought, but for the most part these goods are now being used for trimmings by the cutters-up. The latter are taking fair amounts of satins, owing to the vogue for satin coats, which is expected to grow stronger with the coming of warmer weather. Prints are affected by price competition, although leading producers still adhere to opening prices. Pat-

terns on the order of polka dots, small foulard patterns and neat floral designs are stressed.

### Seek Specialties in Men's Wear.

Special orders for certain styles and fabrics for quick delivery continue a feature of the business in men's wear suitings. Flannels are particularly wanted, the indications being that the vogue for suits of these weaves this Spring will be good. Flannel trousers and knickerbockers are also being made up in quantities by manufacturers specializing in them. Blue chevrons and unfinished worsteds for double breasted suits are sharing in the demand for quick delivery goods. For Fall an active demand is reported for camel's hair fabrics for both overcoats and suits.

### Leather Handbags Wanted Mostly.

Leather handbags continue to dominate the re-orders retailers are sending in for pre-Easter sale. Silk bags are being shown by many wholesalers but it is not expected that the demand for them will become active until warmer weather sets in. Two-tone effects are quite popular in the leather bags, applique effects being cleverly worked out in many of them. Large pouch styles are generally wanted, although an increasing amount of interest is being shown in the flat underarm variety. Blonde, gray, blue and apple green rank high among the favored shades.

### Small Hat Retains Popularity.

Despite efforts to revive interest in the large hat, the small shape is still the most popular one in millinery. Hats of belting ribbon, with high square or pinched crowns and two-tone effects are being featured to a considerable extent, as are tailored combinations of belting ribbon and balibuntle. In dressy hats there is a distinct trend to those of transparent maline and lace, with beige, wood and gray the leading colors. In large hats flower-trimmed ones of hair are being shown in high shades by wholesalers.

### Scarfs Continue Their Vogue.

Re-orders continue to be received for scarfs, with wholesalers counting on a further spurt in the demand just before Easter. Scarfs of sheer silks in high colored unconventional patterns figure most prominently in the buying. The choice patterns are extremely wide, ranging from the more or less freakish modernistic effects to all over floral designs. High grade merchandise is outselling the cheaper grades, it was said yesterday, with somewhat of a slump reported in the usual type of printed silk scarf.

Perhaps you might learn something about how to run your own store by giving a little consideration to the kind of a store you like to patronize.

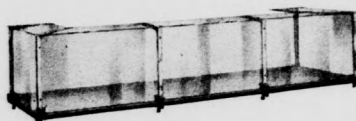
A prophecy: Mussolini will either get a bullet or start many bullets flying before he is through.

For Quality, Price and Style

**Weiner Cap Company**

Grand Rapids, Michigan

## Glass Counter Guards

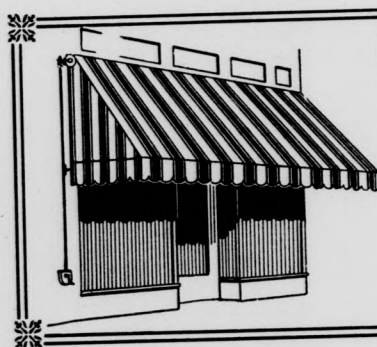


Practical counter protection can be had at very low

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



**COYE AWNINGS**  
ATTRACT BUSINESS  
and  
PROTECT GOODS

Write or phone for estimates

**CHAS. A. COYE, INC.**

168 Louis St., Grand Rapids, Mich.

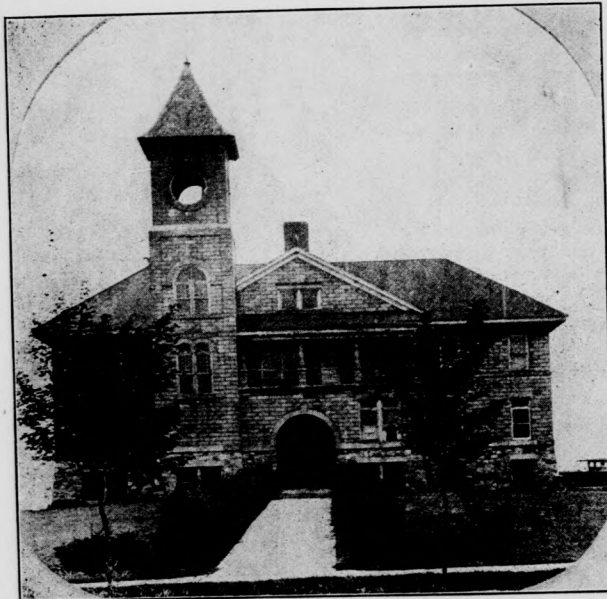
## THE TOLEDO PLATE & WINDOW GLASS COMPANY

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



When you come to ONAWAY See the Pretty Grove adjoining our City Hall. Onaway, Michigan.

A little touch of  
**CIVIC PRIDE**  
made Onaway's Official Home  
**BEAUTIFUL!**



**Silversmiths in Good Shape.**

So active continues the demand for silverware, both sterling and plated, that indications point to record sales during 1926. All of the prominent silversmiths are sharing in the demand, which is tending more and more to the finer high-grade pieces. At no previous time in the history of the trade, it was further said, have more chests of silver, more tea and dinner sets, etc., been sold than at present. A sales executive of one of the largest "smiths" in the trade said yesterday that the business done by its various plants is ahead of last year, and that the sterling division has been operating twelve hours a day since the first of the year in order to meet the demand made on it.

**Adopting "Deferred Payments."**

Not the least important factor in the prospects of a record year for sales of silverware is said to be the action of several leading retail jewelers in various parts of the country in adopting the instalment method of selling the finer grades and more expensive sets of this merchandise. Although instalment selling in the retail jewelry trade is by no means new, it is said to be the first time that jewelers of the standing of those in question have taken it up, as well as the first time that really fine silverware has been made available to the public in this way. The use of the term "instalment" is carefully avoided, however, the system being referred to as "deferred payment."

**Cotton Dresses Are in Demand.**

With the approach of warmer weather the demand for cotton dresses has taken a spurt. Novelty voiles are being featured to a considerable extent by manufacturers and are looked upon to sell well. House dresses for special sales have been taken well, and the indications are that more buying of this nature is directly ahead. Smocks continue in great popularity and have competed to some extent with regular dresses. The smock, however, is considered a separate utility garment, and manufacturers do not believe it will really supplant cotton dresses to any appreciable extent.

**Men's Fancy Hose Active.**

All doubt has now disappeared as to the popularity of fancy hosiery for men this Spring. Merchandise of this character has made up a large proportion of the total half-hose business booked so far, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers, and it has been almost literally a "life saver" in certain instances. A constant demand for new patterns is being received and, while this demand is not altogether free from annoying angles, it is much to be preferred to the flat market which exists for staples.

**Good Glove Business Done.**

Cotton, or so-called fabric, gloves having the popular novelty French cuff are having a good retail turnover. Manufacturers and importers report steady re-ordering by stores which are featuring this popular priced merchan-

dise at special sales or for regular mark-up. Silk gloves have slowed up in demand for the time being, but the advance business in them has been large. There is an active call noted for novelty effects in kid gloves, with the supply of them none too large. Light gray is one of the best selling shades.

If you display goods where customers can handle them, don't resent their doing so. "Hands off!" sign is a poor aid to salesmanship.

**Trends in Silk Underwear.**

Ruffled bloomers are additions to Spring lines of glove silk underwear, and wholesalers are credited with booking a good business in these items. They are dyed in shades to match the ones prevailing in hosiery at the present time. Rayon underwear is meeting with a good call, particularly merchandise to be sold at popular prices. Tailored effects rule in the more costly garments. Voile underwear, lace trimmed, is selling well in the pastel shades.

**TRIM AND TASTY**



Ask Your Jobber

CRESCENT GARTER CO.  
515 Broadway, New York City

How  
McNeal  
Sold  
\$3,124



M. A. McNeal and his store.

Worth of Merchandise  
—in a town of 245—in one week!

You wouldn't expect to find much of a store in a town of 245 people. But in Watson, Missouri, M. A. McNeal has built up a department store business that reaches thirty miles into the surrounding country! He has a modern store and he uses modern methods of selling. His daily sales run into figures that are surprising. In one week he sold \$3,124 worth of merchandise!

**Here's How He Does It**

He gets out a store newspaper on a Rotospeed Stencil Duplicator. He tells people what is going on in the neighborhood. He tells them what he has to sell. He makes his paper so interesting that everybody looks forward to it. It's the first thing they read. They would actually pay for it if they couldn't get it any other

way. No wonder everybody buys at "Mac's." He has built up a feeling of neighborliness that outweighs the keenest mail order competition in the country.

Let us send you a copy of "Mac's" paper. Let us show you how you, too, can build a bigger business. For what McNeal has done, you can do. **The Rotospeed offers you the same opportunity.**

**ROTSPEED STENCIL DUPLICATOR**

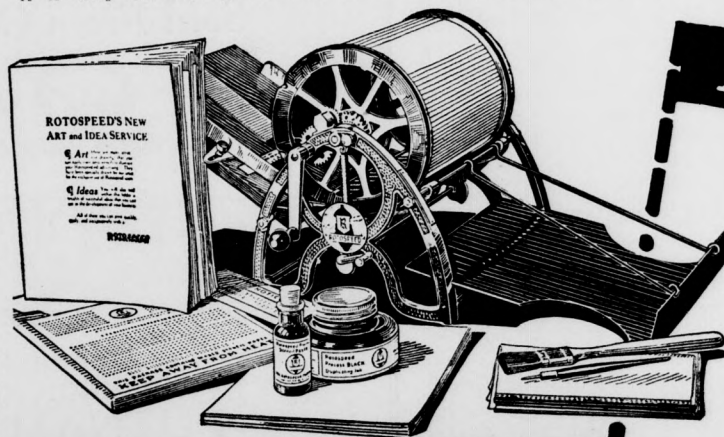
Without type or cuts, the Rotospeed quickly and easily prints clean-cut copies of anything that can be handwritten, typewritten, drawn, or ruled. It prints on any kind of paper and any size form from a 3 x 5 inch card

to an 8 1/2 x 16 inch sheet. It turns out effective letters, bulletins, circulars, or any kind of direct mail advertising for but little more than the cost of the paper.

**Get These Ideas Free**

Mail the coupon. We'll send you a copy of "Mac's" paper. We'll send you copies of sales ideas that have been successfully used by others. We'll tell you about the thousand other ideas that are furnished Rotospeed users free. Then after you see what can be done with a Rotospeed after you get all the facts—we'll give you a chance to test a Rotospeed for ten days at our expense. **Get the free sales ideas and full details of this offer. Now!** Mail the coupon. There's no obligation.

THE ROTOSPEED COMPANY  
505 Fifth St., Dayton, Ohio



**Mail This NOW**

The Rotospeed Company,  
505 Fifth St., Dayton, Ohio.  
Without cost or obligation send me a copy of "Mac's" paper, copies of other proven sales ideas and full details of your ten days' free trial offer.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
(Write plainly)

## RETAIL GROCER

Retail Grocers and General Merchants Association.

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

### Strongly Supports the Election of Mr. Bailey.

Lansing, March 17—It was with a great deal of interest that I read your article regarding O. H. Bailey in the March 10 issue of the Michigan Tradesman. I appreciate this courtesy shown Mr. Bailey very much, not only because he is deserving of same but because he is a very dear friend of mine. I have known Mr. Bailey very intimately for a good many years. In 1913 Mr. Bailey and myself made a trip to Florida, lasting about two weeks. On this trip we were entertained by men of prominence among them being several millionaires who were personal friends of Mr. Bailey.

It is true that Mr. Bailey started in the grocery business several years ago in a very small and limited way, but by carefully attending to his business, learning to cut the corners wherever possible, carefully scrutinizing his credits, getting a reasonable profit for his merchandise and always giving 100 per cent. value for their money, making his customers feel at home in his store, and, above all, diligently attending the meetings of the Lansing Grocers and Meat Dealers Association, he has builded his business until at the present time he is conducting a business that is equal to any in Lansing, when profits are considered, in a new store which is a credit not only to himself, but to all citizens of our community.

Mr. Bailey is the proud possessor of a brick block, containing besides his grocery store, a drug store, barber shop and a new and up-to-date bakery. The fact that Mr. Bailey will fight for what is right everlastingly, and is big enough man to admit wrong when he is wrong, a good loser, a man who when the din of battle is over will come out of it smilingly and never carry a grudge, makes him a man fitted in every way to carry on the work of the State Association of Retail Grocers and General Merchants.

I am enclosing my check for \$9 for three subscriptions to the best business men's guide in Michigan, namely the Michigan Tradesman. These to be sent to the following addresses:

G. C. Reutter, 1002 East Michigan avenue  
Paul Schmidt, 1004 East Main street  
Charles E. Foster, 514 West Main street.

I trust you may find time in your busy life to again attend the convention at Muskegon, at which time I may have the pleasure of seeing you.

John Affeldt, Jr.

### Muskegon Plans All Completed.

Wyoming Park, March 23—We hereby issue an invitation to all grocers and meat dealers of Michigan to attend the annual convention to be held in Muskegon April 13, 14 and 15 at the Occidental Hotel. We have prepared a very attractive program—snappy and inviting—and I have the following letter before me from the chairman of the Muskegon committee: Muskegon, March 22—Plans are complete for our part of convention. Everything working smooth. Sure of a grand success. You will never forget Muskegon after April, 1926.

Glen E. De Nise.

Those who attended the convention at Muskegon last year will remember the splendid time we had. This year promises to eclipse anything ever attempted. We invite the members and delegates to bring their wives as plans are all complete for their entertainment. Mrs. Hans Johnson is chairman of the ladies entertainment committee. Paul Gezon, Sec'y Retail Grocers and General Merchants Association.

### Canned Foods Swells and Springers.

During the recent Canners' Convention held in Louisville, an important conference took place between representatives of the U. S. Department of Agriculture, the National and American Wholesale Grocers' Associations, the National Canners' Association and the National Chain Store Grocers' Association, the main purpose of which, as emphasized, was the absolute necessity for distributors of canned foods using more care in preventing the sale of unwholesome and unmarketable canned foods to the consuming public, caused by the retail grocer or chain store manager selling swelled canned foods, which have been proven not only injurious to health, but have caused suits for damages as well.

It was proposed that the various Associations inform their members of the necessity for exercising greater care in the sale of canned foods and that there should be a frequent examination of store stocks and under no circumstances should there be offers for sale of any canned foods bearing the slightest mark of imperfection or in any way subject to criticism and being other than wholesome and in a marketable condition.

The two best means of assuring this, in the opinion of Alfred H. Beckmann, secretary of the Chain Store Association, is very frequent examination of stocks and the placing of fresh goods back of present stocks on the shelves.

It is proposed, on account of the frequent complaints made to Washington, that a further conference to be held in Washington in the very near future for the best interests of the canner, distributor, and last, but not least, the consumer.

This matter is, he continues, of a more serious nature than dealers may imagine, but can be corrected only if each will do his part by properly instructing his store managers.

### More Chickens and Eggs.

An increase of 4.7 per cent. in the number of hens and pullets of laying age on farms January 1 this year over January 1, 1925, and a production of chickens on farms last year 4.2 per cent. greater than in 1924, are estimated by the Department of Agriculture.

The total value of the chickens produced on farms last year was about 12 per cent. greater than in 1924 and the average chicken produced was worth 7 per cent. more.

The largest increase in the production of chickens last year was 14 per cent. in the East North Central States, followed by increases of 13 per cent. in the North Atlantic Division, 12 per cent. in the Pacific Coast States and 7 per cent. in the West North Central Division. Decreases of 4 per cent. or reported for the South Central States and 7 per cent. in the South Atlantic.

Total production of eggs in 1925 was slightly larger than in 1924. The farm price of eggs in 1925 averaged 30½ cents a dozen, compared with 26.4 cents in 1924, and 27 cents in 1923. The total value of the 1925 farm egg crop increased about 17 per cent. over that of 1924.

Incomplete returns from large commercial poultry plants indicate increases during the past year greater than shown for farm flocks.

# 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

**M. J. DARK & SONS**  
GRAND RAPIDS, MICH.

*Receivers and Shippers of All*

Seasonable  
Fruits and Vegetables

Sold From Coast to Coast

*Putnam's*

**MALTY (A) MILKIES**

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



## MEAT DEALER

### Top Rounds of Beef.

A top round of beef is cut from the hind leg between the thighs, being separated from the bottom round at the bone. Before making bottom and top rounds the shank is removed from the round with the shank meat that normally goes with it. A seam of connective tissue makes the separation of the bottom and top round possible with reasonable ease and certainty of uniformity. Coming from the inside of the round, as the top round does, it is tenderer than the bottom round, which comes from the outside of the round and being exposed to contact with things outside the body is developed by nature to withstand more and is, consequently, less tender. The top round is a good cut of meat, being thick, tender fibered, according to grade in varying degree, and well flavored. It is unquestionably a better meat cut than the bottom round, being more suitable for steaks, oven roasts, pot roasts, or, in fact, for any use that it can be put to. Being free of bones it is economical and being free of fat in a marked degree it is suitable for those who want lean meat. Since it possesses so high a degree of inherent qualities it is indeed strange that it is so often neglected and it is not unusual to see it sold wholesale for a lower price than bottom rounds. The only reason that can properly be attributed to such a condition is that housewives are not so well acquainted with it as they should be. If more thought was given to a superficial study of the beef carcass we feel sure the top round would come into its deserved prominence quickly. In certain sections of the East rounds are sliced all the way through, and a large, meaty slice with a small round bone in the center is the result. This is acknowledged to be fully as flavorful as the more favored sirloin or porterhouse and certainly supplies the demands of the frugal housewife who wants to get good, wholesome meat at a moderate cost. Among those who are acquainted with the round as a steaking piece the top section is preferred and this has resulted in a special demand for it in some sections to the point where it predominates the more stylish porterhouse and sirloin. Try a broiled top round steak to-morrow and note its qualities.

### Lamb and Mutton Grades and the Consumer.

We are continuing our discussion of lamb and mutton merit in the diet by attempting to tell the consumer something about grades and general quality, so that the housewife may know more about these things. This knowledge should help her a great deal in selecting cuts that will fit her pocket-book and appetite. The question is often asked as to when a lamb ceases to be such and becomes a yearling or a sheep. This is entirely a matter of age, lamb being considered as such when under approximately twelve to fourteen months of age; yearlings' ages range from twelve to twenty-two months, while sheep may be twenty-two months old or older at the time of slaughter. Age produces marked

changes in the character, color and texture of the flesh and bones, and it is not difficult to distinguish between a cut from a lamb and one from a mutton carcass. Lamb bones are comparatively soft, red and spongy looking, and are easily sawed. Those in mutton, however, are harder and whiter. If it is present the foreleg joint of lamb also has a characteristic appearance. This is called the break joint, and appears in four well-defined red ridges or eight elevations. They resemble to some extent the teeth of a saw. In mutton, however, the joint which breaks in a younger animal has become hard, and the foot is separated from the foreleg at the ankle joint. The knuckle, therefore appears as a hard, smooth, white, shiny surface, with two prominent rounded ridges, with a space between them wide enough to run a thick knife blade through. Other bones in lamb are also reddish in color, indicating a young animal, while harder, whiter bones show the effect of age. In the better grades of lamb the flesh is fine-grained, smooth, velvety and light pink in color. The outer covering of fat is smooth, relatively thin, evenly distributed and has a creamy or slightly pinkish color. The color of the flesh in mutton varies from a light to dark red, the fat is usually thicker in the better grades, and apt to be harder and more brittle and white than in lamb.

### 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	13½
Calfskin, Cured, No. 1	16
Calfskin, Cured, No. 2	14½
Horse, No. 1	4 00
Horse, No. 2	3 00

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

Tallow.	
Prime	08
No. 1	07
No. 2	06

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

Furs.	
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

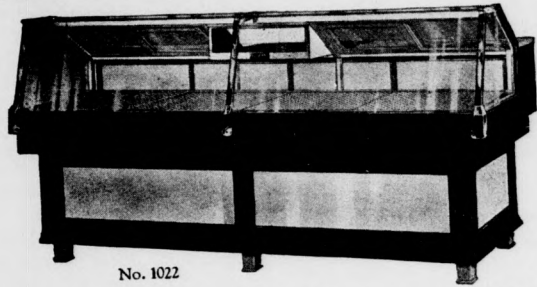
Unlawful to trap any muskrats or mink.  
Unlawful to have any skins of these animals in your possession.

### Cheese From Synthetic Cream.

Cheese produced from synthetic cream is held to be filled cheese within the meaning of the definition of filled cheese in Section 2 of the Act of 1896, according to a ruling issued by the Commissioner of Internal Revenue. Persons engaged in the manufacture of filled cheese are required to file bonds, pay special taxes, file notice and inventory, keep books and submit monthly returns.

### An Irish One.

A general was handed a despatch one day just outside the barrack gates. Finding he had mislaid his eyeglasses, he turned to an Irish orderly and said: "Read this for me, my man." Paddy shook his head. "O'im sorry, sir," he replied. "O'im as ignorant as yerself."



No. 1022

**This McCray Counter Refrigerator** affords splendid display, enables prompt and convenient service to customers. Its fine appearance attracts and holds trade, gives customers confidence in your sanitary standards.

Styles and sizes of refrigerators, coolers and display cases to meet every need.

**MCCRAY REFRIGERATOR SALES CORPORATION**  
639 Lake St. Kendallville, Ind.  
Salesrooms in all Principal Cities  
Detroit Salesroom—36 E. Elizabeth St.  
Grand Rapids Salesroom—20 W. Fulton St. Kalamazoo Salesroom, 324 W. Main St.

**"Look for the McCray Name Plate"**



## Going To Rochester In June?

Surely you can't afford to miss it—this convention of the National Association of Retail Grocers that will be held in Rochester June 21-24th. Business and pleasure, profit and fun, meet old acquaintances make new ones. The biggest and best convention that has been held—write your local chairman that you will be there.



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

Bell Main  
236

Phones

Automatic  
4451

WHOLESALE FIELD  
**SEEDS**

Distributors of *PINE TREE Brand*

**ALFRED J. BROWN SEED COMPANY**  
25-29 Campau Street  
GRAND RAPIDS, 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.

### A Spring Drive on the Housecleaning Trade.

Written for the Tradesman.

Many housewives will still be housecleaning when the hot weather arrives in the latter part of June. That, however, is no reason why the wide-awake hardware dealer should put off much longer the opening of his spring drive for housecleaning trade.

For housecleaning starts with the first suggestion of returning warmth, and continues until the housewife finds the weather too hot to work; and even outside these supposed time limits, housecleaning lines are more or less in demand all the year around.

The demand for these lines is, however, heaviest in the early spring; and the dealer who at this particular season goes aggressively after the business will find the trade in these lines both extensive and profitable.

The time to start the campaign is in March. Indeed, many wideawake dealers have launched it already. While the heavy demand does not develop until later, it is not too early to commence featuring housecleaning lines a couple of weeks before the demand is likely to set in. Prominence given these lines in March will result in bigger sales in April and May. An early start is essential if you wish to do a big business, and in any case, the shrewd dealer sees to it that he is stocked up and in a position to handle the trade when it does develop.

The general classification of "housecleaning lines" covers a wide variety of articles handled in the hardware store. Brooms, brushes, mops, pails, carpet-stretchers and beaters, hammers, stepladders, tacks, vacuum cleaners—all these and hundreds of other articles are useful accessories in the spring housecleaning and can, accordingly, be brought to the front and featured from now on.

It is often a good stunt to create, for the time being, a sort of housecleaning department. One dealer set aside the front section of one side of his store for this purpose. The larger articles were arranged to good advantage, and a table was used for some of the smaller and cheaper articles. Over this section of the store was suspended a large sign:

Make Your Housecleaning Easy  
Let Us Show You How.

The display in this section at once arrested the attention of every woman who entered the store. The feminine customers invariably looked over the goods on display; and in the great majority of instances purchases resulted. The dealer sold more brooms in one month than in the previous three or four months.

Coupled with this display the dealer featured a vacuum cleaner demonstration. The vacuum cleaner was at that time still something of a novelty; but even to-day a well-advertised demonstration would serve to draw a considerable crowd. The dealer sold a number of cleaners at once, sent out others on approval, rented others with

the option of applying the rent on the purchase price, and succeeded in selling large quantities of other housecleaning lines to people who came to see the demonstration.

In this connection a demonstration, particularly of some novel labor-saving device, can always be counted on to attract attention. That is, provided it is properly advertised. Fourfold advertising of any such demonstration is desirable. First, through the newspaper. Second, through window display—if necessary, show the demonstration itself in the window; or, failing that, show the article with cards inviting the passerby to come in and see the demonstrations. Third, send out circulars or, better still, print formal cards or letters inviting a selected list of prospects to see the demonstration. Finally, use the telephone to reach customers who do not come into the store, and invite every customer who does come in.

In short, make the affair a big feature, and not merely a perfunctory performance.

In any display of housecleaning lines the labor-saving feature should be stressed. Not merely the labor-saving aspects of such articles as vacuum cleaners, washing machines and the like, but the labor saving that results from the possession of a complete equipment for efficient housecleaning.

How much equipment has the average housewife in your community when she starts her spring housecleaning? Has she enough? You know she could have three times as much, perhaps five times as much, before she would be equipped to handle the work properly. You know, too, that 50 per cent. of the drudgery of housecleaning results from lack of efficient tools—tools that, in most cases could be bought very cheaply. From time immemorial husbands and wives alike have counted it the truest economy to wear out the woman in order to make a 25 cent scrubbing brush last longer, or to get through with one galvanized iron pail where two would reduce the amount of work.

While recent years have shown some improvement, there is still an immense opportunity awaiting the hardware dealer who will put the right idea in housecleaning aggressively before his public.

As a minor item of equipment, how many households in any ordinary community have window rubbers for washing down windows? Perhaps two or three per cent. perhaps not that many. How many housewives are beating the rugs with a single carpet beater, and a broken one at that—when there are a couple of husky boys in the family who could swat a lot of mischief out of them if they had the equipment?

And so on. The wide-awake hardware dealer will base his housecleaning drive on the fact that it is immensely easier to houseclean if one has proper equipment for the purpose. And he will follow up this argument by telling the housewife, in his newspaper advertising, his circular letters, his window display and from behind the counter, just what articles he has that will help her, and just where and how they will help.



Protect  
Chicks &  
Plants with  
**CEL-O-GLASS**

FOSTER, STEVENS  
and COMPANY

Write for circular

## 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.

## 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

Automobile Accessories

Garage Equipment

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes & Mackinaws

Sheep lined and

Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN



In every hardware store there are scores of useful things that housewives would buy, if hardware dealers could only drive home the fact that to save time and labor in housecleaning is to lengthen life and save one's good looks.

The demonstration is as good a method as any of showing the housewife just what you have in this line. One dealer for part of the housecleaning season has a woman expert give hour talks every afternoon on "How to save work in the home." The expert in her talks to the women drives home this idea of the helpfulness of modern household equipment to the busy woman.

There is so much work incidental to housecleaning that a wide variety of lines can be featured at this season. For instance, old stoves must be polished; so stove polishes come into demand. Gloves are very handy for use in applying the polish; they are better than the old socks that most housewives use to protect their hands. Silverware, cutlery, brass goods, etc., must also be brightened; which stimulates a demand for other polishes.

In featuring such lines, a good idea, even though an old one, is to take a very dirty article, clean one-half as brightly as possible, and leave the other half dirty. The contrast will fairly talk to anyone who looks at the article. A dealer placed a kettle half cleaned on top of a pyramid of packages and tins containing a metal polish a simple, easily contrived display that sold a surprising amount of polish and laid the foundation for a steady stream of repeat orders.

Victor Lauriston.

**Novelties in Cheap Jewelry.**

The vogue for Russian antique and Renaissance jewelry to sell at a popular price continues strong, and wholesalers report large orders for this merchandise from retailers all over the country. In one well known line seen here yesterday, a large variety of items in the Russian antique style was featured. These included necklaces, collings, meshbags, purses and compacts. Amethyst and topaz stones are used for decorations. The Renaissance style merchandise, including similar items, has a green gold finish and has just been placed on the market. These are also set with colored stones, particularly aquamarine. The various items are priced to retail from 50 cents to \$50 each. The general business in novelty jewelry this season has been excellent.

**Your Fire Burden.**

Every dollar lost through fire adds to your burden, you pay your share of it one way or another.

You pay for it through the lost material—wealth that is burned up and ceases to work for its owner, for civilization, and you.

You pay through your fellow men's unemployment. You suffer when another continues to be a consumer, but ceases to be a producer.

Resolve now that no fire shall ever be charged to your carelessness or negligence. Lend your whole hearted co-operation to prevent fire waste.

**Ice Harvest Still in Progress.**

Onaway, March 22—Although Old Sol is beginning to cut his way into the snow banks, ice cutting is not yet over with and a big crew is engaged, filling the mammoth ice house at the Tower pond, the ice being pure and clear as crystal.

From the number of snow scenes that have been taken and mailed away, our friends farther South will imagine that we are in the frozen North in the vicinity of the Arctic region. Such conditions are not a hardship. They are just a natural part of our good Northern Michigan, the part of the State where life is worth living; where hot-houses and stuffy atmosphere are unknown quantities; where complexions are grown instead of being painted on. Did you ever note the complexion of a Northern Michigan girl? Then again, compare the complexions of the tourists "before and after" leaving and returning to their Southern homes.

It is estimated that before the end of the coming summer every available portion of the frontage around Black Lake will be taken up, and it is a mighty big lake, being nine miles long by five miles wide. It is going to be a permanent fishing heaven for the sportsmen because of the fact it is too big to be fished out.

By the Way—When on Your Way—See Onaway and Black Lake State Park. Squire Signal.

**Lent Hits Gem Sales.**

The coming of Lent has had a noticeable effect on the demand for precious stones, particularly that for colored gems. The call for pearls is also marking time for the moment. The lack of movement in the latter is also attributed to the observance of the Lenten period on the part of many of the wealthier consumers of the country which is reflected by a lull in the trade. Little attention is paid in the trade to published reports that the sale of real pearls is being cut into by the gradual perfection of imitations. While there is no attempt to deny that many imitations are being sold, the assertion was made yesterday that genuine pearls will always have a high place in the gem world and that, as their rarity increases, their place will become more and more secure. It was further said that the present scarcity of fine pearls is steadily making them more valuable, and that prices of high-quality pearls are even higher now than at the first of the year.

**Corporations Wound Up.**

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Mercer Park Land Co., Detroit. Home Woolen Mill, Eaton Rapids Terminal Transfer Co., Detroit Detroit Lemon Products Co., Detroit F. A. Porter Co., Kalamazoo Klee-Nup Corporation, Houghton Hart Bros.' Realty & Bldg. Co., Detroit Eaton Rapids Sales Corp., Eaton Rapids. Lowell Mfg. Co., Grand Rapids. J. T. Boone Corporation, Detroit. Bearings Service Co., Detroit. C. M. Moderwell & Co., Detroit Tep Mfg. Co., Detroit Interior Lumber Co., Bay City.

You don't have to wear a plug hat to be a snob. There's many a snob in overalls only we call his something else.

You may have been successful yesterday with yesterday's methods, but those methods will produce failure today and to-morrow.

# Good Will and Profits

Increased Good Will means increased Profits.

You can find no more effective way of keeping customers sold than by making Long Distance calls between salesmen's visits.

Add Long Distance to Your Selling Force



MICHIGAN BELL TELEPHONE COMPANY

One System      One Policy      Universal Service

**COMMERCIAL TRAVELER**

**News and Gossip About Michigan Hotels.**

St. Joseph, March 23—Last week I made mention of the fact that George L. Crocker, well-known former Michigan hotel man, had resigned from the management of the Nicollet Hotel, Minneapolis. Now it develops that he has taken over the management of the Fort Steuben Hotel, at Steubenville, Ohio, where he was located prior to the time of taking charge of the Durant, at Flint, some four years ago.

The Eastern Michigan Tourists' Association will endeavor to raise \$100,000 for a publicity fund for 1926, according to T. F. Marston, Bay City, secretary. A portion of this fund will be devoted to the publication of the Association's organ, "See Michigan First," and the balance to missionary work in carrying Michigan to the very door of intending visitors. This organization, which is largely supported by hotel interests, was formed to carry on a campaign each year to interest tourists in the Eastern half of the State. Hotel men on the official list are John A. Anderson, Hotel Harrington, Port Huron, first vice-president, and Mr. Klare, Hotel Statler, Detroit, third vice-president.

Three hundred members of the American Society of Baking Engineers spent several days in Chicago last week discussing the problems of a better loaf of bread.

"The reputation of the bread her husband's mother used to make has been the bugbear of every bride in the country," all of the experts claimed, "when as a matter of fact the little bride can trip across the street to the modern bakery now and get a better loaf of bread than her husband's mother or anybody else's mother ever made. Professional bakers in modern bakeries put up a far better loaf than is made at home. The baker knows the difference between the kinds of flour and how to mix each kind. He has the temperature and timing scientifically correct."

With all these so-called advantages why in blank doesn't he make a loaf of bread that children will cry for? The facts being that the younger generation of to-day do not have the faintest conception of just what real palatable bread is, and that is the reason why tea biscuits, muffins and other hot breads have superseded the staff of life.

This also has been "scientifically" tried out. I know of one feeding place where a demand of twenty loaves per day of real simon-pure homemade bread, dropped off to less than one-half amount of the spurious imitation, and then only when the last mentioned product was converted into toast.

I still reiterate that anyone who has enterprise enough to do so can secure an ever increasing demand for real mother's bread at twice the price charged for the commercial variety. And any hotel man who was not born yesterday will tell you so.

There is just the same difference between bread and bread as there is between the flaky pie crust of home brew and the boiler iron variety of the man who "scientifically" knows all about it, and then goes to sleep at the switch.

Up to a short time ago B. H. Hannaford was interested in a Grand Rapids cafeteria by that name. But how many know anything about his antecedents? Mr. Hannaford was born in New Hampshire in 1846, hence is now in his 80th year. His first hotel experience was with the Cutler House, at Grand Haven, in the early '70s. Later he was clerk and assistant to A. R. Antsdel, at the Rathbun House, Grand Rapids; and in 1877-80 was manager of the old Clifton House in Chicago. From a position as manager of the hotel at Webster City, Iowa, he became manager of a chain of eating

houses for the Illinois Central Railroad and held other responsible positions.

Mr. Hannaford established the first cafeteria in Grand Rapids, located in the Cody Hotel, in 1913, which he owned and operated until 1922, and then established the institution bearing his name at Monroe and Commerce street. At 80 he is still hale and hearty, and though retired, enjoys telling of his early day experiences in hotel operation, particularly in Michigan.

In Philadelphia the favorite dish at any short order institution is "scrapple," just as in Boston, the real native asks for "Boston baked."

But Boston baked beans are supplied the world over, so that the Boston man is at home in any port where he may land.

But the Quaker must needs subsist on Quaker oats which he never heard of in his own home town, but hanker after "scrapple" which no one ever heard of outside of it. Yet this palatable dish would create a demand for itself if it were properly made and advertised.

Know anything about it? No. Well here it is:

A houlder of a medium sized hog, a couple of hog livers, buckwheat flour, corn meal and seasoning (salt and pepper only) to taste. Boil the meat until it drops from the bone.

Remove bones and meat from roaster, saving water, and grind the meat in an ordinary food chopper. In another pot boil the livers, but throw away the water. Use the pot which contained the pork as a container. Into this water put the chopped meat and livers, adding alternate handful of flour and corn meal, stewing it constantly until it assumes the consistency of corn meal mush.

After this operation it is to be treated the same as cold corn meal mush—fried and served with syrup. It will play an equal part with corned beef hash in your daily offering. Then advertise it.

I asked a veteran traveling man the other day to offer me a single criticism on hotel operation under conditions as he found them.

"I will do it," said he. "Ninety per cent. of the hotels I visit are subject to the one criticism of not providing guest rooms with proper writing material. If you find paper and envelopes, you will either find the ink well dry or the pens out of commission. It is a trifling thing to speak about, but it is a condition sometimes both annoying and embarrassing. I visit several hotels which are punctilious, so far as hospitality, service and cleanliness are concerned, but when I sit down to a well appointed writing desk, I find they have been negligent in this one particular."

This is, no doubt, true in too many instances. Just as important as soap and towels is a proper equipment of stationery, etc. Don't excuse yourself with the thought that room phone service makes these items promptly available. It shows laxity of supervision and sometimes nettles the guest. One omission suggests the possibility of others. Anticipate the requirements of your guests; don't meet them perfunctorily or as a military necessity.

Also the almost universal disregard for the Volstead act leaves an accumulation of drinking glasses in one department to the denuding of others. A drinking glass or two in a room are just as essential as any one article provided for same, and maids should be instructed to check up each day and know that they are provided.

Often the smaller details of service in a hotel make the strongest appeal to the guest. For instance, place in your rooms cloths for shoe polishing. You may think the only advantage derived by doing this is to save wear and tear on towels. Nothing of the kind. The guest does not want to use a harsh towel for polishing his shoes, but he wants to polish them all the same. The polishing cloth does the

**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 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

**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 Michigan

**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

PHONES: Citizens 65173. Bell Main 173

**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.

*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 Luxurious Rooms  
Turkish Baths ERNEST McLEAN, Mgr.

**HOTEL BROWNING**

150 Fireproof Rooms

GRAND RAPIDS

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 PANTLIND HOTEL**

The Center of Social and Business Activities

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.



business and it is spoken of to your advantage.

Mrs. C. L. Ellis, owner of the Hotel Goodwin, Cassopolis, has leased her hotel to a Mr. Havlin, a former Chicago operator, but who has been recently engaged in business at Berrien Springs. I will have more to say about this change in a short time.

A. N. Michaelson, Manager of Hotel Premier, at Benton Harbor, advises me that an addition of sixty-six rooms and five stories will be made to his establishment this season. The present dining room will be removed to the new building and the space it now occupies will be added to the present lobby. One would think that Benton Harbor is plentifully supplied with hotel accommodations, but the Premier, on account of its popular mineral bath equipment, enjoys a satisfactory patronage at all times, and recently it has been on the increase, which justifies the additional investment.

O. R. Smith, who has so satisfactorily operated the Star Hotel, at Water-vliet, for the last three years, recently bought a discontinued hotel at Covert, and is converting it into something worth while, with all modern conveniences. It also will be called the Star, and I prophesy it will be a money maker, because in the first place it has an exceptionally good location and besides Mr. Smith is a capable landlord and has a reputation for good meals.

Since a former visit I paid at Coloma, Mrs. Zetta Hansen, of Minneapolis, has bought the Coloma House, changed its name to the Travelers Home, and made some wonderful physical changes in the property. In fact, it is hardly recognizable. It is now most attractive and modern, enjoys a good business, and commercial men advise me it deserves its present prosperity.

I dropped into the Dixie Hotel, at Dowagiac, the other day for a brief visit, and found its owner and operator, L. J. Maier, sufficiently busy to keep him out of possible mischief.

The Dixie was once the old Elker-ton, known (I will not say "famed") in story and song as one of the poorest excuses for a hotel in Michigan. It was not even steam heated, and if it had a landlord he was hard to discover. Now it has undergone a complete transfiguration, has been remodeled, redecorated, and supplied with every modern convenience, including running water and baths, and is certainly worth while. Under the supervision of Mr. Maier, it has been transposed from a ne'er-do-well to a money maker and is one of Dowagiac's show places.

C. W. Sams, Manager of the Hotel Clifton, at Marquette, writes me of extensive improvements in his hotel, including Tarazza floors in lobby and lounge, which completes a program of progress on which he has been working for some time. Mr. Sams is well-known as a maitre throughout the Upper Peninsula, and with these recent improvements takes Marquette out of the column of possibilities for another new hotel, which has been talked of for some time.

It looks very much as though 1926 is going to prove the best resort season for many years, if not absolutely a record breaker, but in addition to a year of profit from hotel operation of itself, comes the reasonable prediction that desirable resort property is going up several notches in value, coupled with a surprising demand for same.

H. N. Duff, Chairman of the Michigan Securities Commission, says that "from all available information, the indications are that there will be unprecedented exchanges of Northern Michigan resort property this summer, and we believe the lull in speculative operations in Florida will transfer same to a great extent in this State."

"Thousands of acres of this type of property is held under options by

brokers now and we believe most of this land will be sold outside of the State. Over 100 outside agencies have applied for licenses to sell Michigan resort property, which is undoubtedly due in part to lack of employment for operators who have been doing business in Florida.

"We were reliably informed some time ago that Michigan was to be their only field for summer operations."

The writer has reason to know that a real boom has set in and no doubt desirable property on Lake Michigan and various inland waters, will go to unheard of prices, but the long headed owners of such property will do well to benefit by the experience of Florida traders, and not delude themselves with the notion that there is to be no limit to the prices which will obtain.

Michigan has something of a substantial nature to offer to investors, and prices heretofore have been notoriously low, but it is a false notion to fall into the idea that the sky is the limit on prices which will prevail and thereby endanger the source of supply of golden goose fruit.

It will be impossible to prevent unwarranted speculation, but Michigan laws are stringent enough to keep all real estate deals on a legitimate basis, but there is always the incentive to sell something for which it is not, and this leads to final disappointment and disaster.

How many patrons of hotel dining rooms and restaurants know that danger lurks in the glass of milk which accompanies a meal at which sea food and fish are consumed.

In an interesting talk with Tupper Townsend, Manager of Hotel Whitcomb, St. Joseph, who filled the position of steward in several of the leading hotels of this country, he advised me that all caterers were aware of the fact, and many advised their customers to the effect that a glass of milk consumed in connection with oysters, clams and fish, either raw or cooked, invited a tussle with ptomaine poisoning.

Milk may be used in the preparation of these articles, but must not be taken raw.

Also that steel cutlery used in the serving of such food frequently produced the same result.

Many people avoid use of fish and other sea food for fear of serious consequences, but the real danger is attributable to the cause before mentioned.

A course of instruction given to employers who participate in the handling and serving of such should be adopted and followed up carefully. It would benefit the fish industry and ought to be appreciated by patrons.

As if Detroit did not already have at least 25 per cent. more of hotel rooms than she ordinarily needs, except on the occasion of a convention, with two or more extensive ones under construction, now comes the announcement of another, The Detroit, to be built at Cass and Bagley avenues, with 800 room capacity.

The organization building same will be known as the Detroit Hotel Company, which is made up largely by Fisher Body interests. The building will be 17 stories and cost \$6,000,000.

It is to be operated as one link of a chain of hotels by the Continental-Leland Corporation, and as a money maker will stand as much chance as a snow bank in dog days.

Possibly the rentals of the twenty-seven stores to be incorporated in its plans may bring in enough to pay a low interest on the investment, but even at that it is by no means a certainty that Detroit is not already acquiring too much of that class of property also.

However, inasmuch as the State Securities Commission is doing nothing to prevent this type of promotion and the sucker crop has not become entirely extinct, there is no reason why the promoters of this new hotel should not go ahead and make a clean-up re-

gardless. Mining shares and oil stock deals are too ancient to interest the gambler of to-day; three-card monte and the shell-game have whiskers; so this present day scheme of building hotels, the only requirements of operation being to have plenty of cashiers to take in the money behind the desk, must have its fling. In this particular instance the wherewithal is supposed to come from the pockets of such as can afford to experiment, so why not go ahead and speed the arrival of the day when everyone will be his own hotel operator.

Frank S. Verbeck.

**Gabby Gleanings From Grand Rapids.**

Grand Rapids, March 23—The Salesmen's Club of Grand Rapids, at their weekly luncheon on Saturday at Pantlind Hotel, will be addressed by John K. Burch, of the A. F. Burch Co. on, "Action, the Supreme Law of Life."

Richard Bean (National Candy Co.) has returned from a sixteen day trip by special train covering all available cities between Chicago and Miami. The party traveled at night and played golf all day, seeing very little of the cities visited except the golf grounds and surroundings.

The bank eruption, which has been the talk of the town for the past two weeks, has ceased to send out further reverberations. Vice-President Calkin and Cashier Bishop, of the Fourth National Bank, have gone over to the Old National Bank, taking many of their friends among the depositors with them. Samuel D. Young, Victor M. Tuthill, David H. Brown and Charles N. Remington, directors of the Fourth, have been added to the board of the Grand Rapids National. The Fourth National building is evidently retained by Joseph H. Brewer to be made a part of some pretentious building project he has in mind.

Regrettable advices from Chicago are to the effect that Uncle Louie Winternitz has been compelled to take up his abode for a few days at Michael Reese hospital, due to a severe cold involving a slight touch of pneumonia. The prayers of Grand Rapids friends go out for his prompt and complete recovery.

E. L. Fritz has opened a second drug store at Muskegon Heights. The stock, fixtures and fountain were furnished by the Hazeltine & Perkins Drug Co.

W. H. Selkirk, who was engaged in the clothing business thirteen years at Charlotte and eight years at Boyne City, has transferred himself from the Oregon City Woolen Mills to the Pendleton Woolen Mills. He will make Grand Rapids his headquarters

hereafter, instead of Chicago. His territory includes all available towns in Michigan and Indiana.

Ripley Bros. have opened their new drug store at Whitehall. The Hazeltine & Perkins Drug Co. furnished the stock, fixtures and soda fountain.

John H. Millar (National Candy Co.) writes Gabby as follows: "To us grip carriers we can say in all truth there is no place like home. But at Newaygo there is a place—Valley Inn, E. N. Manning, proprietor—that is as near homelike as any hotel can possibly be. The meals are good and well served. Rooms large and elegant beds, every spot and place attractive and neat and lobby especially cozy. Just a nice drive from Grand Rapids of a Sunday to create an appetite for a real chicken dinner."

**Two Events in the History of the T. P. A.**

Grand Rapids, March 23—The annual meeting of Post A, T. P. A. of A. will be held at the Grand Rapids Association of Commerce building, 35 Pearl street, Saturday, March 27, at 2:30 o'clock.

Try and arrange to be present and help select the officers who will have charge of Post A affairs for the next year, also learn what has been accomplished during the past twelve months.

We need the support of every T. P. A. and if you can bring an eligible prospect it will be appreciated.

On Saturday evening, March 27, following our annual meeting, a basket picnic will be held in the Franklin community house, Franklin playgrounds. Coffee, cream and sugar will be furnished, but you will have to bring your own lunch, also silver and dishes. Make up a party of your friends (this is not confined to members) and enjoy something a little bit different.

Lew Caskey's orchestra will furnish music for dancing, Marjorie Ford's pupils will entertain with specialty numbers and other features which are being planned will help to make the evening one to be enjoyed by all.

A small charge of \$1 per couple is being made to help defray the expense and a ticket is enclosed. Please mail check for ticket to this office, 320 Shepard building and if you can use any additional tickets telephone 6-9462, or any of the ladies of the committee.

The ladies, who are in full charge, know how to provide a good time and you will be sorry if you do not attend.

A. D. Carrel, Sec'y.

**FUL-CO-PEP**  
POULTRY FEEDS

- F-O-P Chick Starter,
- F-O-P Fine Chick,
- F-O-P Coarse Chick,
- F-O-P Scratch Grains,
- F-O-P Egg Mash.
- Rolled Oats.

Big Egg and Early Bird Scratch Grains.

Ask for Prices.

**KENT GROCER COMPANY**  
WHOLESALE DISTRIBUTORS



## DRUGS

Michigan Board of Pharmacy.  
President—J. A. Skinner, Cedar Springs  
Director—H. H. Hoffman, Lansing.  
Examination Sessions—Detroit, Jan. 19,  
20 and 21; Grand Rapids, March 16, 17  
and 18.

### Mistake To Include Compound Chalk Powder.

The new U. S. P. I regret to state again includes the compound chalk powder, which I believe is a grand mistake from a therapeutic standpoint, on account of the 50 per cent. sucrose content.

Why such an amount of cane sugar, or any, for that matter, in a galenical recommended as an antacid or mild astringent in gastric acidity and fermentative diarrhea in children during the summer months?

The chalk itself, preferably associated with some desirable aromatics to enhance astringency and contribute carminative and antiseptic action, would prove of undoubted medicinal value in the vast majority of cases, but sugar, as everybody knows, is very apt to cause distressing fermentation and retard recovery. Why, then, should it be exhibited in the form of a remedial for gastro-intestinal disturbances?

Perhaps the committee on revision again introduced it because some physicians prescribe it occasionally as a sort of a vehicle for other agents, as the bismuth salts and oxide of magnesia, etc., but the large amount of sugar in the compound chalk powder will surely defeat the antacid action of magnesia or any other alkali, and I am also of the opinion that compound chalk powder is a poor synergist for the bismuth salts, retarding the sedative, astringent and antiseptic actions.

Compound chalk powder is positively of no value given alone or in combination and should not be in such a valuable work as our present U. S. P. because the presence of sugar in the formula defeats the object for which it is intended.

The present formula of chalk mixture is a decided improvement as, compared with the one of the ninth decennial revision, it is similar to the one which I suggested in a paper on U. S. P. comments and criticisms read at the 1917 meeting of the New Jersey Pharmaceutical Association.

The present formula replaces the sugar in the compound chalk powder of the old mixture with glycerin, which should have been done before in order to render the preparation of some medicinal value. The formula as it stands contains no acacia, but the compound chalk powder does. The only advantage of acacia in a chalk mixture is its demulcent action on mucous linings in catarrhal inflammation of the stomach and intestines, and to suspend bulky and insoluble powders, and it is therefore a question if it was wise or not to leave it out of the present formula.

But, nevertheless, the chalk mixture of the present U. S. P. has become at last one of utility as an antacid and mild astringent combined with opium, the bismuth salts and vegetable astringents in diarrheas.

The carbo-hydrate sugar should not

be associated with antacids in any preparation if we desire to antagonize acidosis, and I am therefore very glad to note the deletion of the troches of sodium bicarbonate, because of what earthly use could they be for a sour stomach containing such a large proportion of sugar?

Another nonsensical formula was the one for the troches of magnesia. Here we find that the proportion of magnesia was too small and that of sugar too large. It should have contained no sugar at all, likewise the charcoal tablets N. F. recommended to be an antacid and absorbent. How can they be so? If they contain sugar the synergists in this case should be a proper proportion of magnesia or bicarbonate of sodium.

Philemon E. Hommell.

### Why Except China From Our Usual Fairness?

Grandville, March 23—We have read of a bull in a china shop, but the late bull perpetrated by this country and several so-called Christian nations to compel heathen China to keep her ports open for world trade is something akin to presumption of a sort not quite square to our heathen neighbor.

During the civil war the United States blockaded the Southern ports, thus keeping out all foreigners from trading with the belligerents down in Dixie. The world outside did not go to war on account of this. It was conceded by most that a nation had a right to blockade its own ports if such a process was deemed necessary. There may have been some grumbling, but no foreign country sent war ships and soldiers to open the American blockade.

China, with its four hundred millions population, is heathen, consequently not subject to the laws and regulations of civilized nations. Is this the reason the Christian world began at once to mobilize armaments to menace the Chinese government when she, in fighting her rebels, blockaded the ports and rivers of her own land?

Truly it makes a difference whose ox is gored.

England might close the harbors of her iste to foreign ships if so she deemed it necessary and America would hesitate about sending a half dozen armed ships over there to open those closed ports.

The heathen Chinese is a different proposition. We do not treat him as an equal, far from it. It is, of course, much safer to flourish our whip over the head of this yellow nation and order her to keep open her ports to foreign commerce, and yet China is doing nothing more heinous than did our Government when it shut out foreign vessels from Southern ports during our civil war.

There was some sort of an agreement after the Boxer troubles which, it seems, bound heathen China to certain things which could not have been exacted from a Christian nation.

Walk upright. Deal justly and you shall prosper. Is it any more honest to browbeat and trample down the rights of a heathen than those of a Christian? It seems to be so regarded by the majority of people, but in reality the rights of the lowly Chinese are as much to be regarded as are those of the white Christian race.

We had at one time much trouble with the Indians in America. Most of these troubles were brought about by the lowdown treatment inflicted upon the reds by his white brothers. We seem to have forgotten some things in our desire to be not hindered in our commercial relations with the yellow countries. Forcing ourselves thus upon them is not surely conducive to

creating a friendly feeling for ourselves.

America is not the only nation that has sinned in this particular, but the sins of other countries should not give our country license to humiliate weakly governed China.

Is it not possible for this yellow nation to so improve, socially and politically, as to acquire knowledge of a character that makes for the intelligence of her people until her many millions may become a menace to other lands?

The white people of the occident should beware of what the future holds. Nations, like individuals, change and it is not impossible for the Chinese to emulate the Yankees in their growth in intelligence and power. When, after a century perhaps, the more than quarter billion inhabitants of the present despised China become as intellectual as most white nations, what is to prevent them from recalling the slurs, slights and mean things done to them by Britain or the United States, and taking a long delayed but sweet revenge on their old time enemies?

That time is a long way off, to be sure, but it is sure to come, and then there will be a reckoning that will make this old earth run red with blood, all because of the wrongs heaped by good Christian nations upon a sad-eyed heathen brother.

In good truth there should not be one set of rules to govern our intercourse with heathendom and another with our white Christian brothers.

Soviet Russia is wiser than are the other white nations in her dealings with China. She refuses to join in any onslaught on the yellow men and is reaping a harvest that will be of aid to her when the war between the yellow East and white West takes place.

The United States has been, in the main, absolutely right in her wars heretofore. Her present treatment of China is not to our credit, however, and should be amended.

China is not so helpless as was the red Indian when our fathers first sought America. There are many inequalities in national affairs which time alone can set right. The argument to treat China justly because of the fear that she may in time become a dangerous foe is not the Christian principle exactly, and should not take the place of humane actions because such are proper and just.

America cannot afford to deal unjustly with heathen China any more than she can deal thus with Britain, France or Italy. It is safer, of course, but no wrong is made right because of the fact that the one wronged has not the physical power to resent that wrong.

The ordinary citizen may well ask why we resent an act on China's part which would scarcely raise a flutter were any of the civilized white nations to do the same thing. If it were right for France or England, or even America to seek safety for themselves through a blockade, why not equally proper and right for heathen China? Old Timer.

### Silk Demand Continues Quiet.

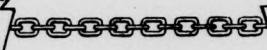
Further weakness in raw silk has not been conducive to activity in the broad silk market. Buyers continue to stress price in their purchasing, which covers at present a variety of weaves. Plain cloths, particularly sheer silks, continue to dominate in the buying. As a rule these weaves are being more strongly held by manufacturers than are prints. The demand for the latter continues to ease off and in a number of cases the prices are said to be lower than wholesale manufacturing costs.

## Drug Store Equipment

We have come into possession of a complete equipment of fixtures for a drug store and soda fountain. These fixtures were used in a drug store, but they would be very serviceable for a restaurant or confectionery. Immediate investigation solicited.

CENTRAL STATE SAVINGS BANK

Shepherd, Mich.

**K**  **K**

**\$275,000**

**FRANK D. FRY**  
(of Detroit)

First Mortgage Serial Gold Bonds Due March 15, 1928-36, at par and interest, to Yield

**6.50%**

These bonds are secured by a closed first mortgage on property known as Blenheim Forest, Detroit, appraised by the Detroit Trust Co. at \$550,680, and also are the direct obligation of Frank D. and Mary B. Fry, whose net worth is several times the amount of this issue. Eighty percent of the collections on lots sold on this property is set aside for retirement of bonds at maturity. In the opinion of counsel, Stevenson, Butzel, Eamon and Long, these bonds qualify as a legal investment for savings banks. Detroit Trust Company trustee.

**A. E. KUSTERER & Co.**

INVESTMENT BANKERS  
AND BROKERS

MICHIGAN TRUST BUILDING.  
CITIZENS 4267 BELL MAIN 2435

**FIRE AND BURGLAR PROOF**

**SAFES**

**Grand Rapids Safe Co.**

Tradesman Building







# 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 Cherries

### DECLINED

Brooms  
Veal  
Lamb  
Fruit Cans

### 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. ----- 95  
Royal, 6 oz., doz. ----- 2 70  
Royal, 12 oz., doz. ----- 5 20  
Rocket, 5 lb. ----- 31 20  
Rocket, 16 oz. doz. 1 25

### K. C. Brand

Per case  
10c size, 4 doz. ----- 3 70  
15c size, 4 doz. ----- 5 50  
20c size, 4 doz. ----- 7 20  
25c size, 4 doz. ----- 9 20  
50c size, 2 doz. ----- 8 80  
80c size, 1 doz. ----- 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 Brist 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 25  
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 00  
Toy ----- 1 75  
Whisk, No. 3 ----- 2 75

### BRUSHES

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

### Stove

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

### Shoe

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

### BUTTER COLOR

Dandelion, ----- 2 85

### CANDLES

Electric Light, 40 lbs. 12.1  
Plumber, 40 lbs. ----- 12.8  
Paraffine, 6s ----- 14 1/2  
Paraffine, 12s ----- 14 1/2  
Wicking ----- 40  
Tudor, 6s, per box ----- 30

### CANNED FRUIT

Apples, 3 lb. Standard 1 50  
Apples, No. 10 ----- 4 75  
Apple Sauce, No. 10 ----- 7 75  
Apricots, No. 1 1 75  
Apricots, No. 2 ----- 3 00  
Apricots, No. 2 1/2 3 00  
Apricots, No. 10 ----- 8 25  
Blackberries, No. 10 10 50  
Blueberries, No. 2 2 00  
Blueberries, No. 10 ----- 14 50  
Cherries, No. 2 ----- 3 75  
Cherries, No. 2 1/2 ----- 4 50  
Cherries, No. 10 ----- 15 50  
Loganberries, No. 2 ----- 3 00  
Loganberries, No. 10 10 00  
Peaches, No. 1 1 50  
Peaches, No. 1, Sliced 1 25  
Peaches, No. 2 ----- 2 75  
Peaches, No. 2 1/2 Mich 3 25  
Peaches, 2 1/2 Cal. 3 00  
Peaches, 10, Mich. ----- 8 50  
Pineapple, 1 sl. ----- 1 75  
Pineapple, 2 sl. ----- 2 60  
P'apple, 2 br. sl. ----- 2 40  
P'apple, 2 1/2, all. ----- 2 90  
P'apple, 2, cru. ----- 2 60  
Pineapple, 10 cru. ----- 9 00  
Pears, No. 2 ----- 3 15  
Pears, No. 2 1/2 ----- 4 25  
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 90  
Clams, Minc'd, No. 1 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 80  
Lobster, No. 1/4, Star 2 90  
Shrimp, 1, wet ----- 1 60  
Sard's, 1/4 Oil, Ky ----- 6 10  
Sardines, 1/4 Oil, Kless 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 95  
Sardines, Im. 1/4, ea. 10@28  
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. sli. 1 35  
Beef, 3 1/2 oz. Qua. sli. 1 75  
Beef, 5 oz., Qua. sli. 2 35  
Beef, No. 1, B'nut, sli. 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, 3/4 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

Campbells ----- 1 15  
Quaker, 18 oz. ----- 90  
Fremont, 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 ----- 3 75  
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 50  
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. 3, cut ----- 1 20  
Corn, No. 2, Ex. stan. 1 80  
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. 45  
Mushrooms, Hotels ----- 36  
Mushrooms, Choice 8 oz. 48  
Mushrooms, Sur Extra 50  
Peas, No. 2, E. J. ----- 1 65  
Peas, No. 2, Sift. ----- 1 85  
June ----- 1 85  
Peas, No. 2, Ex. Sift. ----- 2 95  
E. J. ----- 2 95  
Peas, Ex. Fine, French 25  
Pumpkin, No. 3 1 45@1 75  
Pumpkin, No. 10 4 75@4 00  
Pimentos, 1/4, each ----- 12@14  
Pimentos, 3/4, each ----- 27  
Saurkraut, No. 3 1 40@1 50  
Succotash, No. 2, glass 2 50  
Succotash, No. 2, glass 2 80  
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

### Baked Beans

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

### 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 35  
Droste's Dutch, 5 lb. 60  
Chocolate Apples ----- 4 50  
Pastelles No. 1 ----- 12 60  
Pastelles, 1/2 lb. ----- 6 60  
Pains De Cafe ----- 3 00  
Droste's Bars, 1 doz. 2 00  
Delft Pastelles ----- 2 15  
1 lb. Rose Tin Bon ----- 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. Pastelles ----- 3 40  
Langes De Chats ----- 4 80

### CHOCOLATE.

Baker, Caracas, 1/4s ----- 37  
Baker, Caracas, 1/2s ----- 85

### COCOANUT

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

1 lb. Package  
Melrose ----- 37  
Liberty ----- 28  
Quaker ----- 44  
Nedrow ----- 42  
Morton House ----- 48  
Reno ----- 39  
Royal Club ----- 43

### 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  
Carolene, Tall, 4 doz. 3 80  
Carolene, Baby ----- 5 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



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 ----- 5 00  
Every Day, Baby ----- 4 90  
Pet, Tall ----- 5 00  
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  
Little Tom ----- 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

### CONFECTIONERY

Stick Candy Palls  
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  
Bittersweet, 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 PALLS

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

### LOZENGES PALLS

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

### HARD GOODS PALLS

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

### COUGH DROPS BXS.

Putnam's ----- 1 85  
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 ----- 22

### 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 ----- 33  
Evaporated, Slabs ----- 28  
Citron  
10 lb. box ----- 48

### CURRENTS

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

### DATES

Dromedary, 36s ----- 6 75

### PEACHES

Evap. Choice, un. ----- 27  
Evap. Ex. Fancy, P. P. 30

### PEEL

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

### RAISINS.

Seeded, bulk ----- 11 1/2  
Thompson's s'dies blk 9 1/2  
Thompson's seedless, 15 oz. ----- 12  
Seeded, 15 oz. ----- 14 1/2

### 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, 20 lb. bulk ----- 2 40  
Egg Nood., 6 oz. ----- 2 22  
Macaroni, 9 oz. ----- 2 60  
Spaghetti, 9 oz. ----- 2 60  
Quaker, 2 doz. ----- 2 00

### PEARL BARLEY

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

### PEAS

Scott, lb. ----- 05 1/4  
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 Lemon  
1 50 ----- 1/2 ounce ----- 1 50  
1 80 ----- 1 1/4 ounce ----- 1 80  
3 20 ----- 2 1/4 ounce ----- 3 20  
3 00 ----- 2 ounce ----- 3 00  
5 50 ----- 4 ounce ----- 5 50

### UNITED FLAVOR

Imitation Vanilla  
1 ounce, 10 cent, doz. 90  
2 ounce, 15 cent, doz. 1 25  
3 ounce, 25 cent, doz. 2 00  
4 ounce, 30 cent, doz. 2 25

### JIFFY PUNCH

3 doz. Carton ----- 2 25  
Assorted flavors.

### FRUIT CANS

F. O. B. Grand Rapids  
Mason.  
Half pint ----- 7 25  
One pint ----- 7 35  
One quart ----- 8 60  
Half gallon ----- 11 60  
Ideal Glass Top.  
Rubbers.  
Half pint ----- 8 50  
One pint ----- 8 80  
One quart ----- 10 50  
Half gallon ----- 14 75



GELATINE



26 oz., 1 doz. case... 6 00
3 1/4 oz., 4 doz. case... 3 60
One doz. free with 5 cases.

JELLY AND PRESERVES
Pure, 30 lb. pails... 3 30
Imitation, 30 lb. pails... 1 75

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

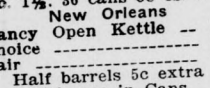
MINCE MEAT

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 cs... 6 20



Semdac, 12 pt. cans... 2 75
Semdac, 12 qt. cans... 4 60
PICKLES
Medium Sour... 17 00
Half bbls., 800 count... 9 00

NUTS

Almonds, Terregona... 30
Brazil, New... 25
Fancy mixed... 28
Filberts, Sicily... 10

Peanuts, Spanish, 125 lb. bags... 11 1/2
Filberts... 32
Pecans... 1 10
Walnuts... 55

OLIVES
Bulk, 5 gal. keg... 8 50
Quart Jars, dozen... 6 50

PARIS GREEN
1/8 s... 31
1 s... 29
2 s and 5 s... 27

PEANUT BUTTER



Bel Car-Mo Brand
24 1 lb. pails... 24
8 oz., 2 doz. in case... 5
5 lb. pails, 6 in crate... 12

PETROLEUM PRODUCTS

Iron Barrels
Perfection Kerosine... 12.1
Red Crown Gasoline... 17.7

Polarine

Light Iron Barrels... 62.2
Medium... 64.2
Heavy... 66.2



Semdac, 12 pt. cans... 2 75
Semdac, 12 qt. cans... 4 60
PICKLES
Medium Sour... 17 00
Half bbls., 800 count... 9 00

DIIL PICKLES
800 Size, 15 gal... 10 00
PIPES
Cob, 3 doz. in bx... 1 00

PLAYING CARDS
Derby, per doz... 2 75
Bicycle... 4 75
POTASH
Babbitt's, 2 doz... 2 75

FRESH MEATS
Beef
Top Steers & Heif... 17
Good Steers & Hf... 14

Cows
Top... 14
Good... 12 1/2
Medium... 11
Common... 10

Medium... 12 1/2
Poor... 10

Pork
Light hogs... 16
Medium hogs... 16 1/2
Heavy hogs... 15

PROVISIONS
Barreled Pork
Clear Back... 34 50@35 00
Short Cut Clear... 34 50@35 00

Lard
Pure in tierces... 16 1/2
60 lb. tubs... advance 1 1/4

Sausages
Bologna... 12 1/2
Liver... 12
Frankfort... 17

Smoked Meats
Hams, Cert., 14-16 lb... 31
Hams, Cert., 16-18 lb... 31

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 50
1/2 bbls, 35 lbs... 4 50

Casings
Hogs, per lb... 63
Beef, round set... 20@30
Beef, middles, set... 17 75

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

RUSKS
Holland Rusk Co.
Brand
18 roll packages... 2 30

SALERATUS
Arm and Hammer... 3 75
SAL SODA
Granulated, bbls... 1 80

COD FISH
15 1/2
Tablets, 1/2 lb. Pure... 19 1/2
Tablets, 1 lb. Pure... 1 40

Herring
Holland Herring
Mixed, Kegs... 1 10
Mixed, half bbls... 9 25

White Fish
Med. Fancy, 100 lb... 13 00
SHOE BLACKENING
1 in 1, Paste, doz... 1 35
E. Z. Combination, dz... 1 35

Enamaline Paste, doz... 1 35
Enamaline Liquid, dz... 1 35
E. Z. Liquid, per doz... 1 40

SALT
Colonial, 24, 2 lb... 98
Colonial, Iodized, 24-2... 2 40

Washing Powders
Bon Ami Pd, 3 dz. bx... 3 75
Bon Ami Cake, 3 dz... 3 25

SPICES
Whole Spices
Allspice, Jamaica... @24
Cloves, Zanzibar... @40

Worcester
Worcester
Ivory Salt
Per case, 24, 2 lbs... 2 40

Seasoning
Chili Powder, 15c... 1 35
Celery Salt, 3 oz... 95

SOAP
Am. Family, 100 box... 5 95
export, 120 box... 4 90

CORN SYRUP
Argo, 48, 1 lb. pkgs... 4 05
Argo, 48-1... 4 80

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

CLEANSERS
Kitchen Klenzer
80 can cases, \$4.80 per case

PRIDE OF KANUCK SYRUP
1 Case, 24 Pints... 6 25
1 Case, 12 Quarts... 5 50

Window Cleaners
12 in... 1 65
14 in... 1 85
16 in... 2 30

Wood Bowls
13 in. Butter... 5 00
15 in. Butter... 9 00

WRAPPING PAPER
Fibre, Manila, white... 05 1/2
No. 1 Fibre... 08

YEAST CAKE
Magic, 3 doz... 2 70
Sunlight, 3 doz... 2 70

YEAST-COMPRESSED
Fleischmann, per doz... 30

TABLE SAUCES
Lea & Perrin, large... 6 00
Lea & Perrin, small... 3 35

TEA
Japan
Medium... 27@33
Choice... 37@46

Gunpowder
Choice... 35
Fancy... 40

Ceylon
Pekoe, medium... 55
English Breakfast
Congou, Medium... 28

Oolong
Medium... 36
Choice... 45
Fancy... 50

TWINE
Cotton, 3 ply cone... 40
Cotton, 3 ply pails... 42

VINEGAR
Cider, 40 Grain... 21
White Wine, 80 grain... 25

WICKING
No. 0, per gross... 7k
No. 1, per gross... 1 25

WOODENWARE
Baskets
Busheis, narrow band, wire handles... 1 75

Churns
Barrel, 5 gal, each... 2 40
Barrel, 10 gal, each... 2 55

Egg Cases
No. 1, Star Carrier... 5 00
No. 2, Star Carrier... 8 00

Mop Sticks
Trojan spring... 2 00
Eclipse patent spring... 2 00

Pails
10 qt. Galvanized... 2 50
12 qt. Galvanized... 2 75

Traps
Mouse, Wood, 4 holes... 70
Mouse, wood, 6 holes... 60

Tubs
Large Galvanized... 9 25
Medium Galvanized... 8 00

Washboards
Banner, Globe... 5 50
Brass, single... 6 00



## DESIGNED LIKE A WHEEL.

## Plan of Sebring Very Unique and Original.

St. Petersburg, March 18—The true Floridian, as well as the realtor, impresses on the visitor that unless he diligently applies himself with unflagging zeal to the careful study of the vast resources and unlimited natural wealth of this land of enchantment, he will never be able to know anything but a superficial smattering of a very small section of it.

And unless much travel about the State is indulged in, the great variety of crops, the diversity of scenery, as well as numerous other intensely interesting spectacles must virtually remain unknown to him, except by hear say or second hand knowledge.

So let us take a little sight seeing trip into the interior. This is very easily arranged and at a very nominal expense.

This country has to be explored and exploited and it seems to be up to these developers, subdividers, and realtors to do it; not all of the people all of the time are willing to invest or even act interested about a lot of this sandy surface without first being shown.

We are earnestly solicited to visit numbers of these developments in almost every part of the State. "No obligations whatever to buy"—"we want you to be our guests"—"A delightful journey through the mountains of Florida"—"A veritable Switzerland in scenic beauty."

So we embark in a large commodious Pullman bus, seats all filled with twenty passengers in our party under the management of the Lakewood Terrace Estates, bound for Sebring, located in the South central part of the State a distance of something over a hundred miles, in what is known as the Southern edge of the ridge section.

The mental attitude of our party reflects the general disposition of most all Florida visitors—that of being out for a good time—and if the writer may be allowed the privilege of judging the other passengers by himself, there is not a single person concerned about being induced to make an investment.

A nominal charge is made, sufficient to take care of hotel expenses and meals of the trip, so we are somewhat relieved of the feeling that we are entirely obligated to the company and objects of their charity.

Leaving St. Petersburg about 9:30 a. m. we take the broad boulevard leading North and seated in our comfortable easy riding modern conveyance, equipped as it is with air cushions and an unobstructed view in every direction we were soon speeding along at 35 miles per hour.

Aside from an efficient driver in charge, we have a bus conductor, not to be compared at all to the conventional barker of a rubber-neck wagon, but a man of pleasing personality, plenty of tact and good humor. He soon creates an atmosphere of good feeling and friendliness among the passengers. He is very gracious in answering all questions and gives out a fund of valuable information as we speed along. The importance of such a personage is more fully appreciated and understood, when Mr. Charles Garfield, in a recent article in the Tradesman so aptly and graphically describes the tendency of present day travel, where he says: "People who drive machines seem to be intent upon going somewhere as quickly as possible, and while they may say they enjoy the country side, there is no opportunity at the rate of speed usually taken to gather truths about conditions or to add any accurate information to one's general knowledge."

A little way beyond the suburbs we pass through Buena Vista, one of the best known and most widely advertised developments, and a few miles

further on the St. Petersburg Kennel Club, a sporting institution that carries with it all the thrills, amusement and much of the fascination of horse racing, except that the track performers are running whippets and grey-hounds, trained to race with all the speed and swiftness of a thoroughbred. These fleet-footed canines are spurred into action by means of a mechanical rabbit arranged and so controlled as to keep about so many jumps ahead of the dogs.

We soon enter the approach of Gandy Bridge spanning the waters of old Tampa Bay for a distance of nine miles, the longest automobile bridge in the world and an engineering feat that has attracted world wide attention.

We enter the suburbs of Tampa, a big cosmopolitan city which is now crowding Jacksonville for the honors of metropolis of the State.

Large developments with massive approaches mark the entrance to many winding streets upon which have been constructed many new and slightly homes, all giving the appearance of a rapidly growing community and a busy building boom.

Our course takes us along the beautiful bay shore drive with a good view of Davis Island in the distance. Here is Tampa's extravagant and most expensive development, unique and fascinating in its character, in that it is a man-made island of over 800 acres, four-fifths of which was pumped from the bottom of the bay.

As our bus whirls over Hillsborough river we notice a large Mississippi river passenger boat moored to the wharf, a side wheel packet that has been brought down here and converted into a hotel to relieve the housing situation.

We have only to draw upon our imagination a little in running through the West end of Tampa to think that we are in Cuba, old Spain, or some other similar foreign country.

But we soon leave the city over the main East and West highway, which runs across the State through the thriving towns of Lakeland, Orlando, Sanford and DeLand to Daytona.

The general brand of scenery encountered on a cross country run in almost any direction over this prosperous peninsula is such as to greatly handicap the limited descriptive powers of the writer in portraying anything but sameness and monotony. This does not include many sections and urban properties after the artistic hand of the developer has applied his magic wand.

But between many towns there are vast stretches of trackless sandy surface covered with scrub palmetto and pine stumps, without any other sufficient verdure or forage to even sustain the proverbial razor back. However, rural scenes of Florida, including the quiet old country homestead of ante-bellum days, exhibiting, as it usually does, a very ordinary and even primitive type of agricultural activity, is not to be especially emphasized or spoken of in exalted terms, any more than the number and frequency with which they appear have a wonderful effect of dominating the scenery of the road side.

The pleasant sunshine, the splendid roads and the fine air have the necessary effect of subduing the most chronic grouch and quieting the most confirmed critic about the defects of the country and we speed along through the town of Plant City noted for producing an abundance of the earliest strawberries, and on to Lakeland, an exceptionally thriving little city including within its corporate limits eleven lovely lakes, the shores of which are dotted with beautiful developments.

The approach to this city has been a slow, almost imperceptible grade, but in the parlance of the Floridian, we are now among the hills and in the high country of the State at an ele-

## Why Sacrifice Profits?

It is not necessary when you stock and sell well-known merchandise on which the price has been established through years of consistent advertising.

In showing the price plainly on the package and in advertising

# K C Baking Powder

Same price for over  
35 years

25 ounces for 25¢

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

we have established the price—created a demand and insured your profits.

You can guarantee every can to give perfect satisfaction and agree to refund the full purchase price in which we will protect you.

## The Government Used Millions of Pounds

Let us show you how to increase your baking powder profits by selling K C

Jaques Manufacturing Co.  
Chicago



vation of about 270 feet above the sea level.

The Southern College is located on an imposing sight on the shores of lake Hollingsworth, a beautiful round body of water about the same surface area of our own Reed's lake. We continue our easterly course to Auburn-dale, an attractive town on the shores of Lake Arianna. Here is a stretch of highway commanding an imposing panorama that for artistic beauty cannot be surpassed by any that the writer has so far seen in his travels over the State; but we must hurry on through Lake Alfred, and Haines City, localities that comprise the center of great citrus industries.

From this point our course turns South along what is known as the Scenic Highway, a fine broad asphalt road running through the center of the Ridge section.

Using the vernacular of the realtor, we are now among the mountains of Florida. Here are the Alps of this enchanted country, a veritable Switzerland with picturesque surroundings and vineyards surpassing any country, climate, or conditions to be found on the Mediterranean or even in the Orient.

The very peak of the hills an elevation of almost 300 feet is reached at Mountain Lake Park, a winter resort of some of the wealthiest people in the country.

This particular State seems to differ from all others in its pioneer developments in that the opportunity for play, sport, and recreation are the chief attractions, rather than exploiting mineral wealth, oil, fertile acres or other natural resources. Florida's new citizens seem to be blest with a considerable amount of worldly goods.

People of leisure and means seek beautiful places to enjoy them, spend fabulous sums for their beautification and assisting landscape artists in developing new forms of loveliness.

Our splendid wide ribbon of asphalt winds by groves and skirts the shores of many picturesque lakes, as we go on through Babson Park and Crooked Lake. Frost Proof is situated between two of these bodies of water and the water protection thus afforded has given it an even temperature that has never known a frost, hence the name. Building is exceptionally active about this enterprising place.

One would have to be blind, indeed, on a trip of this kind who did not notice and mention the numerous tourists camps which are always such an important adjunct to every city, town, village or hamlet. No progressive settlement can ever expect to solicit patronage or deem itself worthy of any prominence, or even so much as a mark on the highway, unless it can boast of a tourist camp.

Continuing on in a Southerly direction through Avon Park we arrive about mid-afternoon at our destination, the thriving little city of Sebring, at the very Southern edge of the ridge section, from which the elevation gradually drops off South to the low lands surrounding lake Okeechobee and farther South to the cypress swamps and almost trackless confines of the Everglades.

The length of this article will not allow us to dwell upon a description of Lakewood Terrace any more than to say it is a beautiful highly restricted development, with a million dollar hotel nearing completion, and has all the extravagant surroundings attended with making winter homes and entertainment for the rich, in course of construction.

The plan of the city of Sebring is very unique and unusual, the general design being that of a wheel, with a park at the center bounded by a circular business street representing the hub, while streets radiate in every direction as spokes from a wheel.

One great asset of many towns of the Ridge country is the splendid water, which is perfectly soft and stands

the most rigid analysis. This little city does not lay great claim to extensive industrial activity, but for a restful, high grade residential community in a location of beautiful natural surroundings blest with the best of water, fine air and an ideal winter climate, it stands among the first of the towns in the interior of the State.

On our homeward trip, at Avon Park we turn due East and the appearance of the country soon changes to what the natives term prairie land, consisting of cut over pine covered with a growth of palmetto scrubs. At Wauchula we turn North again passing through Bowling Green, Ft. Mead, and Homestead to Bartow, the county seat of Polk county. Right here we are in the edge of the phosphate country, one of the greatest industries of the State.

It is of much interest to stop and watch the mining of this rock, of which it is said that Florida has three-quarters of the world's supply. The method employed now is by the force a tremendous stream of water, similar to the way placer mining is conducted in the gravel beds of Colorado and California, the bulk of the production going into fertilizer.

Twelve or fifteen miles farther on we again arrive at Lakeland, where we take up the same route for St. Petersburg that we had traveled the day before.

C. W. Hoyle.

**Another Man Who Loves a Dog.**

Saginaw, March 20—I wrote to our mutual friend Charlie Garfield the latter part of last week. Then I went home and went to bed and called a doctor and yesterday was the first I had been back to the office since. Somehow or other an old man does not combat the things he used to with as much force and vigor, but I cannot complain, now past seventy and in good health and able to hunt and fish and enjoy nature's outdoor treasures with untold satisfaction.

I was mighty glad that Old Timer in your issue of March 17 came out so strongly in defense of the dog. There is always a screw loose somewhere with the man or woman who does not like a dog. Just as soon as I run across a man who does not like a dog I make a mental reservation that I will have nothing to do with him—that he is the kind of a man I would not want to trust in business or anything else.

I have always had a dog with me. There is one nestled up under my desk now as I dictate this. I have had them alongside my bed full of sympathy when I or some member of my family have been racked with pain or illness. I have had them grieve for days over the death of a loved one in the family. They are man's true friend—always dependable.

I remember when I was young I had a Gordon setter—old Bob. One of our neighbors not far off was Aunt Lizzie, a kindly old soul, never said ill or spoke unkindly of anyone, full of humor and good nature, yet she had a drunken husband and a crippled child. Before the good old fashion of making visits had gone into the discard, Aunt Lizzie would drop in in the evening for a visit with my mother and we children always enjoyed the bright and cheerful conversation that went on between the two. When it came time to go home, mother would turn to old Bob and tell him to escort Aunt Lizzie home. The distance was not much more than a city block, but it was not deemed safe for women to be alone on the street nights for it was a rough lumbering town in those days. Old Bob would get up and go along with Aunt Lizzie until he came to her door. Then he would say good night in a gentlemanly sort of a way, and as plainly as if he were a human being, turn around and come back home and let out a little bark at the door to be let in. He never would walk in front of anyone; he was a gentleman dog and would pass behind you, would avoid a mud puddle and

detested all dirt and odors. When my first baby was born he attached his allegiance to him and was constantly with the little fellow until old age took old Bob to his fathers.

I love dogs. They understand human beings. They are sympathetic and never jaw back or quarrel with you.

Wm B. Mershon.

**Kalamazoo Has the Right Idea.**

Kalamazoo, March 23—May 20, the wholesalers of Kalamazoo will be hosts to the merchants of Southwestern Michigan, at a big round up in this city. The meeting will take the place of the usual jobbers' trade trips into Kalamazoo's natural trading area. According to arrangements completed to date, the visitors will be guests at a noon day luncheon, with dinner in the evening at the Masonic Temple and a fine program.

Visitors will also be afforded ample opportunity to visit the local jobbing houses. All concerns will maintain open house.

If you bribe customers with premiums you may get them into a mood where they will be slow to buy without premiums.

A COMPLETE LINE OF


# Good Brooms

AT ATTRACTIVE PRICES

Michigan Employment Institution for the Blind  
SAGINAW W. S., MICHIGAN

Bell Phone 596 Citz. Phone 61366  
**JOHN L. LYNCH SALES CO.**  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
209-110-211 Murray Bldg.  
GRAND RAPIDS, MICHIGAN

**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

## DELICIOUS



**Business Wants Department**

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

**FOR SALE**—About seventy-five feet of Grand Rapids Show Case Co. cabinet shelving, finished in walnut. Includes two dressing rooms with three-way mirrors, about fifteen foot partition to match. Suitable for men's clothing or women's apparel. Also about seventy-five feet of Grand Rapids Show Case Company's shelving, twenty-five inches in depth. Also a six-section oak cabinet with sliding trolley, a twelve-foot show case with shirt racks, one six-foot show case, and cash register. It will pay you to see us on these. **ECONOMY SHOE STORE, 406 E. GENESEE AVE., SAGINAW, Mich. 198**

**FOR RENT**—A store in the heart of business district of Bay City. All newly decorated and remodeled. About seventy-five feet in depth and twenty-three feet wide. Two beautiful display windows. Especially good opening for women's wearing apparel. See us at once for particulars. **THE SHOE MARKET, BAY CITY, MICHIGAN. 199**

**COUNTRY STORE**—Stock of general merchandise and dwelling; building all in good repair. Stock about \$5,000. Will take Grand Rapids real estate in exchange. Nearest competition three miles. Holland community and trade. Reasons for selling, family conditions and sickness. For further information write **Joseph Nederhoed, R. 4, Marion, Mich. 200**

**FOR SALE**—Going dry goods business, established forty-five years. In fast-growing industrial and agricultural town forty miles from Detroit. Good substantial cash business, clean stock and a wonderful opportunity. Stock and fixtures inventory \$18,000. Will sacrifice. Sell only to merchants, no dealers. Apply to **J. F. Martin, Burnham, Stoepel & Co., Detroit, Mich. 201**

**For Sale**—General store, also house and lot. In farming community. Reason for selling, other interests. Bargain if taken at once. Address **Box 23, Winegar, Mich. 202**

**For Sale**—Grocery, cream station, egg and poultry business, doing \$3,300 to \$3,600 business per month. Stock and fixtures at invoice. Reason for selling, have other business. Address **No. 203, c/o Michigan Tradesman. 203**

**WANTED**—An experienced man to take charge of store at Edmore, Mich., selling dry goods, clothing, shoes, ready-to-wear, and variety goods. Address **C. K. Heidelberg, Big Rapids, Mich. 204**

**CASH FOR YOUR STORE**  
For quick transaction, phone, wire or write me if you want to sell your stock of clothing, shoes, furnishings.  
**J. D. KELLER, Saginaw, W. S., Mich. Phone Stewart 1145J.**

**For Sale**—Grocery stock and fixtures. Cash sales last year \$38,558. Have other interests, so must sell. Address **No. 195, c/o Michigan Tradesman. 195**

**For Sale**—120-acre improved farm. Good land, first-class buildings, orchard. Thirty acres seeded. Near trunk line. 1/2 mile from school. Or will exchange for small stock merchandise. Address **No. 197, c/o Michigan Tradesman. 197**

**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.**

**INVESTORS**—If interested in a speculative security guaranteed against loss of amount invested, write **M. L. Smith, Hope, New Mexico. 187**

**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**

**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**



### What We Learn When We Listen.

Written for the Tradesman.

Last week there was urged the need of checking up on our conversation, finding out what our talk is like, with a view to improving its quality, not by rendering it stilted and unnatural but by making it the fitting expression of the better part of our natures. Then we were of course dealing with the talking or active side of the matter.

Now every conversation that is truly such consists not only of speaking but of hearing. Has it ever occurred to us to consider how we rank as listeners? It is an excellent trait to be a good listener, to find interest in what others are saying, to pay close attention to what one hears, so as to be able to grasp the meaning accurately. If to careful listening one adds the study of human nature and the sympathetic analysis of motives and character, there is opened up an interesting and inexhaustible pursuit.

In the ideal conversation there is perfect fair play—every one present contributes to it, every one receives from it. Those who are vivacious and entertaining should have no desire to monopolize the talk; rather should they encourage the bashful and the diffident to take part, to the end that these may gain freedom and fluency of speech.

If we have reason to suspect that in the past we have talked too much and heard too little, we should set about it in earnest to acquire the listening faculty.

When we are doing this and are beginning to observe how we react to what we hear, we soon discover that giving close attention to what others say is not a popular sport. Some frankly declare that they dislike listening—regard it almost as a punishment. Others are not so outspoken but still make it evident that they are giving as little heed as possible to what they are supposed to be hearing. They are all the time watching, with obvious eagerness, to get in a word themselves. Their "word," when they succeed in getting it in, is apt to prove a flood of talk that continues, without regard to time or to any manifestation of interest, until some one heads it off.

No one of us wants to be like that, but we can't help but see that the description applies aptly to many of our acquaintances. How are we to guard against such unseemly conversational conduct? What is it that many people are so anxious to talk about?

A brief reply to this last is: Themselves and their own affairs. This applies not only to those whom we regard as of rather limited mentality, but to highbrows as well. It appears that almost all of us have a supply of egotism—if we do not like so disagreeable a name, then what shall it be called?—a supply of something that makes us want to talk about every trifling circumstance that concerns us personally.

A young author, let him get started and have a good hearer, will run on for perhaps hours at a stretch about what he has read, what he has written, what he intends to write, his difficulties, hopes and aspirations.

The notable cook and housewife will

pour into your ears her method of making her justly famous strawberry jam. She doesn't let you off with just a synoptic recipe—she goes into all the intricacies of her long and elaborate process. If you are not ready to make a get-away the instant she is done with her description of her jam manufacture, in two seconds she will start telling her peerless way of making quince preserves, and no one can foretell how thoroughly she will feel called upon to go into the subject.

The self-made successful business man not unnaturally loves to tell about the poverty of his boyhood, his early struggles, how hard he worked, how he saved his money, how at such and such points in his career he took a strategic advantage of circumstances.

Being introduced to a lady you innocently ask whether she is related to some one of that name you once knew in Lima, Ohio. No, that couldn't be any kin of theirs. Her husband's grandfather came from Massachusetts and settled near Indianapolis. From your friendly enquiry you may have put yourself in to hear about the grandfather's pioneer experiences, and where every one of his seven sons eventually located.

Instances might be multiplied, for doesn't it actually seem that half the people we know are impelled by an inward urge to talk about themselves and their folks and their many concerns?

Does this explain the prevailing impression that the pleasurable side of conversation is the talking and that it is the listener who heroically is performing a hard, disagreeable duty? To be urged to talk is everywhere considered an honor.

While we may smile at what we regard as the egotism of our friends, is any one of us quite free from the tendency that makes almost every person find himself or herself the most interesting topic of conversation? Given some one whom we consider an appreciative hearer, how likely we are to find ourselves going on at great length about our experiences, our ambitions, where our father's people or our mother's people came from, where they settled and what all they did.

In cultivating the habit of being a good listener, we acquire a valuable by-product which is this. We learn that the best of people, ourselves included, have a boresome inclination to talk tiresomely about themselves. Straightway we determine to watch our step in this regard, to train the children and to give words of caution to the young people.

For the benefit of the over-careful reader, let it be said that things that concern yourself are not always taboo as matter for conversation. Your views and opinions may be very interesting to others; some circumstance in your own experience may be so entertaining that it would be a sin not to give it to your associates. The warning is sounded against dwelling on personal matters when they fail to interest one's hearers.

Also it should be said that being a good listener, like many another virtue, may be carried too far. The person of brains and intelligence should do his or her share of talking and should

not lend a too ready and patient ear to the empty chatter of the garrulous. When it is possible to do so tactfully, bores are to be repressed.

This may be deemed heresy for it is contrary to an idea that is being given wide expression, the teaching that it is a smart thing to do to specialize in being an extremely appreciative listener, to talk little, putting one's effort all on drawing out the other person. The advocates of the policy assure us that this is an unfailing way to make oneself popular, to acquire friends, and to curry favor generally.

Likely the example is cited of some young woman, poor in all but her wits and with no especial beauty to recommend her, who achieves marriage with a rich bachelor of distinguished family. Her wedding ring is shown to be the direct result of her assumed interest in talk that must often have seemed to her interminably long and insufferably dull.

But is the game worth the candle? Will a luxurious life gained by flattery compensate for the loss of self-respect caused by throwing sincerity to the winds? The woman who marries as an adept listener will find she is expected to continue the role, and that it will be a dreary part that she has to play.

We want to be good listeners but we should not descend to being fawners and flatterers. A sharp distinction is to be drawn between giving the close heed to what others say that fairness and courtesy demand, and the interest that is pretended only for trading upon the weakness and vanity of our fellow beings. Ella M. Rogers.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, March 23—George D. Booth, who has been making a trip around the Southern states, looked them all over carefully, having Knoxville, Tenn., particularly in mind. He also went to Chattanooga to give it the once over. The people and pretty girls there seemed to appeal to him, so he decided to cast his lot there and is moving his entire stock and fixtures and all of his belongings, including his good wife, to the new home. Mr. Booth will be missed by his many friends here. He possesses a retiring disposition, but is always ready to contribute to any good cause. He is a great worker, always on the job from early morning until late at night. George always figures that the way to keep down the overhead is to do it all himself. This has enabled him to leave our good city with a fat bank account. We all wish them every success in their new home and stand ready to welcome them back home providing they don't like the South.

The Leader, one of our leading department stores, is celebrating its thirtieth anniversary this week. It was just thirty years ago D. K. Moses retired from business in Bay Mills, where he thrived through lumbering. He started the Leader store in one room in the old Newton block, at Ashmun and Spruce streets. When the new Newton block was built the store remained, but in 1903 was wiped out by fire. Eight months later the store was re-opened on the same site, occupying all of the building, instead of part of it. Later more floor space was purchased adjoining the store, bringing the total floor space of the store from 1,000 square feet originally to 25,000 square feet. In 1913 the active management was taken over by David Eliassof, who came here from New York. Mr. Eliassof has continued the management of the busi-

ness. The Leader has reason to be proud of its success. It is one of the best business places in the city.

Among the things which comes to those who wait is spring fever.

A. H. Eddy is still in the South, having opened a place in the city market where he is manufacturing doughnuts. He expects to have three machines installed soon, which will keep him in the South most of his time. His business here is in charge of Mr. Owen.

Arthur Knolton, the well-known lumberman of Shelldrake, has received the nomination for Supervisor of Whitefish township.

John F. Goetz, another well-known lumberman of DeTour, was again nominated for Supervisor as usual. It looks as if John has a life job in politics, but as he is a good man for his home village and has had many years of experience as supervisor he enjoys prestige in all of our county affairs.

You cannot even believe cook books. A young bride baked a cake and the recipe said it was perfectly delicious.

Thomas Shimmoms, proprietor of the Soo 5c store, has decided to close out his business here and move to Newberry, where he also conducts a similar store, besides another store at Marquette. Mr. Shimmoms has been one of our most successful merchants during the past fifteen years and his sudden announcement of removal was a surprise to his many friends here. Tom, like many others, believes in a change being as good as a rest. While we wish him every success in his new home, he will find the latchkey out waiting for him should he decide to come back to the old home town again.

Hound dogs sit around and howl at the moon, but calamity howlers sit around and howl at nothing.

The ice is still twenty-six inches thick in St. Mary's River, so it looks as if we will have a late opening of navigation here this year. Marine circles figure that navigation will not open before about April 15.

William Hayward, the well-known lumberman at Fibre, was a business caller last week. His operations for the winter included a large amount of pulpwood.

Fred Shaw, of the Gamble, Robinson & Shaw Produce Co., has fitted up a gymnasium in the East end of their building, so a to keep the force fit during the quiet spell and have them in the pink of condition for the hard summer business. Fred, being President of the Scouts here, is letting the scouts play basket ball in the gym when not in use during working hours.

We agree with the report from the Grand Rapids Herald when it says that the straw vote means nothing; at least we have noticed no change here. We are still dry.

Don't get mad at a cross friend. His children may be sick or his wife may be reducing.

William G. Tapert.

Nuts—While shelled almonds are somewhat more freely offered abroad, prices do not vary sufficiently to affect spot values or the attitude of holders as to liquidating. Under the most favorable conditions, light stocks are in sight for the remainder of the season, and no declines are believed to be likely, while damage to the growing crop and other factors would work the market in the other direction. Few good walnut meats are to be had abroad. What is left hardly comes up to the local standard and will not compete with desirable grades. Shelled filberts are irregular as the stocks in sight are heavier than in other varieties. Pistachio and pignolia nuts are sparingly offered and are firm.